



*City of Florence*  
**A City in Motion**

## **Florence Urban Renewal Agency (FURA) Regular Meeting**

Florence Senior Center  
1570 Kingwood Street  
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 on 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).

**November 20, 2018**

## **AGENDA**

**5:30 p.m.**

**FURA Directors:**  
Vice-Chair John Scott  
Ron Caputo

**Chairperson, Joshua Greene**  
Joe Henry  
Patricia Riley

Ron Preisler  
Mike Webb

Dave Braley  
William Meyer

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

### **CALL TO ORDER – ROLL CALL**

**5:30 p.m.**

#### **1. APPROVAL OF AGENDA**

Joshua Greene  
*Chairperson*

#### **2. PUBLIC COMMENTS**

This is an opportunity for members of the audience to bring to the 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. Speakers may not yield their time to others.

Joshua Greene  
*Chairperson*

### **ACTION ITEMS**

#### **3. PUBLIC ART COMMITTEE BRIDGE STEPS CONTRACT**

Consider authorizing the City Manager to sign an agreement with Jessilyn Brinkerhoff in the amount of \$30,000 for creating a painting and fabricated façade for the Siuslaw Bridge Steps and hear update on the Public Art Committee's progress.

Public Art  
Committee  
*Representatives*

#### **4. 2018 – 2019 FLORENCE URBAN RENEWAL AGENCY CALENDAR**

Review and consider approval of the 2018-19 FURA meeting calendar.

Erin Reynolds  
*City Manager*

### **REPORTS, PRESENTATIONS & UPDATES**

#### **5. REVISION FLORENCE**

Staff will provide an update on the ReVision Florence construction bids received by the Oregon Department of Transportation (ODOT) and discuss next steps for the project.

Megan Messmer  
*Project Manager*

#### **6. CITY MANAGER REPORT**

Erin Reynolds  
*City Manager*

### **URBAN RENEWAL CALENDAR**

*All meetings are held at the Florence Events Center (715 Quince St., Florence Oregon) unless otherwise indicated*

<b>Date</b>	<b>Time</b>	<b>Description</b>
December 19, 2018	5:30 p.m.	Florence Urban Renewal Agency Meeting

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# Florence Urban Renewal Agency

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## Memorandum

To: Florence Urban Renewal Board  
From: Sarah Moehrke, on behalf of the Public Art Committee  
Date: November 15, 2018

### **Siuslaw Bridge Steps Public Art Contract**

The action before the FURA Board is to consider authorizing City Manager Erin Reynolds to sign the finalized contract with Jessilyn Brinkerhoff, the artist that has been selected to complete the Siuslaw Bridge Steps project.

In the summer of 2017, Florence's Public Art Committee released a Call-to-Artists through the website Café (short for *Call for Entry*, the nation's foremost place for Public Art Calls). When we closed the call in January of 2018, the Public Art Committee (PAC) went through an extensive review process of the 22 artists that submitted proposals.

First, the Bridge Steps subcommittee reviewed the artists based on a 1-20 scale and narrowed it down to nine artists. In order to continue to encourage citizen input on the project, the Public Art Committee elected to form a citizen selection committee to review the artists submittals. The selection committee was made up of two representatives from PAC, and three citizens-at-large with an interest in the project, a business near the project, or a background in the arts. The opportunity to serve on the selection committee was open to the public and posted on the City of Florence's website in late January 2018. Once the Selection Committee met in May 2018, they recommended three artists, plus an alternate, to the Public Art Committee as a whole. PAC then reviewed the artists and chose Jessilyn Brinkerhoff, an artist based out of Eugene, for her art-deco themed design.

Ms. Brinkerhoff and City of Florence staff have worked hard on creating her contract. The contract arranges a three-phase payment schedule totaling \$30,000. Once the contract is signed by both parties, Ms. Brinkerhoff will get a \$5,000 payment. She will receive another \$5,000 payment when the design has been finalized and approved by ODOT and PAC. Once the metal fabrication of the railings and the lighting pillars is completed, the artist will receive \$10,000. The final \$10,000 payment will come once the project is completed and the artist participates in the opening celebration of the project, ideally in late May.

