



Florence Urban Renewal Agency (FURA) Regular Meeting

In Person & Videoconference
250 Hwy 101
Florence, OR 97439
541-997-3437
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.
- Items distributed during the meeting and meeting minutes are posted to the City's website at 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.

August 25, 2025

AGENDA

5:30 p.m.

FURA Directors:

Vice-Chair Dave Braley
Heather Posegate

Chairperson, Mike Webb

Bill Meyer
Susy Lacer

Rob Ward
Ron Preisler

Sally Wantz
Alan Ercolini

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.

In addition to attending in person, members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/6904158316222807136>

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

Mike Webb
Chairperson

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.

ACTION ITEMS

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

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes for April 23, May 28, and June 25, 2025

Lindsey White
City Recorder

4. QUINCE STREET HOTEL DEVELOPMENT UPDATE

- A. Matt Braun will provide an update on the progress of the hotel development.

Megan Messmer
Assistant City Manager

Recess Open Session

EXECUTIVE SESSION PER ORS 192.660(2)(e)

Real Property Transactions

Convene to Executive Session per ORS 192.660(2)(e) to discuss real property transactions.

Return to Open Session

4. QUINCE STREET HOTEL DEVELOPMENT UPDATE CONTINUED

- B. Provide direction to staff regarding the Quince Street Hotel Development.

Megan Messmer
Assistant City Manager

REPORTS & UPDATES

5. CITY MANAGER REPORT

- Board Member Update

Erin Reynolds
City Manager

FURA CALENDAR		
<i>All meetings are held in person with a virtual option unless otherwise indicated</i>		
Date	Time	Description
August 27, 2025	5:30 p.m.	OGEK Required Training
September 17, 2025	5:30 p.m.	FURA Meeting
October 22, 2025	5:30 p.m.	FURA Meeting
November 19, 2025	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;
 - 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 (August 25, 2025 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 (August 25, 2025 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.

**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
April 23, 2025**

CALL TO ORDER - ROLL CALL

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

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

Directors Absent: Director Ron Preisler.

Staff Present: City Manager Erin Reynolds, Assistant City Manager Megan Messmer, and Economic Development and Communication Analyst Chantelle Meyer.

Guests Present: Consultant Elaine Howard and Braun Hospitality Representative Matt Braun.

1. APPROVAL OF THE AGENDA

Start Time: 5:31 p.m.

Action: Approval of the April 23, 2025 meeting agenda as presented.

Motion: Director Lacer

Second: Director Moore

– Unanimous Consent–

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. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items.

Start Time: 5:31 p.m.

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

ACTION ITEMS

3. 5-YEAR URBAN RENEWAL ACTION PLAN

Consider approval of **Resolution No. 1, Series 2025**, a resolution adopting the Five-Year Urban Renewal Action Plan for fiscal years ending June 30, 2026 through 2030. Elaine Howard of Elaine Howard Consulting, LLC will present an overview of the Action Plan and be available to answer questions from the Board.

Start Time: 5:31 p.m.

Discussion: CM Reynolds introduced Elaine Howard and Matt Braun for tonight's presentations.

Start Time: 5:32 p.m.

Discussion: Consultant Howard presented the Action Plan presentation.

Handouts: Action Plan Overview presentation

Discussion: Consultant Howard and CM Reynolds discussed...

- Understanding the \$625,000 is spread in \$62,500 increments for ten years according to the Development Agreement.
- Understanding the five-year forecast.
- Understanding Revenues and Expenditures as shown in Figure 3 in the Five-Year Action Plan for fiscal year 2025/26 to fiscal year 2029/30.
- Understanding maximum indebtedness.
- Understanding administration costs.
- Understanding the annual report shows calculations for maximum indebtedness by showing what was spent in prior year and what is remaining.
- Understanding the administrative costs will increase each year due to inflation and the costs of the projects will increase meaning less will be available for projects.
- Reasoning for a five-year action plan was to make sure the Board had realistic assumptions about how much money there was to be spent and what you undertake so staff having the ability to realistically manage projects.

