



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday July 21, 2026

Council Chambers
7505 S Holden Street
Midvale, Utah 84047

CHAIR: Dustin Gettel

BOARD MEMBERS: Board Member Paul Glover - Excused
Board Member Bonnie Billings
Board Member Denece Mikolash
Board Member Bryant Brown
Board Member Heidi Robinson

STAFF: Matt Dahl, City Manager; Nate Rockwood, Assistant City Manager; Rori Andreason, City Recorder; Garrett Wilcox, City Attorney; Mariah Hill, Administrative Services Director; Adam Olsen, Community Development Director; Laura Magness, Communications Director; Jerimie Thorne, Public Works Director; Wendelin Knobloch, Planning Director; Kate Andrus, RDA Director; Moira Gray, RDA Project Manager; Chief April Morse, UPD; and Josh Short, Network Administrator.

Chair Gettel called the meeting to order at 6:00 p.m.

I. GENERAL BUSINESS

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

II. PUBLIC COMMENTS

Chief Jason Mazuran introduced Chief Luis Lovato who will be serving Midvale City as the Division Chief of Special Operations and Investigations.

Chief Luis Lovato said he is excited to be serving Midvale City again.

III. CONSENT AGENDA

A. CONSIDER MINUTES OF JULY 7, 2026

MOTION: Board Member Heidi Robinson **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Bryant Brown. Chair Gettel 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 Denece Mikolash	Aye
Board Member Paul Glover	Excused
Board Member Bonnie Billings	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2026-20RDA PROVIDING CONSENT TO ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH THE UTAH MAIN STREET PROGRAM.

Moir Gray said The Utah Main Street program, housed in the Utah State Historic Preservation Office (USHPO), is Utah's coordinating entity for the national Main Street America program. Utah Main Street uses a four-point approach (Economic Vitality, Design, Organization, and Promotion) to build a community-based revitalization framework. Midvale Main Street joining the program as a Tier 1 Promising Community does not cost anything, but provides access to tools, resources, funding opportunities, and a network of 29 other main streets in Utah.

The Memorandum of Understanding with Utah Main Street lists actions that Midvale Main Street should complete as a Tier 1 Community, such as attending monthly meetings, bringing together community members invested in Midvale Main Street, and developing a draft workplan based on the Main Street Four-Point approach. It also lists the resources that Utah Main Street will provide, such as technical assistance, a network of Utah main streets, and trainings.

This MOU will terminate on June 30th, 2027. There are no funds associated with the MOU.

FISCAL IMPACT:

There are no funds associated with this Memorandum of Understanding.



Background

Utah Main Street (UMS) is a Coordinating Program of Main Street America*. They are a network of passionate community members engaged in historic commercial district revitalization. Their program provides a framework and resources to support downtown revitalization efforts. There are 29 other cities in the Utah program, including Logan, Midway, Helper, and Magna. There are more than 1,600 cities participating nationally.

The Utah Main Street program is housed in the Utah State Historic Preservation Office (USHPO).

* Main Street America is a subsidiary of the National Trust for Historic Preservation.

Four-Point Approach

- **Economic Vitality** : Build diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem
- **Design**: Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public places
- **Promotion**: Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience
- **Organization**: Build leadership and strong organizational capacity | Ensure broad community engagement | Forget partnerships across sectors

Tier 1: Promising Community

The Utah Main Street program has three tiers:



Tier 1 General Requirements and Activities

- Learn the Main Street Approach
- Demonstrate Historic Preservation Ethic
- Broad-Based Community Support
- Submit Bi-Annual Economic Impact Statistics
- Submit Main Street America Community Self-Assessment

Resources from Utah Main Street

- Strategic Plan Workbook
- Getting Started with Utah Main Street Support
- Monthly meeting with network of 28 other communities
- Ask an Architect Webinar
- Designated Utah Main Street Staff Liaison
- Free access to annual Main Street workshop and free USHPO Preservation Engaged conference registration
- Main Street America training resources

Memorandum of Understanding

- There are no funds associated with this MOU
- Expires on June 30th, 2027, at which point we can renew our agreement. After three years we will need to re-apply.

Chelsea Gauthier, Utah Main Street Program Manager, said her office is located at the Utah State Historic Preservation Office. The program operates out of the Department of Cultural and Community Engagement. Her work focuses on a preservation based economic revitalization program for historic downtowns or neighborhood commercial districts as part of the national Main Street America network. She coordinates with local communities statewide, offering technical assistance and resources to help small town

and urban neighborhoods to thrive economically while preserving their historic, cultural, and architectural heritage.