#### ATTACHMENTS:

Attachment 1- Siuslaw Bridge Steps Project Information

Attachment 2- Preliminary Design Concept by Ms. Jessilyn Brinkerhoff

## Jessilyn Brinkerhoff Installation Siuslaw Bridge Steps

The painted and fabricated façade for the Siuslaw Bridge Steps located in the right-of-way between Bay Street and Highway 101 in Florence, Oregon.

It is understood the ARTIST will make every effort to create the WORK in the spirit of the design, but that the necessity for continuous refinement and development may alter the final rendering. The ARTIST therefore, with the approval of THE CITY, which approval shall not be unreasonably withheld, may make necessary design modifications as the WORK progresses so long as general concept and materials remain the same.





# MURAL CONCEPT A

Symmetrical design of Art Deco Rhododendrons and motifs in primary colors referenced from bridge and Art Deco movement. Fabricated metal tower lights complement the motifs.

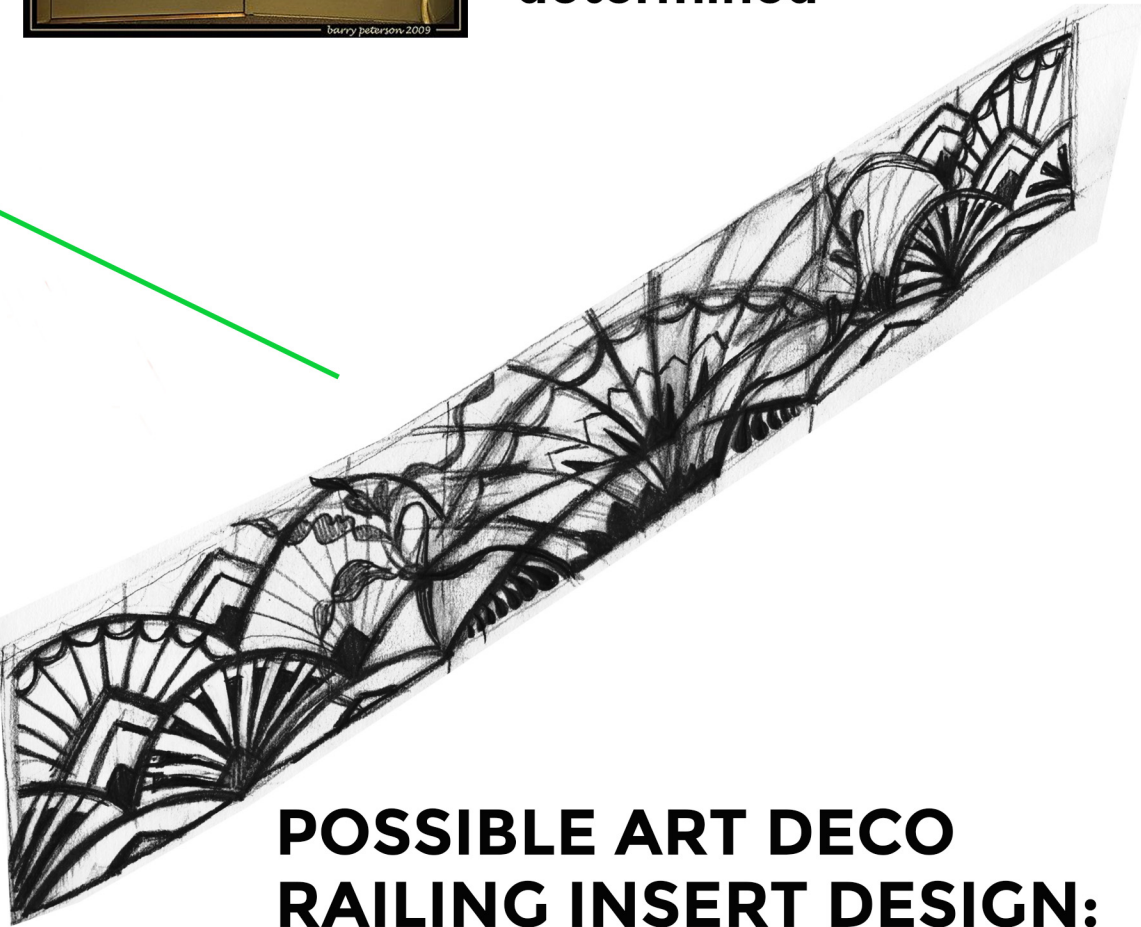


## Art Deco Reference Images



**TOWER LIGHT EXAMPLE:**  
Plasma Cut and welded steel  
Deco design to be determined

## STAIR RAILING INSERTS



**POSSIBLE ART DECO RAILING INSERT DESIGN:**  
Plasma Cut and welded steel



**MEMORANDUM:** Public Art Committee Work Plan Progress

**To:** Florence Urban Renewal Agency

**From:** Sarah Moehrke, Community and Economic Development Assistant, City of Florence

**Date:** October 16, 2018

Since updating FURA in September, Florence's Public Art Committee (PAC) has made significant strides on the three major projects that they aim to complete in the next year.

First, the Central Lincoln PUD Mural is moving along steadily. After reviewing over 100 artists' portfolio, the subcommittee narrowed down the artists to a top five. These five artists came from all over the world, from Japan, to Arkansas, New York City to Portland, Oregon. At the October 22 meeting, the Public Art Committee was presented with the final five artists with the directive to narrow down the candidates to three finalists. After deliberation, PAC awarded the final three to the artists DAAS (Japan), Ana Maria Ortiz (Arkansas), and Marino-Heidel Studios (Portland, Oregon). At the beginning of December, each artist will submit three separate proposals of their ideas for the mural. (Please see examples of the final three artist's work attached to this memo)

At the same time, PAC started recruiting for the selection committee. The selection committee is a vital part of the process of choosing an artist. The selection committee is comprised of two members of the mural subcommittee, an employee of Central Lincoln PUD, and two members of the greater community. The Public Art Committee values the input of the community on serious and costly decisions like this and aims to involve the community as much as possible. Application submittals were due by November 14<sup>th</sup> at noon, and the committee is happy to report that they received seven applications for the two community member seats! The selection committee will be selected at the PAC Meeting on November 19.