Comments: All Directors present.

Start Time: 5:31 p.m.

Action: Approve Resolution No. 1, Series 2025.

Motion: Director Ward

Second: Director Posegate

Roll Call Vote: Director Posegate, 'Aye'

Director Lacer, 'Aye'
Director Ward, 'Aye'
Director Meyer, 'Aye'
Director Braley, 'Aye'
Director Wantz, 'Aye'
Director Moore, 'Aye'
Chairperson Webb, 'Aye'
Motion passes 'Unanimously.'

REPORTS & UPDATES

4. QUINCE STREET HOTEL DEVELOPMENT UPDATE

Matt Braun will provide an update on the progress of the Quince Street hotel development.

Start Time: 6:33 p.m.
Discussion: ACM Messmer presented the staff presentation.
Handouts: Staff Presentation

Start Time: 6:49 p.m.
Discussion: Mr. Braun presented the hotel development status update presentation.
Handouts: Hotel Development Update Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Director Braley – Appreciating all the work done on this project and persevering through some tough circumstances.
- Chair Webb – Foreseeing any complications on the appraisal or feasibility study?
Mr. Braun – Banks have different ways of looking at things. The debt service ratio is being analyzed. Loan to cost being easily measured and loan to value seems to be within industry standards.

Florence Urban Renewal Agency took a break from 7:10 p.m. to 7:14 p.m.

5. CITY MANAGER REPORT

- FURA Recruitment Update
- Calendar Review

Start Time: 7:14 p.m.
Discussion: CM Reynolds discussed...

- Upcoming budget meeting for FURA Budget Committee.

- Upcoming FURA meetings and agenda items. recruiting for City board, committee, and commission vacancies.

Comments: All Directors present.

Start Time: 7:22 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- Appreciating Director Moore asking the difficult questions. There are questions the public needs answered and the Board answering them.

All Directors present.

Meeting adjourned at 7:22 p.m.

ATTEST:

Mike Webb, Chairperson

Lindsey White, City Recorder

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.

**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
May 28, 2025**

CALL TO ORDER - ROLL CALL

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

Directors Present: Chairperson Mike Webb, Vice-Chair Dave Braley, Directors Bill Meyer, Rob Ward, Sally Wantz, Ron Moore, Ron Preisler, and Heather Posegate.

Directors Absent: Director Susy Lacer.

Staff Present: City Manager Erin Reynolds, City Recorder Lindsey White, Assistant City Manager Megan Messmer, and City Attorney Ross Williamson (*via telephone conference*).

Guests Present: Braun Hospitality Representative Matt Braun; and City of Florence Planning Department Administrative Assistant Nancy Ervin and Associate Planner Hanna Hutcheson.

1. APPROVAL OF THE AGENDA

Start Time: 5:31 p.m.

Action: Approval of the May 28, 2025 meeting agenda as presented.

Motion: Director Wantz

Second: Director Braley
– Unanimous Consent–

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. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items.

Start Time: 5:31 p.m.

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

ACTION ITEMS

3. QUINCE STREET HOTEL DEVELOPMENT UPDATE

A. Matt Braun will provide an update on the progress of the hotel development.

Start Time: 5:32 p.m.

Topic: Introductions and Agenda Overview

Discussion: The FURA Board participated in the introductions and agenda overview and held no additional discussions.

Start Time: 5:33 p.m.

Declarations: The FURA Board declared...

- Director Moore:
 - Potential conflict of interest was declared and stated was able to make an impartial decision.
- Director Ward:
 - Actual conflict of interest was declared, stepped away from the dais, and abstained from the discussion and voting on the matter.

Start Time: 5:36 p.m.

Discussion: Mr. Braun presented the hotel development update presentation.

