



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

**REDEVELOPMENT AGENCY OF MIDVALE CITY
MEETING AGENDA
MARCH 7, 2023**

PUBLIC NOTICE IS HEREBY GIVEN that the **Redevelopment Agency of Midvale City** will hold an electronic and in-person meeting on the **7th day of March, 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 consideration at www.Midvalecity.org/government/contact-us by 5:00pm on March 6th 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 February 21, 2023 [*Rori Andreason, HR Director/City Recorder*]

IV. ACTION ITEM

- A. Consider **Resolution No. 2023-02RDA** Selecting a Logo for Future Branding and Marketing Efforts for 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: MARCH 2, 2023

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

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REDEVELOPMENT AGENCY MEETING

Minutes

Tuesday March 7, 2023

Council Chambers
7505 South Holden Street
Midvale, Utah 84047

CHAIR: Marcus Stevenson

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

STAFF: Matt Dahl, City Manager; Nate Rockwood, Assistant City Manager; Rori Andreason, HR Director/City Recorder; Garrett Wilcox, City Attorney; Glen Kennedy, Public Works Director; Adam Olsen, Administrative Services Director; Wendelin Knobloch, Planning Director, Cody Hill, RDA Manager, Laura Magness, Communications Director; Chief Randy Thomas, UPD; Chief Brad Larson, UFA; Juan Rosario, Systems Administrator; and Josh Short, IT Technician.

Chair Stevenson called the meeting to order at 8:46 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

Wade Walker said the Arts Council liked the logo with the exclamation points in it. He said he appreciated the opportunity to look at the logo's and give their opinions. He said the Arts Council liked a couple of the logos but option 3 was liked the best by the majority of the group.

Board Member Quinn Sperry read an email he received regarding the RDA meeting public comment:

Lorraine Butler

"I have not had the time to attend or make comments due to the time I am spending in my studies, but this presentation by Fluid was something that I could not let go by. I know that anything I would write could not be read because of the lateness of the letter.

This presentation is sophisticated, sharp, and smooth. It evokes youth and tries to tie the old to the new concerning Midvale Main and the logo change.

As I looked through it the colors that were chosen for the logo were bright and overpowering. Some of the designs for the logo reminded me of the baker hat napkin fold. I noticed how they connected that to the mountain range of x's. Unique to say the least.

I was also intrigued by the use of the most controversial piece of street art throughout the presentation. Not very complimentary to the other artists who also contributed to the project.

Thank you for your time and effort. I look forward to the final outcome for our city."

III. CONSENT AGENDA

A. CONSIDER MINUTES OF FEBRUARY 21, 2023

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.

IV. ACTION ITEM

A. CONSIDER RESOLUTION NO. 2023-02RDA SELECTING A LOGO FOR FUTURE BRANDING AND MARKETING EFFORTS FOR THE MAIN STREET AREA

Cody Hill said 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 January 17, 2023, the RDA Board selected the name, "Midvale Main Arts and Culture District." Fluid has developed three different logos to support Main Street branding and marketing efforts.

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

1.



2.



3.





Once the RDA Board selects a logo, Fluid will 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 logo will greatly increase the effectiveness of all future marketing efforts for the Main Street area.

STAFF'S RECOMMENDATION:

RDA staff recommended adopting Resolution No. 2023-02RDA which selects the logo for the Main Street area and directs Fluid to develop branding guidelines and strategies based on that logo.

Cody Hill reviewed the following:

OVERVIEW:

As a key step in the development of the Midvale Main Street Arts & Culture District, the project team has enlisted the services of Fluid Advertising, a Midvale Main Street business with a wealth of branding experience and expertise, to help guide the development of branding for the project.

KEY STEPS:

- 1) Choosing a Name for the Project/Area
 - 2) Developing a logo and design system
 - 3) Developing the brand voice and messaging for marketing
 - 4) Creating a guide to keep the ongoing application of the brand identity
- www.getfluid.com

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The general objective is to improve and energize the Main Street neighborhood, which is represented by five goals:

- Attract new investment
- Support Existing businesses
- Strengthen residential areas
- Improve connectivity
- Improve neighborhood identity

Rich Kolohepa, Fluid, said Fluid is located on Midvale Main Street. Rich discussed the development of Midvale Main Street Arts & Culture District Project as follows:

He said their objective was to receive the City Council's approval on the Redevelopment Agency's recommended branding approach for Midvale Main.

Bird's Eye View

The Log Line:

Midvale City is looking to brand their historic Main Street area with a look and feel that appeals to locals in Midvale and the surrounding valley as new developments revitalize the area.

The Objective:

The objective is to fuel vibrancy of the art, food, and cultural center in Midvale's Main Street area by attracting residents of the Wasatch Front to live, work and play there.

Specific Goals:

The general objective is to improve and energize the Main Street neighborhood, which is represented by five goals:

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- Support existing businesses
- Strengthen residential areas
- Improve connectivity
- Improve neighborhood identity

Background:

Sharpening our Focus

While they intend to appeal to as many Utahans and visitors as possible, catering to every person's taste is not just impossible, but would lead to bland design and marketing that

appeals to the lowest common denominator. Such results are rarely appealing and are always weak on persuasion.

