



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday, August 18, 2026

Council Chambers
7505 S Holden Street
Midvale, Utah 84047

CHAIR: Dustin Gettel

BOARD MEMBERS: Board Member Paul Glover
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; Jerimie Thorne, Public Works Director; Chief April Morse, UPD; and Juan Rosario, Systems Administrator.

Chair Gettel called the meeting to order at 7:30 p.m.

I. GENERAL BUSINESS

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

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. CONSIDER MINUTES OF JULY 21, 2026

MOTION: Board Member Paul Glover **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Heidi Robinson. 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	Aye
Board Member Bonnie Billings	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2026-21RDA PROVIDING APPROVAL TO ENTER INTO A FIVE-YEAR CONTRACT WITH CRAFT LAKE CITY TO PRODUCE THE ANNUAL LETTERWEST CONFERENCE.

Kate Andrus said in 2024, the Redevelopment Agency contracted with Craft Lake City to produce LetterWest, a hand lettering conference. Following the success of that event, the Redevelopment Agency entered into a three-year agreement with Craft Lake City to continue producing LetterWest in 2025, 2026, and 2027. On July 21, 2026, staff presented a proposal to the RDA Board to extend the partnership through 2032. Based on the continued success of the conference, the Redevelopment Agency now seeks to enter into a five-year agreement with Craft Lake City to continue supporting LetterWest.

There are two key differences between this LetterWest contract and 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.



Redevelopment
Agency of
Midvale City

8.18.2026

Consider Resolution No. 2026-21RDA Providing Approval to Enter Into a Five-Year Contract with Craft Lake City to Produce the Annual LetterWest Conference

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

Recommended Action

STAFF RECOMMENDATION:

Staff recommends approval of Resolution No. 2026-21RDA.

RECOMMENDED MOTION:

"I move that we pass Resolution No. 2026-21RDA Providing Approval to Enter Into a Five-Year Contract with Craft Lake City to Produce the Annual LetterWest Conference."



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.

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.





1



About the Event

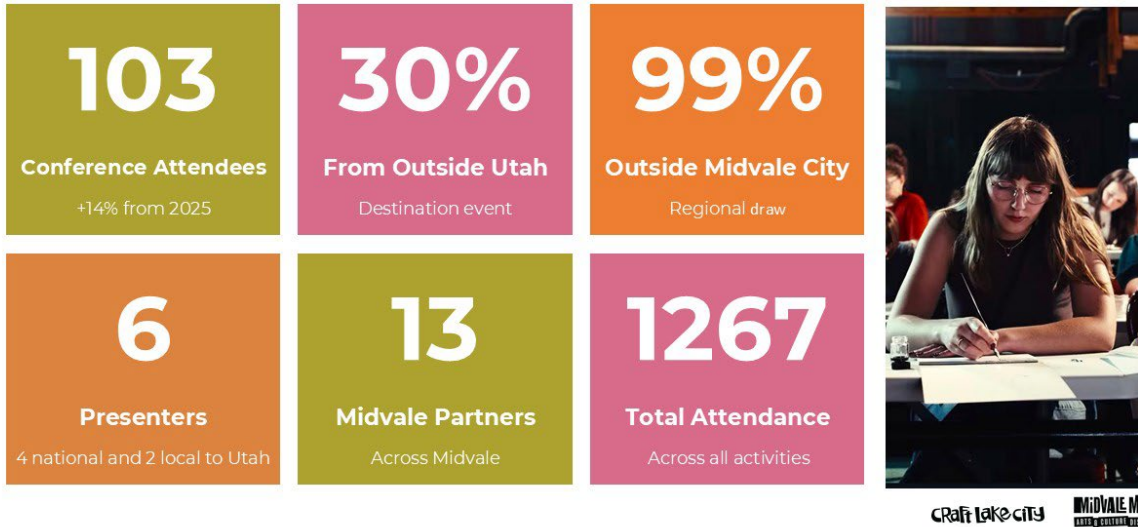
The Fifth Annual Craft Lake City LetterWest took place April 9–11, 2026 across the Midvale Main Arts & Culture District.