Chair Gettel said the city is looking forward to working with the Utah Main Street Program.

MOTION: Board Member Heidi Robinson **MOVED** to suspend the rules and pass Resolution No. 2026-20RDA Providing Consent to Enter Into a Memorandum of Understanding with the Utah Main Street Program. The motion was **SECONDED** by Board Member Bonnie Billings. Chair Gettel 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 Denece Mikolash	Aye
Board Member Paul Glover	Excused
Board Member Bonnie Billings	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

V. DISCUSSION ITEM

A. DISCUSSION REGARDING ENTERING INTO A FIVE YEAR CONTRACT WITH CRAFT LAKE CITY TO PRODUCE THE ANNUAL LETTERWEST CONFERENCE

Maira Gray said in 2024 the Redevelopment Agency contracted with Craft Lake City to produce LetterWest, a hand lettering conference. Based on the success of that event the Redevelopment Agency entered into a three-year agreement with Craft Lake City to produce the event for the years 2025, 2026, and 2027. Based on the continued success of this event, the Redevelopment Agency seeks to enter into a five-year contract to continue supporting LetterWest until 2032. There are two key differences between this LetterWest contract as opposed to previous years' versions: the contract is for five years, and there will be a 3% annual increase in funding per year to combat inflation.

FISCAL IMPACT:

This grant award will expend \$56,650 in 2028, \$58,350 in 2029, \$60,100 in 2030, \$61,903 in 2031, and \$63,760 in 2032 (a 3% increase every year). Funding will come out of the Main Street Events & Promotion budget.



Midvale Redevelopment Agency

7.21.2026

Discussion:

5-Year Contract with
Craft Lake City for
LetterWest Conference

What is LetterWest?

LetterWest is the nation's leading conference celebrating calligraphy and modern hand lettering. It features keynote speakers, workshops and more from top lettering artists around the globe.



Background

2024: Midvale contracts with Craft Lake City (CLC) for first joint LetterWest Conference.

2025: Based on the success of that event, Midvale enters into a three-year contract with CLC to produce the event (years 2025, 2026 and 2027).

2026: Based on continued success, the RDA seeks to enter into a new five-year contract with CLC to produce the event until 2032.



THE FIFTH ANNUAL CRAFT LAKE CITY

LETTERWEST

FOR PEOPLE WHO LOVE HAND LETTERING

EVENT RECAP

MIDVALE, UT

APRIL 10-11, 2026

craft lake city **MIDVALE MAIN**
ARTS & CULTURE DISTRICT

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THE FIFTH ANNUAL CRAFT LAKE CITY

LETTERWEST

FOR PEOPLE WHO LOVE HAND LETTERING

CRAFT LAKE CITY **MIDVALE MAIN**
ARTS & CULTURE DISTRICT



About the Event

The Fifth Annual Craft Lake City LetterWest took place April 9–11, 2026 across the Midvale Main Arts & Culture District.

Conference events spanned 10+ venues including the Midvale Performing Arts Center, The Pearl on Main, OneApp, The Conversation SLC, Lucid Studios Tattoo, Old Towne Tavern and Staybridge Suites.

This was the third year Craft Lake City partnered with Midvale City to produce LetterWest.

LetterWest 2026 At a Glance

103 Conference Attendees +14% from 2025	30% From Outside Utah Destination event	99% Outside Midvale City Regional draw	 CRAFT LAKE CITY MIDVALE MAIN ARTS & CULTURE DISTRICT
6 Presenters 4 national and 2 local to Utah	13 Midvale Partners Across Midvale	1267 Total Attendance Across all activities	

New Events at LetterWest 2026!



The Craft Lake City Night Market At LetterWest

Presented By Tres Gatos Coffee

Friday April 10, 6-9 p.m. at The Conversation SLC. Local artisans, live performers, food vendors — a brand new LetterWest tradition celebrating Utah small creators.



Sticker Swap

Hosted by Melissa Esplin · Cactus & Tropicals

Attendees gathered to connect with fellow creatives and trade their favorite sticker designs in the greenhouse atmosphere of Cactus & Tropicals.



LetterWest Meetup

Hosted by Melissa Marzan (The Letter Mermaid) · Old Towne Tavern

LetterWest began Thursday night with a meetup hosted by The Letter Mermaid. Attendees gathered at the Old Towne Tavern to connect, create and get inspired for the weekend.

