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

REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
JANUARY 17, 2023

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic and in-person meeting on the **17th day of January, 2023** as follows:

Electronic & In-Person City Council Meeting
This meeting will be held electronically and in-person. **Public comments may be submitted electronically to the Board at www.Midvalecity.org/government/contact-us by 5:00pm on January 16th and will be included in the meeting record.**

The meeting will be broadcast on the following: **You Tube: www.MidvaleCity.org/YouTube**

7:00 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 address the Redevelopment Agency of Midvale City Board at this point by stepping to the microphone and giving his or her name for the record. Comments should be limited to not more than three (3) minutes unless additional time is authorized by the Redevelopment Agency of Midvale City Board. Citizen groups will be asked to appoint a spokesperson. This is the time and place for any person who wishes to comment on non-hearing, non-Agenda items. Items brought forward to the attention of the Redevelopment Agency of Midvale City will be turned over to staff to provide a response outside of the Redevelopment Agency meeting.

III. CONSENT AGENDA
A. Consider Minutes of December 6, 2022 ***[Rori Andreason, HR Director/City Recorder]***

IV. ACTION ITEM
A. Consider ***Resolution No. 2023-01RDA*** Selecting a Name for Future Branding and Marketing of the Main Street Area ***[Cody Hill, Redevelopment Agency 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 days' 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.

DATE POSTED: JANUARY 12, 2023

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

REDEVELOPMENT AGENCY MEETING
Minutes
Tuesday December 6, 2022

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Marcus Stevenson

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

STAFF: Matt Dahl, City Manager; Rori Andreason, City Recorder; Lisa Garner, City Attorney; Glen Kennedy, Public Works Director; Chief Randy Thomas, UPD; Chief Brad Larsen, UFA; Jake Shepherd, Network Administrator.

Chair Stevenson called the meeting to order at 8:04 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.

II. PUBLIC COMMENTS

There was no one who desired to speak. None

III. CONSENT AGENDA

A. CONSIDER MINUTES OF NOVEMBER 15, 2022

B. CONSIDER RESOLUTION 2022-15RDA ESTABLISHING A TIME AND PLACE FOR HOLDING REDEVELOPMENT AGENCY OF MIDVALE CITY MEETINGS FOR THE 2023 CALENDAR YEAR

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 Quinn Sperry Aye
Board Member Heidi Robinson Aye

The motion passed unanimously.

PENDING

IV. ACTION ITEM

A. CONSIDER APPROVING TWO NEW HOUSING PROGRAMS: DOWN PAYMENT ASSISTANCE (DPA) AND A HOME REPAIR LOAN PROGRAM (HRLP)

Meggie Troili said both programs are part of the RDA's Moderate Income Housing plan and Moderate-Income Housing element, as required by state law. The DPA and HRLP programs are focused on households who fall on or below 80% AMI. All funds are available on a first-come, first-served basis. These programs will be supported by tax increment dollars as part of the City-Wide Housing fund which are restricted for affordable housing, including any interest revenue generated by the loans. Furthermore, the RDA will apply for Community Development Block Grants (CDBG) to further support these programs. This item, first discussed on 11/15/2022, now returns for RDA Board approval.

DPA - The Down Payment Assistance Program (DPA) provides forgivable loans for low- to moderate-income first-time home buyers in Midvale City. The program seeks to provide equitable access to home buying, provide homeowner education, and increase home ownership in Midvale.

HRLP - The Home Repair Loan Program (HRLP) provides income assistance through low interest or forgivable loans for low- to moderate-income homeowners to address emergency repairs, eliminate blight, conserve energy, correct building violations, and preserve the housing community within the city limits of Midvale City.

FISCAL IMPACT: $400,000 annually

STAFF RECOMMENDATION:
The Agency recommended the passing of **Resolution No. 2022-16RDA** approving two new housing programs: Down Payment Assistance (DPA) and the Home Repair Loan Program (HRLP).

MOTION: Board Member Dustin Gettel MOVED to Approve Resolution No. 2022-16RDA Approving Two New Housing Programs, the Down Payment Assistance (DPA) Program and the Home Repair Loan Program (HRLP). The motion was SECONDED by Board Member Heidi Robinson. 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 Quinn Sperry	**Aye**
Board Member Heidi Robinson	**Aye**

The motion passed unanimously.

PENDING

B. CONSIDER APPROVAL OF RESOLUTION NO. 2022-17RDA THE MAIN STREET FAÇADE IMPROVEMENT PROGRAM

Kate Andrus said on November 16, the Redevelopment Agency Board held a discussion on the proposal of a façade improvement program to be utilized within the Main Street CDA. Staff has taken the Board's comments and has included them in an updated proposal which is being brought before the Board for final approval. The key elements of the final program are as follows:

Goal:
The goal of the Main Street façade improvement program is to improve the exterior of buildings withing the Main Street area as a tool to attract new businesses, maintain existing businesses, and make Main Street a desirable place to shop, conduct business, and reside. As a result, this program will help fulfill the Main Street Community Development Area's objectives of enhancing employment and income opportunities for community residents; increasing the diversity of the tax base, increasing the resources available for performing governmental services; and supporting and encouraging appropriate public and private development efforts in the community.