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.

2

LetterWest 2026 At a Glance



3

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

CRAFT LAKE CITY MIDVALE MAIN
ARTS & CULTURE DISTRICT

4

Meet the 2026 Presenters

Jessica Hische California	Aaron Draplin Oregon	Noel B. Weber Idaho	Jessie Nucifora New York	Letter Queen Utah	Austin Namba Utah
					
Keynote 4 hour Workshop Panel Discussion Book Signing	Keynote 4 hour Workshop Panel Discussion Book Signing	2 hour Workshop Panel Discussion Book Signing	2 hour Workshop Panel Discussion	2 hour Workshop Panel Discussion	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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5

2026 Keynotes and Panel

JESSICA HISCHE KEYNOTE	AARON DRAPLIN KEYNOTE	PANEL DISCUSSION
		
"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.	"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.	"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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6

Workshop Block 1

"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.

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

"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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7

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.

"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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8

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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9

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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10

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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11

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 Delicieux, Utah Killer Dogs, Traveling Tom's, and KIN KAO THAI.



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12

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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13

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.

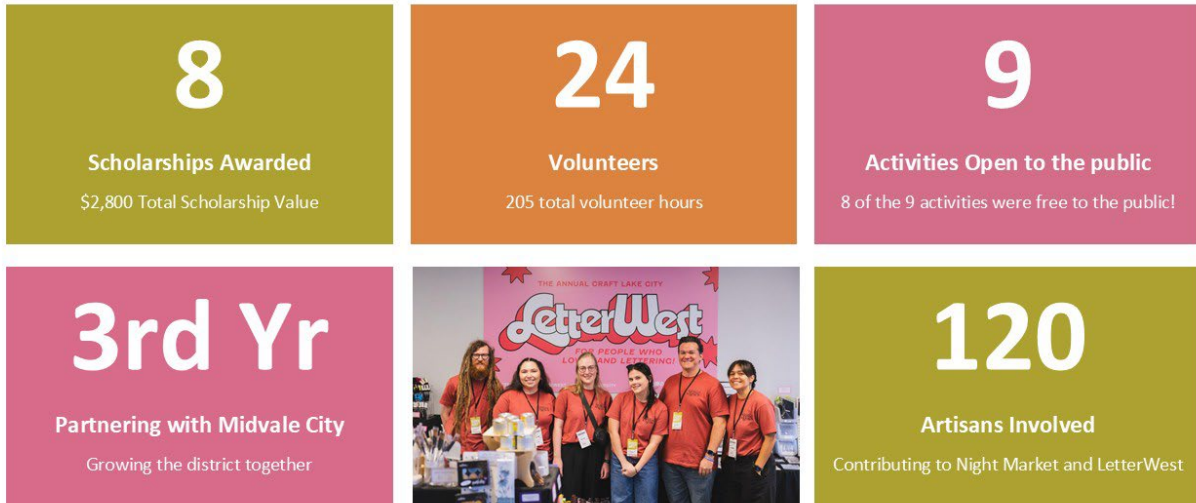
"I had such a great time being part of the Night Market, and I have to say Craft Lake City truly has the best staff and customers. My husband has helped me at several markets in the past, and he was super impressed by how smooth and organized the event setup and load-in process was. Thank you all for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

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14

Community Impact & Outreach



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15

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

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

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 · Delicieux · Utah Killer Dogs · Traveling Tom's · KIN KAO THAI

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16

*"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



17

MOTION: Board Member Denece Mikolash MOVED to pass Resolution No. 2026-21RDA Providing Approval to Enter Into a Five-Year Contract with Craft Lake City to Produce the Annual LetterWest Conference. The motion Was SECONDED by Board Member Heidi Robinson. 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	Aye
Board Member Bonnie Billings	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

VI. ADJOURN

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

The meeting adjourned at 7:36 p.m.

Rori L. Andreason

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

Approved September 1, 2026.

