



7505 South Holden Street
Midvale, UT 84047
(801) 567-7200
www.midvalecity.org

**REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
April 6, 2021**

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic meeting on the **6th day of April 2021** as follows:

Electronic & In-Person City Council Meeting

This meeting will be held electronically and in-person. Those choosing to attend the meeting in person will be required to wear a face mask (covering their mouth and nose) and practice social distancing. The City seeks to provide safe options for the public to participate in-person and electronically that comply with state and local regulations, as well as common sense.

The meeting will be broadcast on the following:

You Tube: www.MidvaleCity.org/YouTube

If you would like to provide public comments electronically, please email your comments to Lmagness@midvale.com prior to the completion of the public comments portion of the meeting. You may also submit comments if the Mayor and City Council open a specific agenda item to public comment. These comments will be read aloud in the meeting and will be part of the public record. When commenting, please:

- Limit your comments to 400 words (the equivalent of 3 minutes)
- Include your first and last name
- Include your city of residence (optional)
- Include the name of the Agenda item

6:00 PM OR IMMEDIATELY FOLLOWING THE CITY COUNCIL MEETING

I. GENERAL BUSINESS

A. WELCOME AND ROLL CALL

II. PUBLIC COMMENTS

Any person wishing to comment on any item not otherwise scheduled for public hearing on the Agenda may comment in-person or submit their comment via email to Lmagness@midvale.com prior to the completion of this portion of the meeting. Items brought forward to the attention of the Board will be turned over to staff to provide a response outside of the Meeting.

III. CONSENT AGENDA

- A. Consider Approval of the March 16, 2021 Minutes *[Rori Andreason, HR Director/City Recorder]*

IV. ACTION ITEM

- A. Consider Resolution No. 2021-06RDA A Resolution Authorizing the Execution of the Arts Demographic and Market Study for Midvale Main Street Agreement

with Webb Management **[Nate Rockwood, Community Development Director]**

V. ADJOURN

In accordance with the Americans with Disabilities Act, Midvale City will make reasonable accommodations for participation in the meeting. Request assistance by contacting the City Recorder at 801-567-7207, providing at least three working day notice of the meeting. TTY 711

A copy of the foregoing agenda was provided to the news media by email and/or fax. The agenda was also posted at the following locations on the date and time as posted above: City Hall Lobby, on the City's website at www.midvalecity.org and the State Public Notice Website at <http://pmn.utah.gov>. Board Members may participate in the meeting via electronic communications. Board Members' participation via electronic communication will be broadcast and amplified so other Board Members and all other persons present in the Council Chambers will be able to hear or see the communication.

PLEASE SILENCE CELL PHONES DURING THE MEETING

DATE POSTED: April 1, 2021

**RORI L. ANDREASON, MMC
H.R. DIRECTOR/CITY RECORDER**



REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday April 6, 2021

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Robert M. Hale

BOARD MEMBERS: Board Member Quinn Sperry
Board Member Dustin Gettel
Board Member Bryant Brown
Board Member Heidi Robinson
Board Member Paul Glover

STAFF: Matt Dahl, Assistant City Manager; Rori Andreason, HR Director/City Recorder; Lisa Garner, City Attorney; Kyle Maurer, Administrative Services Director; Glen Kennedy, Public Works Director; Laura Magness, Communications Director; Chief Randy Thomas, UPD; and Matt Pierce, IT Manager.

Chair Hale called the meeting to order at 11:37 p.m.

I. GENERAL BUSINESS

A. Roll Call - Board Members Dustin Gettel, Quinn Sperry, Bryant Brown, Heidi Robinson, and Paul Glover were present at roll call.

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- Include your city of residence (optional)

- Include the name of the Agenda item

Public Comments are read into the record by City staff during the “Public Comments” and “Public Hearings” portions of the meeting. City staff will only read into the record the equivalent of three minutes. So, please be concise with your statements. Thank you for your input!

II. PUBLIC COMMENTS

There was no one who desired to speak.

