



# Florence Urban Renewal Agency (FURA) Regular Meeting

In Person & Videoconference  
250 Hwy 101  
Florence, OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting, and can be found of the City of Florence website at [www.ci.florence.or.us/urbanrenewal](http://www.ci.florence.or.us/urbanrenewal).
- Items distributed during the meeting and meeting minutes are posted to the City's website at [www.ci.florence.or.us/urbanrenewal](http://www.ci.florence.or.us/urbanrenewal) as soon as practicable after the meeting.
- To be notified of Urban Renewal meetings via email, please visit online at [www.ci.florence.or.us/newsletters/subscriptions](http://www.ci.florence.or.us/newsletters/subscriptions).

February 28, 2024

## AGENDA

5:30 p.m.

### FURA Directors:

Vice-Chair Dave Braley  
Graham Ross

### Chairperson, Mike Webb

Bill Meyer  
Ron Moore

Rob Ward  
Susy Lacer

Sally Wantz  
Ken Henderson

With 48-hour prior notice, an interpreter and/or TTY: 541-997-3437, can be provided for the hearing impaired.  
Meeting is wheelchair accessible.

Proceedings will be available after the meeting on the City's Vimeo Site.

### **The Florence Urban Renewal Agency meeting will be held in person at Florence City Hall.**

In addition, members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link: <https://attendee.gotowebinar.com/register/3591167041937334365>

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda.

### CALL TO ORDER – ROLL CALL

5:30 p.m.

#### 1. APPROVAL OF AGENDA

#### 2. PUBLIC COMMENT

This is an opportunity for members of the public to bring to the Florence Urban Renewal Agency's attention any item not otherwise listed on the agenda. Please see the end of this agenda for methods to provide comments on items that are not on the agenda.

Mike Webb  
Chairperson

### **ACTION ITEMS**

*Please see the end of this agenda for methods to provide comments on action items.*

#### 3. FINANCIAL ANALYSIS AND URBAN RENEWAL AGENCY PLAN REVIEW

Consider entering into professional service contracts with Elaine Howard Consulting, LLC in the amount of \$7,200 in coordination with the financial analysis work of Tiberius Solutions LLC in the amount of \$15,100 for a total price of \$22,300 to review the urban renewal agency plan, calculate maximum indebtedness, and provide a tax increment finance (TIF) forecast and financial plan to prepare for the future of the Agency.

Erin Reynolds  
City Manager

#### 4. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 24, 2024.

Lindsey White  
City Recorder

### **REPORTS & UPDATES**

#### 5. REVISION ART EXPOSED PROGRAM UPDATE

Staff will provide an update on the Art Exposed ReVision Florence Project, an outdoor rotating art gallery.

Chantelle Meyer  
Ec. Dev. & Comm.  
Analyst

#### 6. SUBCOMMITTEE UPDATES

The Code Review and Quince Street Property Subcommittee members will provide updates to the Florence Urban Renewal Board.

Mike Webb  
Chairperson

<b>FURA CALENDAR</b>		
<i>All meetings are held in person with a virtual option unless otherwise indicated</i>		
Date	Time	Description
March 20, 2024	5:30 p.m.	FURA Meeting
April 24, 2024	5:30 p.m.	FURA Meeting
May 22, 2024	5:30 p.m.	FURA Meeting
June 19, 2024	5:30 p.m.	FURA Meeting
July 24, 2024	5:30 p.m.	FURA Meeting
July 26, 2024	Save the Date	Block Party
August 6, 2024	Save the Date	National Night Out
August 28, 2024	5:30 p.m.	FURA Meeting
September 18, 2024	5:30 p.m.	FURA Meeting
October 23, 2024	5:30 p.m.	FURA Meeting
November 20, 2024	5:30 p.m.	FURA Meeting

**PUBLIC MEETINGS PROCEDURES**

**Expressing Views to the Agency:** Citizens wishing to express their views to the Florence Urban Renewal Agency may do so in both written and verbal formats.