Handouts: Hotel Development Update Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Director Moore – Understanding key money that Wyndham is contributing. *Mr. Braun - Not able to disclose it in a public forum. It's part of a private contract.*
- Director Moore – Understanding the number of entities/individuals participating.
- Director Moore – Understanding if key money is being used for construction or paying off investors. *Mr. Braun – Neither.*
- Director Braley – Understanding why extension is requested due to additional steps, additional processes, bureaucratic delays, and things out of Mr. Braun's control? *Mr. Braun - It'd been four years of working through the financing piece of this project. The fundamentals of it haven't changed. Originally, I hadn't anticipated an SBA loan with a timeline of several months.*

The underwriting process for a conventional loan is a matter of weeks and not months.

- Discussion: Staff discussed...
- The DDA from commencement of construction to completion a twenty-month time period.
 - This being a request to the Board and if the Board wants to change and consider other things in Executive Session, City Attorney Ross Williamson will be sitting in on the discussion.
 - Requesting target date of August 28th for closing, changing all dates forward 84 days on top of the one-year extension.
- Comments: CM Reynolds.

- Discussion: The Florence Urban Renewal Agency discussed...
- Director Webb – Understanding Celtic Bank is financing the construction financing up to 15 million dollars, and then SBA is paying down a portion of the construction finance, so they'll control the draws. *Mr. Braun - Correct.*
 - Director Posegate – Understanding the request is to extend your deadline 84 days, but still anticipating to be done in two months, or a month before the 84 days is your anticipated date. *Mr. Braun – Intent is to break ground as soon as possible.*
 - Director Moore – Clarifying that you and your investors anticipated an approximate seven-year sale if all goes well. *Mr. Braun – Yes. I don't know if "anticipated" is the word I would use. The word I would use is we have a basis or assumption in a business model.*

Meeting recessed at 6:00 p.m.

EXECUTIVE SESSION PER ORS 192.660 (2)(e)

Convene to Executive Session per ORS 192.60 (2)€ to discuss real property transactions.

Return to Open Session

3. QUINCE STREET HOTEL DEVELOPMENT UPDATE CONTINUED

B. Provide direction to staff regarding the Quince Street Hotel Development..

Start Time: 6:35 p.m.
Discussion: The Florence Urban Renewal Agency discussed...

- No discussion.

Start Time: 6:35 p.m.
Action: Approve the 84-day extension request to all unfulfilled deadlines within the Disposition and Development Agreement (DDA) with Braun Hospitality for the Quince Street Hotel Development, resulting in an updated closing deadline of August 28, 2025, and authorize the Executive Director to executive the extension through a DDA amendment.

Motion: Director Meyer
Second: Director Braley
Roll Call Vote: Director Posegate, 'Aye'
Director Braley, 'Aye'
Director Meyer, 'Aye'
Director Wantz, 'Aye'
Director Preisler, 'Aye'
Director Moore, 'Nay'
Chairperson Webb, 'Aye'
Motion passes 6-1

REPORTS & UPDATES

4. CITY MANAGER REPORT

- Board Member Update

Start Time: 6:36 p.m.
Discussion: CM Reynolds discussed...

- Mayor Ward will be reappointing Directors Meyer and Posegate and new member Alan Ercolini to the FURA Board at the next City Council meeting.
- Upcoming FURA meetings and agenda items.
- Upcoming City Block Party on July 18th and National Night Out on August 5th.

Comments: All Directors present.

Start Time: 6:40 p.m.
Discussion: The Florence Urban Renewal Agency discussed...

- Thanking Director Moore for his two years of service on the FURA Board.

Meeting adjourned at 6:41 p.m.

ATTEST:

Mike Webb, Chairperson

Lindsey White, City Recorder

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.

**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
June 25, 2025**

CALL TO ORDER - ROLL CALL

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

Directors Present: Chairperson Mike Webb, Vice-Chair Dave Braley, Directors Bill Meyer, Rob Ward, Sally Wantz, Susy Lacer, Ron Preisler, Heather Posegate, and Alan Ercolini.
(in person and via videoconference)

Directors Absent: None.

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

Guests Present:
{via videoconference} Braun Hospitality Representative Matt Braun.

