



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday October 15, 2024

Council Chambers
7505 S Holden Street
Midvale, Utah 84047

CHAIR: Marcus Stevenson

BOARD MEMBERS: Board Member Paul Glover
Board Member Bonnie Billings - Excused
Board Member Dustin Gettel
Board Member Bryant Brown
Board Member Heidi Robinson

STAFF: Matt Dahl, City Manager; Nate Rockwood, Assistant City Manager; Rori Andreason, City Recorder; Charlie Cressall, Deputy City Recorder; Garrett Wilcox, City Attorney; Mariah Hill, Administrative Services Director; Adam Olsen, Community Development Director; Laura Magness, Communications Director; Glen Kennedy, Public Works Director; Meggie Troili, RDA Project Manager; Wendelin Knobloch, Planning Director; Chief April Morse, UPD; and Joshua Short, Jr. Network Administrator.

Chair Stevenson called the meeting to order at 7:23 p.m.

I. GENERAL BUSINESS

A. Welcome and Roll Call - Board Members Dustin Gettel, Bryant Brown, Heidi Robinson, and Paul Glover were present at roll call. Board Member Bonnie Billings was excused.

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. Consider Minutes of September 17, 2024

MOTION: Board Member Paul Glover **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Dustin Gettel. Chair Stevenson called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

Board Member Bryant Brown **Aye**
Board Member Dustin Gettel **Aye**
Board Member Paul Glover **Aye**
Board Member Bonnie Billings **Excused**

Board Member Heidi Robinson Aye
The motion passed unanimously.

IV. DISCUSSION ITEM


A. Consider *Resolution No. 2024-28RDA* Consideration of a three-year contract with Craft Lake City to Produce the Annual LetterWest Conference.

Meggie Troili said on November 13, 2023, the Redevelopment Agency of Midvale City (the “Agency”) entered into a service agreement with Craft Lake City (the “Contractor”) to produce the third annual LetterWest conference within the Midvale Main Arts & Culture District. This one-day conference took place on March 2, 2024, and based on its success, as described in the conference recap and evaluation report **Exhibit “A”**, the Agency desires to continue its relationship with the Contractor to produce LetterWest over the next three (3) years.

The Agency seeks to enter a three-year agreement **Exhibit “B”**, with the Contractor to produce LetterWest for the price of \$55,000 per year totaling \$165,000 over (3) years. The Agency has budgeted for the conference within the Main Street Community Development Area 2025 fiscal year budget. The funded project will require the Contractor plan, coordinate, and report on all activities including spending associated with producing LetterWest.

In Spring 2025 the 5th Annual LetterWest will increase from a one-day to a two-day conference to be held on Friday March 14th and Saturday March 15th and will include a night market. Through these multi-day conferences, LetterWest will offer workshops, demonstrations, networking opportunities, and community activities fostering community engagement and leaving a lasting impact on Midvale's cultural and economic landscape within the Midvale Main Arts & Culture District.

FISCAL IMPACT: \$55,000 annually totaling \$165,000 over three years.



The logo for Midvale City is circular with a maroon border. Inside the circle, the words "IN THE MIDDLE OF EVERYTHING" are written in white, uppercase letters along the top arc. In the center is a stylized maroon mountain range. Below the mountains is a white banner with the words "MIDVALE CITY" in maroon, uppercase letters. At the bottom of the circle, "EST. 1909" is written in white, uppercase letters.

LetterWest
3-Year Agreement
Discussion

Discussion



The LetterWest logo features the words "LetterWest" in a large, white, bubbly, hand-drawn font with a thick black outline. The letters are set against a background of red and pink wavy, brush-stroke-like patterns.

FOR PEOPLE WHO
LOVE HAND LETTERING!

MARCH 14—15, 2025 ————— MAIN STREET, MIDVALE, UTAH

Discussion regarding proposed three-year contract with Craft Lake City to produce the annual LetterWest conference.

Discussion

LetterWest 2024	LetterWest 2025-2027
1-day event	2-day event
Community Activity	Community Activity + Night Market
Workshops & Keynote Speakers	Longer Workshops + Keynote Speakers
Total RDA Funding = \$35,000	Proposed RDA Funding = \$55,000

Discussion



**FOR PEOPLE WHO
LOVE HAND LETTERING!**

MARCH 14—15, 2025 ————— MAIN STREET, MIDVALE, UTAH

Discussion regarding proposed three-year contract with Craft Lake City to produce the annual LetterWest conference.

Board Member Heidi Robinson asked what the estimated attendance of last year's conference was.

Meggie Troili said there were about 100 artists.

Chair Stevenson said the weather was bad that day, and there were more attendees from outside Utah. He said he was amazed that attendees came from around the world. He said he spoke to people that flew to Utah from Australia and the UK just for this conference.

V. POSSIBLE CLOSED SESSION

The Board may, by motion, enter into a Closed Session for:

- A. Discussion of the Character, Professional Competence or Physical or Mental Health of an Individual;
- B. Strategy sessions to discuss pending or reasonably imminent litigation;
- C. Strategy sessions to discuss the purchase, exchange, or lease of real property;
- D. Discussion regarding deployment of security personnel, devices, or systems, and
- E. Investigative proceedings regarding allegations of criminal misconduct.

VI. ADJOURN

MOTION: Board Member Paul Glover MOVED to adjourn the meeting. The motion was SECONDED by Board Member Dustin Gettel. Chair Stevenson called for discussion on the motion. There being none he called for a vote. The motion passed unanimously.

The meeting adjourned at 7:30 p.m.

Rori Andreason

**Rori L. Andreason, MMC
City Recorder**



Approved this November 12, 2024.