1. **Written Testimony:** Citizens wishing to express their views to the Florence Urban Renewal Agency are encouraged to submit written testimony in one of the following ways:
  - a. Submit written comments via email to City Recorder at [Lindsey.white@ci.florence.or.us](mailto:Lindsey.white@ci.florence.or.us);
  - b. Mail written comments to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439
  - c. Drop off written comments at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday (8 a.m. – 12 p.m., 1 p.m. – 4 p.m.)) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.

**\*\* Note:** Written comments received at least 2 hours prior to the meeting (February 28, 2024 at 3:30 p.m.) will be distributed to the Florence Urban Renewal Agency, posted to the City of Florence website, and made part of the record.

2. **Verbal Testimony:** Citizens wishing to express their views to the Florence Urban Renewal Agency may participate in the meeting at Florence City Hall or via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/urbanrenewal/request-address-fura-speakers-card> at least 1 hour prior to the meeting (February 28, 2024 at 4:30 p.m.). City staff will then contact the speaker to let them know the process to participate in the meeting.
  - a. **Public Comments on items not on the agenda:** General public comments (on items not on the FURA agenda) will be allowed at each Florence Urban Renewal Agency meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
  - b. **Public Hearing Testimony:** Testimony on public hearing items will be allowed when a public hearing is held. Verbal comments will be allowed on public hearing items after staff has given their report and have allowed time for initial Agency questions. In general (with some exceptions for Land Use hearings), comments are limited to five minutes per person with no limit on the number of speakers.
  - c. **Public Comments on Action Items:** Public Comments will be allowed on each action item on the Florence Urban Renewal Agency agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Agency questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

**For more information on the City of Florence's Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/council/rules-procedure>.**

*This document is supplemented by agenda packet materials, meeting materials distributed and electronic audio / video recordings of the meeting and may be reviewed upon request to the City Recorder.*

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**Florence Urban Renewal Agency Meeting  
Florence City Hall  
250 Hwy 101  
Final Action Minutes  
January 24, 2024**

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**CALL TO ORDER - ROLL CALL**

Meeting called to order at 5:30 p.m.

Directors Present: Chairperson Mike Webb, Vice-Chair Dave Braley, Directors Graham Ross, Bill Meyer, Ron Moore, Rob Ward, Susy Lacer, Sally Wantz, and Ken Henderson.

Directors Absent: None.

Staff Present: City Manager Erin Reynolds, City Recorder Lindsey White, Assistant City Manager Megan Messmer, and Finance Manager Lezlea Purcell.

Guests Present: None.

**1. NEW MEMBER INTRODUCTION – KEN HENDERSON**

Start Time: 5:30 p.m.

Discussion: Introduction of Ken Henderson to the Florence Urban Renewal Agency.

**2. APPROVAL OF AGENDA**

Start Time: 5:31 p.m.

Action: Approval of the January 24, 2024 meeting agenda as presented.

Action: Director Meyer

Second: Director Wantz  
– Unanimous Consent–

### **3. PUBLIC COMMENT**

This is an opportunity for members of the audience to bring to the Council's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

Start Time: 5:31 p.m.

Discussion: No speaker's cards or written comments received.

### **ACTION ITEMS**

#### **4. APPROVAL OF MINUTES**

Consider approval of the Florence Urban Renewal Agency meeting minutes of September 27, 2023 and November 15, 2023.

Start Time: 5:32 p.m.

Action: Approval of September 27, 2023 and November 15, 2023 FURA meeting minutes with noted corrections.

Action: Director Moore

Second: Director Ward  
– Unanimous Consent–

### **REPORTS & UPDATES**

#### **5. QUARTERLY FINANCIAL REPORT**

Review the September 30, 2023 quarterly financial report for the Florence Urban Renewal Agency.

Start Time: 5:32 p.m.

Discussion: FM Purcell presented the staff presentation.

Handout: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Understanding why budgeted taxes and actual taxes are so different due to tax collection dates.
- Availability of grant programs for Old Town.

Comments: All Directors present

#### **6. SUBCOMMITTEE UPDATES**

The Code Review and Quince Street Property Subcommittees will provide updates to the Florence Urban Renewal Board.