Funding:
Funding will be allocated through the RDA budget. All grants awarded will require a matching dollar for dollar expenditure by the owner or tenant. In addition, an easement on the façade shall be conveyed by the property owner to the Redevelopment Agency of Midvale City to be held in perpetuity. Proposals will be considered on a case-by-case basis and evaluated based on the ability of the project to further the goals of the Main Street CDA.

Terms:

- Maximum grant award of $35,000 is permitted per project.
- The grant award amount shall not exceed 50% of the total cost of the improvements to the façade(s).
- Grant awards are provided as a reimbursement after all associated work listed on the approved scope of work has been completed.
    - Staff will require releases of all contractor liens and other documentation that verifies completion of final payments prior to releasing the funds.
- Each grant recipient agrees to maintain and keep in good repair the façade or improvements.
- The property owner must convey to the RDA a perpetual facade easement.
    - This will ensure that any improvements funded by the City will remain in good condition and repair regardless of change in ownership.
        - At the final discretion of the RDA Board, the terms of the easement may be used to protect the following improvements, which help achieve the goals of the Main Street CDA:
            - Historical preservation of landmarks (i.e. Vincent Drug sign.)
            - Improved appearance of the façade.
            - Any additions or modifications made to the exterior.

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- The City of Midvale and RDA assume no liability for any work that is done pursuant to this program. The applicant agrees to hold both Midvale City, and the RDA harmless from all liability claims.
- If the building is currently vacant, the applicant has 12 months from the date of project completion to arrange a tenant.

Eligibility:

- Applicants must be owners or tenants of real property located within the Main Street CDA. Tenants must provide written consent of the building owner.
- Property tax payments must be current.
- Business owners must hold a valid business license.
- The Applicant must possess and provide proof of ownership. If a tenant, proof of ownership must be verified by the building owner and a copy of the lease agreement provided to the RDA.
- All building materials used in the improvements to the facade must have a minimum certified life of 30 years.
- All buildings must have commercial activity as its primary purpose including, but not limited to, traditional retail, specialty shops, services, restaurants and bars, live entertainment, cultural venues, and galleries. Mixed Use buildings will be considered commercial buildings, provided the commercial use is located on the ground level.
- All improvements must comply with current City zoning and code.
- All Improvements, which contribute to the stimulation of activity, must achieve the following:
    - Provide a noticeable contribution to Main Street's revitalization efforts.
    - Should be consistent with the aspirational character of and vision for Main Street.
    - Should support and enhance pedestrian accessibility and be pedestrian oriented.

Eligible Activities:

- Repairs to building exterior facades (front, rear and side facades are eligible).
- Masonry repair.
- Cleaning of building exterior.
- Exterior painting.
- Repairing or replacing cornices, entrances, doors, windows, decorative detail, awnings.
- Sign construction, repair, or replacement.
- Other repairs or improvements that may enhance the aesthetic quality of the building.
- Accentuating of existing features of the building through painting, lighting, restoration, replacement, cleaning, or other treatment of exterior surfaces.
- The addition of design elements which may have appeared on buildings built in the same period.

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Selection Criteria:

The level of private investment utilized for the renovation.

- Applicants providing more than a 50% match will receive higher priority.

- The potential impact the project will have on the surrounding area.
  - Visual prominence/significance.
- Whether the proposed improvements contribute to the overall revitalization of Main Street.
- The building's level of blight.
- Whether the building is abandoned.
- Whether the applicant has been awarded façade grants in the recent past.
- Whether the applicant can demonstrate a financial need.

Process:

1. Fill out and submit a completed application which includes a written scope of work describing the proposed improvements, including all materials and color schemes. The application must be submitted with the following supporting documentation:
   - Current photograph of the property to be improved.
   - Schematics (drawings or renderings of proposed improvements.)
   - Two written cost estimates describing the cost of the scope of work by licensed construction contractors or contractors appropriate to work being performed.
   - Copy of recorded property deed.
   - Written Consent of property owner, if applicable.
2. The submitted application will be reviewed by the Redevelopment Agency Program Manager and Planning staff for completeness and eligibility.
3. All eligible projects will be reviewed and scored during a review meeting by the Main Street Façade Improvement Advisory Board to access the project's overall contribution to the revitalization of the Main Street area. The applicant will be required to attend this meeting to answer any questions the advisory board feels is necessary to make a recommendation on the proposed project. The Advisory Board will provide said recommendation regarding the funding amount as well as the proposed terms of the easement to the Agency's Board of Directors, who will determine final approval.
4. Once approved by the RDA Board, the applicant must enter a Grant and Easement agreement with the RDA.
5. Construction on the project must begin within 90 days of final approval.