"I loved the sticker swap because it helped break the ice with many event goers and made me more comfortable approaching them later on! That was a huge win."— Returning attendee, age 35-44

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Meet the 2026 Presenters

Jessica Hische
California



Keynote
4 hour Workshop
Panel Discussion
Book Signing

Aaron Draplin
Oregon



Keynote
4 hour Workshop
Panel Discussion
Book Signing

Noel B. Weber
Idaho



2 hour Workshop
Panel Discussion
Book Signing

Jessie Nucifora
New York



2 hour Workshop
Panel Discussion

Letter Queen
Utah



2 hour Workshop
Panel Discussion

Austin Namba
Utah



4 hour Workshop
Panel Discussion

"Every class exceeded my expectations. The quality of the presenters is unmatched. I wasn't familiar with Jessica Hische and felt her keynote speech alone was worth going."— Returning attendee (3 years), age 45-64

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2026 Keynotes and Panel

JESSICA HISCHE KEYNOTE



"Creativity in the Age of AI"

Presented By XYZ Type · Friday · The Pearl on Main · 8:50–9:50 AM

Renowned lettering artist, type designer & award-winning author. Jessica Hische's talk explored evolving her creative process alongside the rise of AI.

AARON DRAPLIN KEYNOTE



"An Update from the Front Lines of Cutthroat Contemporary Graphic Design"

Draplin Design Co. · Saturday · Midvale Performing Arts Center · 6:00–6:45 PM

Legendary graphic designer, Aaron Draplin, known for bold, iconic logos. Shared insights on client relationships, family and his design process.

PANEL DISCUSSION



"How to Stay True to Your Craft in an Ever Changing Landscape"

Moderated by Jordyn Gleason · Friday · Midvale Performing Arts Center · 3:30–4:30 PM

Local designer Jordyn Gleason moderated a panel with all six Letterwest presenters, discussing how to stay true to your craft in an ever-changing landscape — touching on retirement, finding your style, and navigating AI.

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Workshop Block 1

"The Jessie Nucifora session was great. It was a good combo of history, instruction, and practice."— Attendee, age 45–64

"History of Script through Print" with Letter Queen



45 Attendees

Friday, April 10 · Midvale Performing Arts Center · 1:00–3:00 PM

Attendees explored the history of script lettering from the 1720s–1920s through prints, ephemera, and surprise activities from Skyler's extensive historical lettering collection.

"Traditional Tattoo Lettering" with Jessie Nucifora



39 Attendees

Friday, April 10 · The Pearl on Main · 1:00–3:00 PM

Attendees learned pike lettering, Old English, and a clean monoline script, while Jessie covered composition, banners, flash sheets, and "spitshading" to add depth—expanding skills for tattoos, art, and personal projects.

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Workshop Block 2

"Aaron's Analog Approach: Action, Affirmation and Awesomeness" with Aaron Draplin Presented By Draplin Design Co and Field Notes



39 Attendees

Saturday, April 11 • The Pearl on Main • 8:00 AM-12:00PM

Participants unplugged for an afternoon of analog creativity with Draplin Design Co., exploring ideas on paper and watching concepts move from sketch to screen with tips from both analog and digital workflows.

"I loved that there was something for many different aspects of design/lettering. I learned new skills that I am excited to expand on. I haven't been this excited about design in a little while." — Attendee, age 25-34

"Intro to Sign Painting" with Austin Namba



50 Attendees | SOLD OUT!

Saturday, April 11 • The Conversation SLC • 8:00 AM-12:00PM

Participants joined Austin Namba for a hands-on sign painting workshop, learning traditional tools, creating designs, and producing polished signs—leaving with new skills and expert tips.

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Workshop Block 3

"Sketch to Sign: 3D Lettering" with Noel B. Weber



22 Attendees | SOLD OUT!

Saturday, April 11 • The Pearl on Main • 1:30 PM-5:30PM

Noel B. Weber led a four-hour workshop on painting gilded glass signs, where participants created their own panels using his custom-mixed paints. Along the way, he shared stories and insights from his career, and attendees left with a finished piece and a deeper appreciation for the craft.

"Linocut Lettering" with Jessica Hische



65 Attendees

Saturday, April 11 • The Conversation SLC • 1:30 PM-5:30PM

Participants learned to create, carve, and print custom letter designs with Jessica Hische, exploring linocut techniques and producing small edition prints in a fun, hands-on workshop.