Start Time: 5:42 p.m.

Discussion: CM Reynolds presented the subcommittees updates.

Discussion: The Florence Urban Renewal Agency discussed...

- Creating interactive map to see what code allows on various sites such as height limitations and parking restrictions.
- Identifying and addressing why people are not investing.
- Reviewing code inconsistencies.
- Using GIS maps on Lane County Website – Public Works.
- Staging Lot 1 (north property) to improve marketability.
- Letting free market dictate use of Lot 1.
- Understanding how Florence differs from other coastal cities; tourist areas are located on either side of Highway 101.
- Homes for Good housing update.

Comments: All Directors present.

## 7. CITY MANAGER REPORT

- Housing Efforts Update
- Art Exposed Revision Florence 2024-2026
- Invitation to State of the City

Start Time: 6:49 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- Reviewing Housing Efforts Update on City’s website.
- Upcoming City Meetings and Events.
- Upcoming Public Arts Committee meeting to review submissions for Art Exposed.
- Invitation to ‘State of the City’ on February 26, 2024.
- Marketing for ‘State of the City’ will begin in next few weeks.

Comments: All Directors present.

Meeting adjourned at 6:58 p.m.

**ATTEST:**

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Mike Webb, Chairperson

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Lindsey White, City Recorder

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# Florence Urban Renewal Agency

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## Memorandum

To: Florence Urban Renewal Agency Board

From: Chantelle Meyer, Economic Development & Communications Analyst

Date: February 28, 2024

RE: Art Exposed ReVision Florence 2024-2026

### Discussion

In the adopted 2023-2025 FURA Biennial Budget, the Urban Renewal Agency approved the placement of up to six pieces of art through City of Florence Public Art Program's Art

Exposed Rotating Outdoor Art Gallery. These artworks will be placed throughout the ReVision Florence corridor on Highway 101. This project has been named Art Exposed ReVision Florence, and will install artwork in April 2024 and decommission works in 2026.



The City of Florence Public Art Program's Art Exposed Rotating Outdoor Art Gallery is a dynamic bi-annual rotation of public art that enhances the livability of our community, creates a unique sense of place, and enhances community identity, while also providing an increased economic impact for visitors and residents. Art Exposed offers the community a chance to view interesting, "fresh" artwork every two years at a low cost, while providing artists with an opportunity to display and sell their work to a wide audience.

The City of Florence Public Art Program currently has eight locations showcasing art in Historic Old Town: Veterans Memorial Park, River Roasters, Rain Garden, Interpretive Center East, Gazebo Park Plaza, Gazebo Park Planter/Secret Garden, Maple Street Park, and the Florence Area Chamber of Commerce Lawn. These locations are maintained by Florence Public Works crews and overseen by the Florence Public Arts Committee. Now, with funding by FURA, six more sites will be installed.

The Florence Public Arts Committee held an in-depth discussion at their meeting on February 15, 2024, reviewing the applications submitted for the new round of artwork to be displayed. All materials for that meeting are available at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-17>. During the discussion, the committee considered many factors for both the six new locations on Highway 101 and the 12 submitted sculptures.

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At the close of the meeting, the Public Arts Committee selected six finalists representing a variety of styles, designs, and types of sculptural artworks. For next steps, City staff will contact the artists and begin getting signed contracts. Once those are complete, the City of Florence will announce the artists and the date of a planned walking tour of the new locations.

To learn more about the Art Exposed Program, please visit <https://bit.ly/FlorenceArtExposed>.