Secondly, the Public Art Committee received the grant prospect search results from our local grant writer. Our Grant Writing and Fundraising subcommittee narrowed down the results to four grants that the subcommittee wants to pursue for the third fiscal quarter. Attached to this memo is a general breakdown of the four grants, how much our ask will be for, and how much it will cost PAC to apply for each grant, as well as what specific PAC project the grant will be applied for. Once the grants are approved by the Public Art Committee, city staff and the grant writers will work together in order to get the applications completed. The specific numbers and projects are subject to change.

The contract for the Siuslaw Bridge Steps beautification project has been finalized by city staff and the artist, and hopefully will be authorized to be signed by Erin Reynolds at the November 20 meeting of the FURA board. Once this is completed, the artist will finalize her design and gain final approval by Oregon Department of Transportation and the Public Art Committee. Once this is completed, she will start working on metal fabrication and planning for a spring 2019 installation date.

The Public Art Committee is working very hard on our projects for 2019. With the passage of the Committee and Commission Policy Manual at the November 5 meeting of Florence City Council, the Public Art Committee can now have up to eleven members, which the committee is actively recruiting for. More members mean evenly spreading the workload as well as more projects being completed, which the committee is excited about on all fronts.

**Attachments:**

- PUD Finalists previous work
- Third Fiscal Quarter Grant Plan

PUD Finalists' Previous Work

DAAS:



Ana Maria Ortiz:



Marino-Heidel Studios:



### Third Quarter PAC Grant Subcommittee Proposals

Grant:	Due Date:	Ask:	Project:	Proposal Fee:	Reporting Fee:	Total Fee:
Western Lane Community Foundation	1/15/2019	\$5,000	Maple Street Pocket Park Sculpture- Ideally we would receive ½ the funds for this piece via grant funding	\$500	\$100	\$600
OCF Community Grant	1/15/2019	\$20,000	Outside of FURA-land projects; currently PAC's funding comes from FURA so all of our projects have to be in the URBAN RENEWAL district. If we received this funding, we would be able to expand to the larger community!	\$1,000	\$200	\$1,200
Autzen Foundation	3/15/2019	\$8,000	This is the one specific grant that we're not quite sure what our project should be for...	\$600	\$150	\$750
Miller Foundation	4/1/2019	\$20,000	Capacity Building- specifically for another RARE participant to work with Florence's Public Art Committee	\$1,000	\$300	\$1,300
TOTALS:		\$53,000		\$3,100	\$750	\$3,850