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LetterWest Lounge Presented By COPIC®

About the Lounge

Located inside OneApp

Open to the public

Central hub for attendees
Complimentary coffee from Tres Gatos Coffee

Community art project
Attendee goodie bags presented by COPIC

Open Thurs, Fri and Sat



COPIC at LetterWest

Copic joined LetterWest for the first time as our Attendee Experience Presenting Sponsor, enhancing the event at every turn. As the title sponsor of the LetterWest Lounge and attendee goodie bags, they also provided ACREA pen samples for a hands-on sticker activity featuring designs by Jessie Nucifora, and supplied pens for presenters during the book signing—adding thoughtful, creative touches throughout the experience.

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LetterWest Lounge Presented By COPIC®



Paper & Ink Arts Pop-up Calligraphy Supply Shop

Paper & Ink Arts returned from Nashville for their second year, bringing their calligraphy supply pop-up shop open to the public! Guests browsed and demoed specialty pens, papers, paints, and lettering accessories.



LetterForm Archive Pop Up Exhibition

Letterform Archive, a nonprofit museum from San Francisco, joined us to showcase historic lettering and offer products from books to blankets celebrating hand-lettering.



Book Signings

Special lounge book signings with Jessica Hische, Noel Weber, and Aaron Draplin let guests meet the artists, get books signed and learn from their expertise.

"The pop-up shops from Paper and Ink, Aaron Draplin, and Letterform Archive made my bank account much smaller but my happiness and inspiration much bigger." — First-time attendee, age 35–44

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Even More Activities

Community Art Projects

Friday & Saturday • Midvale City Hall

A casual, creative space open to attendees and the public at Midvale City Hall and the LetterWest Lounge. Guests contributed to a shared artwork, creating a collaborative piece that reflected the community's creativity. Designed by local artisan Pauline "Muffin" Grayson.



Food Truck Plaza

Friday & Saturday • Midvale City Hall

Food trucks were available to attendees and the public all weekend at the new Midvale City Hall Food Truck Plaza, featuring local favorites Delicius, Utah Killer Dogs, Traveling Tom's, and KIN KAO THAI.



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Even More Activities

Open Draw

Friday & Saturday • Staybridge Suites

Creativity continued after hours at Open Draw sessions, hosted by lettering artisans Frances Goucan (Friday) and Christy Town (Saturday) for LetterWest attendees. Guests brought projects from the day's workshops, connected with fellow creatives, and kept lettering in a relaxed, informal setting.



After Party

Saturday • Lucid Studios Tattoo

LetterWest closed with an official afterparty at Lucid Studios Tattoo, featuring presenter-designed tattoo flash, beverages, food trucks, networking, and free live screen printing by Utah Shirt Company. The high-energy event brought creatives together and was also open to the public with an additional ticket.



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The Craft Lake City Night Market

Presented By



58

Artisans

29

Performers

18

Foodies

1000

Attendees

About the Night Market at LetterWest

A free, one-night community market featuring handcrafted goods from local Utah artisans, vintage finds, craft food, food trucks, and live performances. Despite it being the first year, attendance was high with crowds coming out to support Utah's small creative community.

"I had such a great time being part of the Night Market, and I have to say Craft Lake City truly has the best staff and customers. My husband has helped me at several markets in the past, and he was super impressed by how smooth and organized the event setup and load-in process was. Thank you all for giving small businesses like ours the opportunity to share our work." - Night Market Artisan

Craft Lake City



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Community Impact & Outreach

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Scholarships Awarded

\$2,800 Total Scholarship Value

24

Volunteers

205 total volunteer hours

9

Activities Open to the public

8 of the 9 activities were free to the public!

3rd Yr

Partnering with Midvale City

Growing the district together



120

Artisans Involved

Contributing to Night Market and LetterWest

Craft Lake City



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Thank you to all who made LetterWest 2026 possible!

Presenting Sponsors

Midvale City · COPIC Markers · BLICK Art Materials · Tres Gatos Coffee · XYZ Type · Draplin Design Co. & Field Notes · Paper & Ink Arts (Nashville) · Letterform Archive (San Francisco)

Artisans

Jessica Hische, Noel B Weber, Aaron Draplin, Letter Queen, Austin Namba, Jessie Nucifora, Ximena Jimenez · Bryson Arnold · Paulina Grayson · Lauren Osborne · Hayley Francis · Melissa Esplin · Melissa Marzan (The Letter Mermaid) · True Hand Society · Christie Town · Frances Gocuan · Jordyn Gleason