**Relevance to FURA Work Plan:**

- **ReVision Florence:** Art Exposed – Work with the Public Art Program to install pieces on the constructed plinths to add to the Art Exposed Program rotating gallery

**Considerations for FURA Board:**

- Review final artist selections by the Florence Public Arts Committee

**Attachments:** Art Exposed ReVision Florence Selects Finalists Press Release  
Art Exposed ReVision Florence Locations  
Art Exposed ReVision Florence Poster showing 12 finalists





# PRESS RELEASE

**FOR RELEASE ON:**  
February 20, 2024

**CONTACT:**  
Chantelle Meyer  
Economic Development &  
Communications Analyst  
[chantelle.meyer@ci.florence.or.us](mailto:chantelle.meyer@ci.florence.or.us)

## Art Exposed ReVision Florence Selects Finalists

**FLORENCE, OR** – The City of Florence’s Art Exposed Rotating Outdoor Art Gallery is a dynamic bi-annual rotation of public art that improves the livability of the Florence area, creates a unique sense of place, and enhances community identity, while also providing an increased economic impact for visitors and residents. The City of Florence Public Arts Program is excited to announce that additions to the Art Exposed Program will be coming soon, with the installation of up to six new pieces on Highway 101.

Art Exposed offers the community a chance to view interesting, fresh artwork every two years at a low cost, while providing artists with an opportunity to display and sell their work to a wide audience. Since 2018, this program has installed public art throughout Historic Old Town Florence. The 2024-2026 call expands the program up to Highway 101 through Art Exposed ReVision Florence.

The Florence Public Arts Committee held an in-depth discussion at their meeting on February 15, 2024, reviewing the applications submitted for the new round of artwork to be displayed. All materials for that meeting are available at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-17>. During the discussion, the committee considered many factors for both the six new locations on Highway 101 and the 12 submitted sculptures. Thank you to the community members who submitted public comment, both written and spoken. The committee considered these comments as they deliberated.

At the close of the meeting, the Public Arts Committee selected six finalists representing a variety of styles, designs, and types of sculptural artworks. For next steps, City staff will contact the artists and begin getting signed contracts. Once those are complete, the City of Florence will announce the artists and the date of a planned walking tour of the new locations.

Installation of Art Exposed ReVision Florence will begin in April 2024 and art will be on display through 2026. Look for more information on the selections in upcoming newsletters.

To learn more about the Art Exposed Program, please visit <https://bit.ly/FlorenceArtExposed>.

Community members have an opportunity to purchase Art Exposed works that are currently on display in Historic Old Town Florence. A portion of the sales from the Art Exposed program helps continue funding the Florence Public Art Program. Please contact the City or see the City’s website for more information about the works and for purchasing.