CALL TO ORDER - ROLL CALL - NEW MEMBER INTRODUCTION: ALAN ERCOLINI

CM Reynolds introduced and welcomed new Director Alan Ercolini to the FURA Board.

1. APPROVAL OF THE AGENDA

Start Time: 5:32 p.m.
Action: Approval of the June, 2025 meeting agenda as presented.
Motion: Director Ward
Second: Director Lacer
– Unanimous Consent–

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.

Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items.

Start Time: 5:33 p.m.

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

ACTION ITEMS

3. FLORENCE URBAN RENEWAL AGENCY 2025-2027 BIENNIAL BUDGET

A. PUBLIC HEARING ON 2025-2027 FURA BUDGET

Hear and consider written and oral testimony on the 2025-2027 budget.

Start Time: 5:33 p.m.

Process Reading: CR White read the Public Hearing Script and officiated the procedures.

Handouts: Public Hearing Script

Public Hearing: Opened at 5:34 p.m.

Start Time: 5:34 p.m.

Discussion: ACM Messmer presented the staff presentation.

Handouts: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- No discussion

Public Testimony: No speaker's card or written comments were received.

Public Hearing: Closed 5:43 p.m.

B. ADOPTION OF 2025-2027 FURA BUDGET

Consider adoption of **Resolution No. 2, Series 2025**. A resolution performing the following:

- Adopting the 2025-2027 Biennial Budget.
- Making appropriations for the agency.
- Authorizing and declaring the tax increment for the agency.

Start Time: 5:43 p.m.

Action: Approve Resolution No. 2, Series 2025.

Motion: Director Ward

Second: Director Braley

Roll Call Vote: Director Posegate, 'Aye'

Director Lacer, 'Aye'

Director Meyer, 'Aye'

Director Ward, 'Aye'

Director Braley, 'Aye'
Director Wantz, 'Aye'
Director Ercolini, 'Aye'
Director Preisler, 'Aye'
Chairperson Webb, 'Aye'
Motion passes 'Unanimously.'

4. APPROVAL OF THE MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of March 19, 2025.

Start Time: 5:34 p.m.
Action: Approve Florence Urban Renewal Agency meeting minutes of March 19, 2025.
Motion: Director Wantz
Second: Director Ward
Roll Call Vote: Director Posegate, 'Aye'
Director Lacer, 'Aye'
Director Meyer, 'Aye'
Director Ward, 'Aye'
Director Braley, 'Aye'
Director Wantz, 'Aye'
Director Ercolini, 'Aye'
Director Preisler, 'Aye'
Chairperson Webb, 'Aye'
Motion passes 'Unanimously.'

REPORTS & UPDATES

5. QUINCE STREET HOTEL DEVELOPMENT UPDATE

Matt Braun will provide an update on the progress of the hotel development.

Topic: Introductions and Agenda Overview
Discussion: The FURA Board participated in the introductions and agenda overview and held no additional discussions.

Start Time: 5:45 p.m.
Discussion: Mr. Braun presented the hotel development status update presentation.
Handouts: Hotel Development Update Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Director Ward – Any plans for a groundbreaking ceremony? *Mr. Braun- Yes, we are planning for a groundbreaking ceremony probably*

within the first two weeks of August and we would love to have FURA Board members participate.

- Director Braley – Being pleased to hear that appraisal went well.
Mr. Braun – Currently working on the construction proposal from the contractor and looking at reduction pieces to reduce those costs. Currently working on the commitment letter with the bank.

6. CITY MANAGER REPORT

Start Time: 5:52 p.m.

Discussion: CM Reynolds discussed...

- Recognizing and thanking ACM Messmer who has been acting in capacity for the last nine months as the Administrative Services Director.
- Attending Tsunami 101 Workshop.
- Upcoming FURA meetings and agenda items.
- Understanding the pedestrian lighting makes the lighting come together.

Comments: All Directors present.

Start Time: 7:22 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- No discussion.

Meeting adjourned at 6:01 p.m.

ATTEST:

Mike Webb, Chairperson

Lindsey White, City Recorder