Year-Round Grantors

George S & Dolores Doré Eccles Foundation · Zoo Arts & Parks (ZAP) · Utah Division of Arts & Museums · Sorenson Legacy Foundation · Salt Lake City Arts Council

Venue Partners

Midvale Performing Arts Center · The Pearl on Main · OneApp · The Conversation SLC · Midvale City Hall · Old Towne Tavern · Lucid Studios Tattoo · Staybridge Suites · Cactus & Tropicals

In Kind Donations

Tombow · Sakura of America · Speedball · STABILO · Rhodia · Baronfig · Scout Books · Jacquard · Dinamo · Typotheque · Astute Graphics · SLUG Mag · Blick

Food & Beverage

Tres Gatos Coffee · Bohemian Brewery · Sugarhouse Distillery · Cafe Rio Midvale · The Bambino · Spitz · Squatters · Big Dipper Sandwiches · Delicius · Utah Killer Dogs · Traveling Tom's · KIN KAO THAI

Staff and Volunteers

Angela H. Brown, Tiana Young, Ashley Osborne, Seurette Relyea, Andy Fletcher, Clara Curtis, Jeremy Johnson, John Ford, Jandro Hickmon, Patrick Lindberg, Cal Tucker, Josh Rawley, Angela Garcia, Indi Martini-Tejeda, Zaya Johnson, Ben Trentelman, Brent Landes, Diego Andion, Ethan Clewell, Gilbert Cisneros, Lily Rutherford, Logan Sorenson, Roberto Valdez, Mindy Estanol, Ariana Lopez, Brina McCall, Sydney DeJong, Kyle Cox, Valerie Hosteenez, Jordan Juarez, Laura Gaddie, Penny Maranville, Shanna Futral, Marvi Blandon, Olivia Knudsen, Milo Cazier, Peter Tran, Haley Collier, Nick Stagge, Anna Rose Johnson, Lucia Murdock, Daniel Pipkin, Jesse Hurlbut, Paige Acevedo

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"Friends forever!!! I learned so much about this community and I LOVED IT."

— Presenter

"I got to meet and talk about letters and life and creativity with two of my design icons and I am STILL riding the high from that... I also went into the conference feeling somewhat intimidated and nervous that I'd feel like an impostor, but I definitely felt like I deserved to be there."

— First-time attendee, age 35–44

"I'm still bursting with creativity created at LetterWest. Can't wait to see you all next year!"

— Returning attendee (4 years), age 35–44

See You at LetterWest 2027!

letterwest@craftlakecity.com · @letter_west · @craftlakecity · craftlakecity.com

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Contract Changes

- **Term:** 5 years as opposed to 1-3 years.
- **Amount:** 3% Annual Increase
 - **2028:** \$56,650
 - **2029:** \$58,350
 - **2030:** \$60,100
 - **2031:** \$61,903
 - **2032:** \$63,760

Craft Lake City

- Event Planning & Management
- Marketing & Promotion
- Registration & Ticketing
- Community Engagement
 - Provide free activity / event for the Midvale Community
- Post-Event Evaluation & Reporting

5% of gross ticket sales paid to RDA post-event.

Midvale RDA

- Budget
- Communication & Collaboration
- Contract Oversight
- Reporting Evaluation
- Stakeholder Engagement

Angela H. Brown, Executive Director of Craft Lake City, thanked the Midvale staff that works with Craft Lake City. She presented what Craft Lake City and LetterWest has coming up for future events. She said that 99 percent of attendees of the 2026 LetterWest conference came from outside Midvale City and 30 percent came from outside of Utah. Once people experience Midvale City and Utah they want to come back. Conference attendance was up 14 percent in 2026 compared to 2025. They

successfully introduced a Night Market in 2026 and will continue it in 2027. She recapped the last few years of LetterWest and gave an overview of what is planned for next year and beyond.

Moira Gray said the term of this agreement is for 5 years with a 3 percent increase in what the city is paying them to put on the LetterWest event.

Chair Gettel asked if there was a way to track the economic impact for Main Street businesses.

Moira Gray said she liked that suggestion. She has heard anecdotally that the event is helpful for sales and business referrals but getting some data would be helpful in the future.

VI. ADJOURN

MOTION: Board Member Heidi Robinson MOVED to adjourn the meeting and move into City Council meeting. The motion was SECONDED by Board Member Bonnie Billings. Chair Gettel called for discussion on the motion. There being none he called for a vote. The motion passed unanimously.

The meeting adjourned at 6:23 p.m.

Rori L. Andreason

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



Approved August 18, 2026.