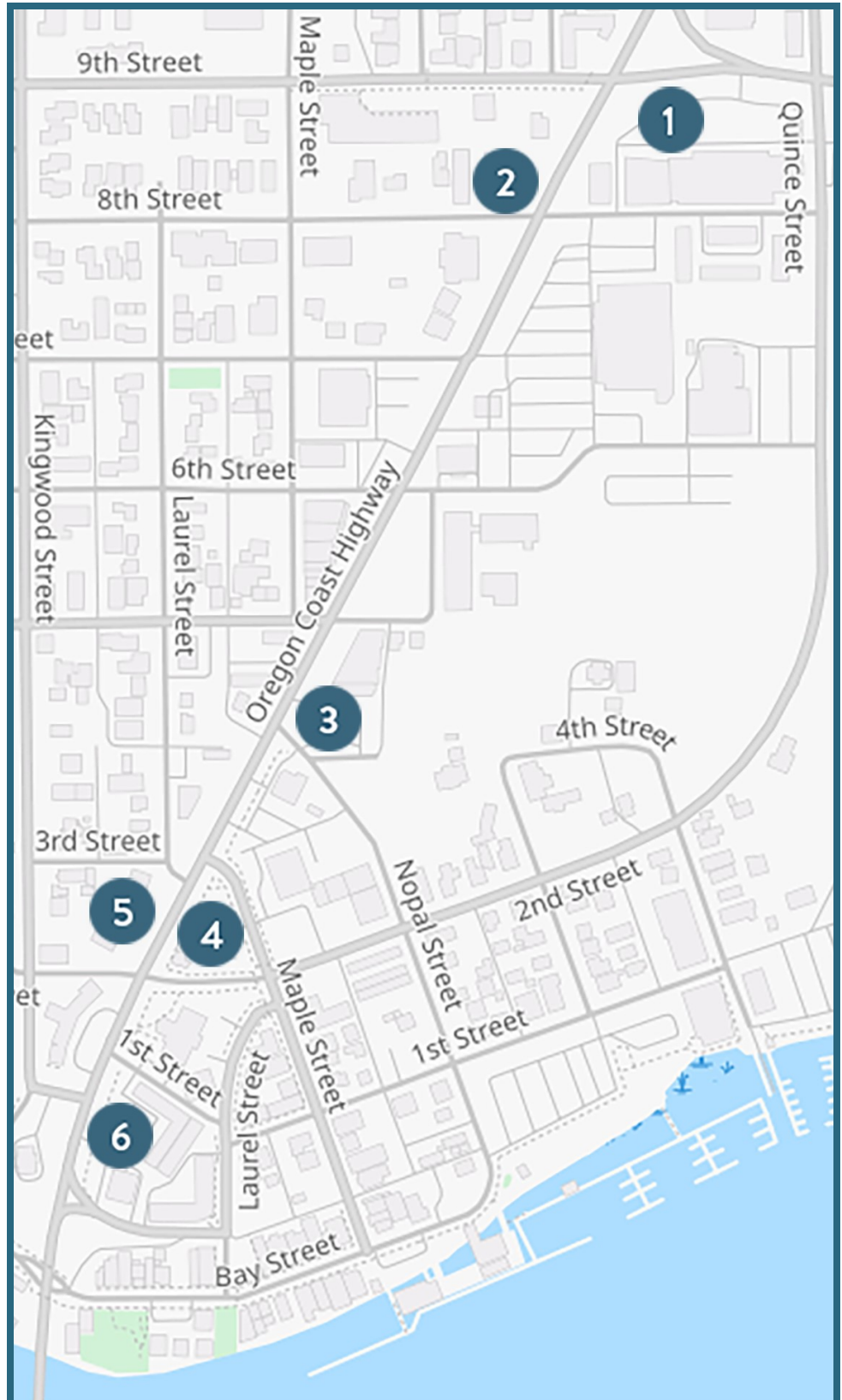
If you have any questions, please contact City of Florence Economic Development & Communications Analyst Chantelle Meyer at [chantelle.meyer@ci.florence.or.us](mailto:chantelle.meyer@ci.florence.or.us).

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Attached: Art Exposed ReVision Florence logo with map placements

## LOCATIONS

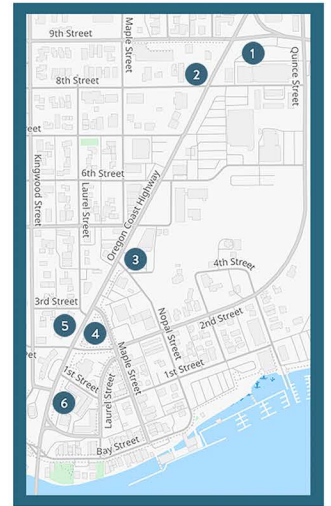
1. Highway 126  
Intersection
2. 8th Street  
Corner
3. Nopal Street
4. Maple Street
5. Laurel Street
6. 1st Street



# ART EXPOSED

CITY OF FLORENCE

ReVision Florence 2024-2026



WE  
WANT  
TO  
HEAR  
FROM  
YOU!



Learn more at  
[https://bit.ly/  
FlorenceArt  
Exposed](https://bit.ly/FlorenceArtExposed)

The City of Florence and the Florence Urban Renewal Agency will be placing up to six new pieces of public art in the ReVision Corridor of Highway 101 between Siuslaw River Bridge & Highway 126. These new pieces of Art Exposed are expected to be installed in April 2024. People are invited to give feedback.

The Florence Art Committee will be selecting the finalists for each location during a public meeting on Thursday, Feb. 15, at 5:30 p.m. at Florence City Hall.

[ci.florence.or.us/bc-pac/public-arts-committee-meeting-17](https://ci.florence.or.us/bc-pac/public-arts-committee-meeting-17)