Fiscal Impact:

Main Street CDA's will budget $105,000 in funding for the Main Street Façade Improvement Program during this fiscal year.

Board Feedback:

If approved, staff would ask that the Board assign a representative of the RDA Board to the sit on the Main Street Façade Improvement Advisory Board.

The Board decided to appoint Board Member Dustin Gettel as the representative on the Main Street Façade Improvement Advisory Board.

PENDING

MOTION: **Board Member Bryant Brown MOVED to Adopt Resolution No. 2022-17RDA Authorizing the Creation of the Main Street Façade Improvement Program and Appoint Board Member Dustin Gettel as the Representative of the RDA Board on the Main Street Façade Improvement Advisory Board. The motion was SECONDED by Board Member Heidi Robinson. 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 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 Dustin Gettel SECONDED the motion. Chair Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.**

The meeting adjourned at 8:22 p.m.

_____

Rori L. Andreason, MMC
City Recorder

Approved this 17th day of January, 2023.

PENDING

REDEVELOPMENT AGENCY OF MIDVALE CITY
SUMMARY REPORT

Meeting Date: 1/17/2023

ITEM TYPE: Action

SUBJECT: Main Street Branding & Marketing

SUBMITTED BY: Cody Hill, RDA Manager

SUMMARY: On May 24, 2022, the RDA officially engaged the branding and marketing firm, Fluid, to provide services for the Agency relating to rebranding and marketing the emerging arts and culture district encompassing the Main Street area. On August 30, 2022, representatives from Fluid presented several potential names and strategies that could be used. RDA staff has done outreach with the mayor and council members, as well as with members of the Main Street Business Alliance to gage interest, feelings, and preferences concerning the potential names.

RDA Staff would like the RDA Board to now consider four potential names and select one, which will be used to rebrand and market the Main Street area. The four names are as follows:

1. Los Muros;
2. Las Telas;
3. The Exchange; and
4. Midvale Main

RDA staff will likely utilize the names that are not selected to brand other events or programs being run on Main Street. Fluid will create three or four potential logo designs for the selected name which council will consider. Fluid will then assemble a branding guide for the new name and logo, including guidelines for fonts, colors, styles, etc. when marketing the Main Street area, its events, and its programs.

PLAN COMPLIANCE: The branding and marketing study align with existing plans for the Main Street area and Main Street Community Development Area.

FISCAL IMPACT: The RDA Board has already approved the costs associated with the branding and marketing study. Selecting the right name will greatly increase the effectiveness of all future marketing efforts for the Main Street area.

STAFF'S RECOMMENDATION AND MOTION:

RDA staff recommend adopting Resolution No. 2023-01RDA which selects a name for the Main Street area and directs Fluid to design potential logos based on that name.

“I move to adopt Resolution No. 2023-01RDA and select the name _____ for future branding and marketing for the Main Street area.”

Attachments: Resolution No. 2023-01RDA

THE REDEVELOPMENT AGENCY OF MIDVALE CITY, UTAH
RESOLUTION NO. 2023-01RDA

A RESOLUTION OF THE REDEVELOPMNET AGENCY OF MIDVALE CITY SELECTING A NAME FOR FUTURE BRANDING AND MARKETING OF THE MAIN STREET AREA

WHEREAS, the Redevelopment Agency of Midvale City (the "Agency") was created to transact the business and exercise the powers provided for in the Utah Redevelopment Agencies Act; and

WHEREAS, the Agency created the Main Street Community Development Area and intends to support, guide, and catalyze development within the Main Street Area; and

WHEREAS, the Agency put out a request for proposals last year soliciting the services of a branding and marketing firm to support the Agency in its efforts to rebrand the area in a way that is more congruent with its future as an arts and culture district; and

WHEREAS, Fluid was the firm selected to support the Agency in these efforts and has provided the Agency with several names to use to rebrand the Main Street area.

NOW THEREFORE BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, that the Redevelopment Agency of Midvale City has voted and selected the name _____ to rebrand and market the Main Street area.

PASSED AND ADOPTED BY THE REDEVELOPMENT AGENCY OF MIDVALE CITY, this 17th day of January 2023.

_____
Marcus Stevenson
Chief Administrative Officer

_____
Matt Dahl
Executive Director

ATTEST:

_____
Rori L. Andreason, MMC
Secretary

Voting by the Board	"Aye"	"Nay"
Quinn Sperry	_____	_____
Paul Glover	_____	_____
Heidi Robinson	_____	_____
Bryant Brown	_____	_____
Dustin Gettel	_____	_____