Florence Urban Renewal Agency Calendar - 2019

January					
M	Tu	W	Th	F	Sa/Su
	1 New Years Holiday	2	3	4	5 & 6
7	8	9	10	11	12 & 13
14	15	16	17	18	19 & 20
21 Martin L. King Jr. Day Holiday	22	23 FURA Meeting	24	25	26 & 27
28	29	30	31		

February					
M	Tu	W	Th	F	Sa/Su
				1	2 & 3
4	5	6	7	8	9 & 10
11	12	13	14	15	16 & 17
18 Presidents Day Holiday	19	20	21	22	23 & 24
25	26	27 FURA Meeting	28		

March					
M	Tu	W	Th	F	Sa/Su
				1	2 & 3
4	5	6	7	8	9 & 10
11	12	13	14	15	16 & 17
18	19	20	21	22	23 & 24
25	26	27 FURA Meeting	28	29	30 & 31

April					
M	Tu	W	Th	F	Sa/Su
1	2	3	4	5	6 & 7
8	9	10	11	12	13 & 14
15	16	17	18	19	20 & 21
22	23	24 FURA Meeting	25	26	27 & 28
29	30				

May					
M	Tu	W	Th	F	Sa/Su
		1	2	3	4 & 5
6	7	8	9	10	11 & 12
13	14	15	16	17	18 & 19
20	21	22 FURA Meeting	23	24	25 & 26
27 Memorial Day	28	29	30	31	

June					
M	Tu	W	Th	F	Sa/Su
					1 & 2
3	4	5	6	7	8 & 9
10	11	12	13	14	15 & 16
17	18	19	20	21	22 & 23
24	25	26 FURA Meeting	27	28	29 & 30

July					
M	Tu	W	Th	F	Sa/Su
1	2	3	4 Independence Day Holiday	5	6 & 7
8	9	10	11	12	13 & 14
15	16	17	18	19	20 & 21
22	23	24 FURA Meeting	25	26	27 & 28
29	30	31			

August					
M	Tu	W	Th	F	Sa/Su
			1	2	3 & 4
5	6	7	8	9	10 & 11
12	13	14	15	16	17 & 18
19	20	21	22	23	24 & 25
26	27	28 FURA Meeting	29	30	31 & 1

September					
M	Tu	W	Th	F	Sa/Su
2 Labor. Day Holiday	3	4	5	6	7 & 8
9	10	11	12	13	14 & 15
16	17	18 FURA Meeting	19	20	21 & 22
23	24	25 FURA Meeting Rescheduled	26	27	28 & 29
30			League of Oregon Cities Conference in Bend		

October					
M	Tu	W	Th	F	Sa/Su
	1	2	3	4	5 & 6
7	8	9	10	11	12 & 13
14	15	16	17	18	19 & 20
21	22	23 FURA Meeting Rescheduled	24	25	26 & 27
International City Manager's Association Conference					
28	29	30 FURA Meeting	31		

November					
M	Tu	W	Th	F	Sa/Su
				1	2 & 3
4	5	6	7	8	9 & 10
11 Veteran's Day Holiday Observed	12	13	14	15	16 & 17
18	19	20 FURA Meeting - Tentative	21	22	23 & 24
25	26	27 FURA Meeting Rescheduled	28	29	30 & 1
			Thanksgiving		

December					
M	Tu	W	Th	F	Sa/Su
2	3	4	5	6	7 & 8
9	10	11 FURA Meeting	12	13	14 & 15
16	17	18	19	20	21 & 22
23	24	25 Christmas Holiday FURA Meeting Rescheduled	26	27	28 & 29
30	31				