He said they have strategically narrowed their sights on a more specific slice of the City's demographic that is assessable yet aspirational, and who's opinions help sway those around them – a deliberate tactic for magnifying our efforts and getting more bang for the marketing bucks.

The names they have developed will appeal differently to every person in this room yet are selected and fine-tuned to fully resonate with their key target audience.

Let's introduce them by putting faces and names to their personas...

Our Audience

Using the market analysis completed by Webb Mgmt. for the project, our target audiences have been identified as the Young & Restless, and Bright Young Professional segments. The aspirational personas sitting at the bullseye of our target are between 28 and 35 years old. Example – Camilla and Cameron

Camilla:

Camilla is 29, lives in a house with roommates, and is engaged to be married so her eyes are always peeled for visual inspiration as she plans upcoming events.

Cameron:

Cameron, 33, has been married for a few years, and he and his wife are still quite active with other couples in their social circles. He and his wife rent their apartment while they save up to buy a home in a couple years when they plan to have kids.

Cameron and Camilla may not feel completely settled, but both feel like they're coming into their own. They look for opportunities to improve themselves and to get ahead, whether by staying physically active, keeping current on the latest tech or cultivating a rich social life. Their paths might cross at a Willie's Lounge karaoke night or at an occasional event at The Complex. Cameron and Camilla are excited by new experiences, which has informed their diverse tastes in food and music. And along the way, they've surrounded themselves with a diverse group of friends who share in their employment of activity and discovery.

In terms of inspiration, they're more likely to look to Pinterest than Instagram. They just don't Instagram their lives like they did a few years ago, but still snap pics when the moment is worth remembering and still can't resist a good photo-op with an Insta-worthy backdrop.

What do we want them to think:

We want our audience to think: "There's no single place like Main Street in Midvale for engaging all our senses at once – great food, beautiful setting, fresh thinking, great vibes."

Why should they believe it:

Building on the existing arts scene in Midvale (which includes an art house, performing arts center, a theater and small businesses focused on design, advertising, and tattooing). The city is investing in other small businesses that lend to the vibrancy of the arts and culture scene, including a specific focus on restaurants with up-and-coming chefs.

The single most compelling point to make – The limitless possibilities of Midvale Main will enliven you.

The Designs for your consideration.

The design they put into the world will inform how people come to recognize Midvale City. It will tell them what the City is all about, and most importantly make them feel something. This is the opportunity to excite people and to introduce the idea of limitless possibilities on Midvale Main Street.

Key Criteria

Authenticity – Does it align with the rest of our brand and overall strategy?

Feeling – Does it resonate with our audience and evoke the right feelings and perceptions?

Vision – Will it hold up or flex to fit our future plans? Is it too trendy to last 15 plus years?

Recognizability – Is it memorable enough to be recalled even when it's not present?

Cut-Through – Is it distinct enough to stand apart from other marks?

A Quick Caveat:

These designs are not final. While the designs here are very polished and intricately crafted, the team intends to fine-tune the details on the selected approach. Most of these final tweaks will be imperceptible to most people, and the end result will be very similar to the designs in this presentation.

Design One – Mid-Valley Peaks

Midvale Origins – Named for its location, Midvale sits in the middle of Utah's most vibrant and diverse valley. Positioned here, it's only natural to be inspired by the surrounding mountains. The shapes of the beautifully imposing peaks and the valleys between them directly connect to the M shapes in the Midvale Main.

Elemental Shapes – There is an inherent link between art and culture. They selected a visual language based in geometry to demonstrate and capitalize on that connection. This approach brings great flexibility for use across a myriad of applications.



Design Two – Say it with symbols

Meaning in patterns. From tartans to tapa, artisans have imbued patterns with symbolism and meaning across cultures and geographies. They can capture histories, deliver information, reflect the natural world around us, and even give a sense of belonging. How might we, as modern artisans, capture the spirit of the Midvale Art and Culture District with our own symbolism and patterns?



Design Three – Dynamic Expression.

Different Strokes – One of the beautiful parts of diverse cultures is that each can create a representation of any one thing that is wildly different from another culture's expression of the same thing – whether in art, language, food, or music. What makes art (and broadly: creativity) exciting is the potential that such new and unexpected expressions could materialize at any moment. Humans laud and revel in the things never seen or experienced before. That creative power is at the root of this design approach – capturing the diversity and infinite potential of expression in both bold and subtle ways.



Board Member Heidi Robinson said she liked option number 2.

Board Member Bryant Brown said he liked option number 3.

Board Member Dustin Gettel said option number 3 is very theater which is only 1 component of the arts district. He said personally he liked option number 1 the best.

Board Member Quinn Sperry said he liked option number 2 best.

Board Member Paul Glover said he liked option number 3, but he was good with either option 2 or 3.

Wade Walker said the general consensus for the Arts Council was option 3, but many liked option number 2.

MOTION: Board Member Bryant Brown MOVED to Adopt Resolution No. 2023-02RDA and select logo option number 3 for future branding and marketing efforts for the Main Street Area. 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 9:29 p.m.


Rori L. Andreason, MMC
City Recorder



Approved this 18th day of April, 2023.