III. CONSENT AGENDA

A. CONSIDER APPROVAL OF THE MARCH 16, 2021 MINUTES

MOTION: Board Member Paul Glover **MOVED** to approve the consent agenda. The motion was **SECONDED** by Board Member Quinn Sperry. Chair Hale 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 Quinn Sperry	Aye
Board Member Heidi Robinson	Aye

The motion passed unanimously.

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2021-06RDA A RESOLUTION AUTHORIZING THE EXECUTION OF THE ARTS DEMOGRAPHIC AND MARKET STUDY FOR MIDVALE MAIN STREET AGREEMENT

Nate Rockwood said on November 17th, 2015, Midvale City (“the City”) adopted the Main Street CDA designating the Main Street neighborhood as an area to be redeveloped and revitalized. In conjunction with the CDA and to further support the goal of redeveloping Main Street, the City adopted the Main Street Small Area Plan (“the SAP”) and the Form Based Code (“the FBC”) on December 4th, 2018 and March 3rd, 2020 respectively.

Through analyzing case studies and other nearby areas with similar development impediments, Staff believes adding more arts and culture-based developments and programs will aide in the redevelopment through placemaking. This will not just make the area more economically successful but will restore Main Street to its former status as a center of activity for residents and for individuals throughout the county.

As part of the preparation work for future arts and culture based developments and programing for the Main Street CRA, the Agency issued an RFP in February intended to find a consultant to conduct a full market and demographic study.

The study will focus on three main subjects:

- The number and survivability of businesses in the Salt Lake Valley that revolve around the Arts, Culture, and/or unique dining experiences. The goal of this topic is to understand the market that exists in the Salt Lake Valley for such businesses.
- Demographic statistics of existing successful arts and culture centers in the Rocky Mountain Region. For this project, the RDA is looking for demographics such as household income, age, gender, familial status, race, and education level.
- Analysis and comparison of the demographic statistics of the Midvale Main Street Project Area and the demographic statistics of successful arts and culture centers. The final product of the study will contain the data gathered by the consultants as well as suggestions for activating an arts and culture area and recommendations for types of businesses and mix of uses to focus on for the Main Street CRA.

The data, activation strategies and recommended business mix from the study will be used in crafting tax increment incentive agreements which will recruit and retain businesses and development that will create the active and vibrant Main Street redevelopment the redevelopment agency is seeking.

On March 15, the RFP closed after receiving five proposals. The Selection Committee, made of RDA and City Staff, met on March 22, to review the proposals. The proposals were evaluated on the completeness of their proposal, their proposed project outline, their previous qualifications, and their proposed costs. After careful consideration, Staff recommends contracting with Webb Management Services for the Arts Demographic and Market Study for Midvale Main Street.

FISCAL IMPACT:

The RFP budget limit was set at \$30,000. Webb Management Services' proposal sets the project budget at \$28,050.

Board Member Paul Glover asked how long the project will take.

Nate Rockwood said they are proposing nine weeks if they get the information back from Midvale right away.

MOTION: Board Member Dustin Gettel MOVED to approve Resolution No. 2021-06RDA entering into an agreement with Webb Management Services for the Arts Demographic and Market Study for Midvale Main Street. The motion was SECONDED by Board Member Heidi Robinson. Chair Hale called for discussion on the motion. There being none he called for a roll call vote. The voting was as follows:

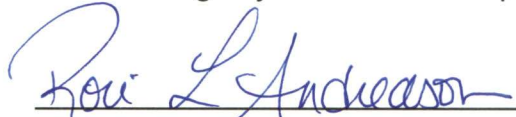
Board Member Bryant Brown Aye
Board Member Dustin Gettel Aye
Board Member Paul Glover Aye
Board Member Quinn Sperry Aye
Board Member Heidi Robinson Aye

The motion passed unanimously.

V. ADJOURN

MOTION: Board Member Paul Glover MOVED to adjourn the meeting. Board Member Quinn Sperry SECONDED the motion. Chair Hale called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 11:43 p.m.



Rori L. Andreason, MMC
City Recorder

Approved this 20th day of April 2021

