



November 14, 2021

Dear Mayor Wilson,

I am writing in request of your support to extend one Cultural Core Budget Committee term. The current Committee Member Lia Summers (District 1,) is finishing her 1<sup>st</sup> term in the current 2021 year.

Arts & Culture would like to request an extension for one additional full term, extending her status through 2024. Our by-laws state that the Cultural Core Budget Committee has 6 members with three appointees by Salt Lake County and three by Salt Lake City. Retaining Ms. Summers will keep the number of County appointees at three; the City currently has two appointees with one vacancy due to a recent resignation that is currently under recruitment by Salt Lake City.

Lia Summers is currently pursuing her Master of Business Administration with the University of Utah with previous roles as Senior Project Manager for Western Governors University and Senior Advisor for Arts & Culture to form Salt Lake City Mayor, Jackie Biskupski. In her role as Senior Advisor, Ms. Summers was the City lead in developing and implementing the Cultural Core Action Plan in 2016. Her extensive experience with the Cultural Core has been an extremely valuable perspective for the Cultural Core Budget Committee.

Thank you for your consideration of this request.

A handwritten signature in black ink that reads 'Matthew Castillo'.

Matt Castillo,  
Director, Arts & Culture

Holly Yocom  
Dept. Director, Community Services

Attachments: Renewal Application  
Resume  
Committee Roster

**JENNIFER WILSON**  
Mayor

**ERIN LITVACK**  
Deputy Mayor &  
Chief Administrative Officer

**HOLLY YOCOM**  
Department Director  
Community Services

**MATTHEW CASTILLO**  
Division Director  
Arts & Culture

50 West 200 South  
Salt Lake City, UT 84101

385-468-1010 - Phone  
385-468-1005 - Fax  
TTY: 7-1-1

# SALT LAKE COUNTY

## Board Member Nomination/Application

Board: Cultural Core Budget Committee Date: 11/14/2021

Nominated By (if applicable): \_\_\_\_\_

Nominee's Name Lia Summers

Home Address: 677 E Roosevelt Ave SLC UT 84105

Work Address: \_\_\_\_\_

Home Phone: 801 628 3500 Work Phone: \_\_\_\_\_ E-Mail: summerslia@gmail.com

Would applicant prefer work or home phone/address used as mailing address? Home

Salt Lake County Council District #: 1

(To find the district you live in go to <http://vote.utah.gov/elected-officials/>, enter your address and zip code, then click on **Find**. The results will produce a map with a **red diamond** at your home location. Click on the diamond and wait for a text box to appear containing your elected officials. Scroll down until you see the **fourth** County Council representative (not "At-Large") and list that name above.)

I prefer that my personal contact information remain private and protected

Unique qualifications and/or perspectives you would bring to a Board or Commission:

Lia Summers is currently pursuing her Masters of Business Administration at the University of Utah. Lia formerly served as the

Senior Advisor for Arts & Culture to former Salt Lake City Mayor Jackie Biskupski where her role included developing and implementing the Cultural Core Action Plan. Lia's extensive history with the Cultural Core program has been an extremely valuable perspective for the Cultural Core Budget Committee.

### Board Coordinator Staff Section

**Salt Lake County does not discriminate on the basis of race, color, national origin, sex, sexual orientation, age, religion, marital status, or disability.**

Is this a (check one):  reappointment  fill vacant seat  new seat added to board

If filling a vacant seat, why?

Term expired (expiration date: 12/31/2021) \_\_\_\_\_ Member Resigned

Other \_\_\_\_\_

Name of board member being replaced: \_\_\_\_\_

This is a 3 year term. Term will begin January of 2022 and end December of 2024

Comments:

# Lia Summers

Certified Project Manager | Marketing | Analytics & Insights

Strategic business professional with 8 years of project launch experience combined with aptitude for data analysis and insights. Pursuing MBA to transfer extensive analytical skills, pattern and trend recognition, and innovative solutions to products. Ideally suited to roles in product management.

## PROFESSIONAL EXPERIENCE

### Senior Project Manager

Western Governors University (WGU) | Salt Lake City, UT | Nov 2018 – Jul 2021

Managed complex projects from strategy to execution that were designed to deliver an exceptional learning experience for over 100,000 students and to create a competitive advantage within the market. Promoted from Project Manager to Senior Project Manager after one year.

- Initiated development and implementation of first project intake system to facilitate vetting and tracking of all department projects, providing 300+ stakeholders visibility into the status of over 200 projects per year.
- Led redevelopment of core product course and launched one month ahead of schedule, saving over \$60,000 in resource costs.
- Regularly steered 8 – 14 projects concurrently, managing as many as 30 team members to adjust strategy as priorities change.

### Senior Adviser for Arts & Culture

Salt Lake City Corporation | Salt Lake City, UT | Mar 2016 – Nov 2018

Recruited to define and oversee large-scale arts and cultural initiatives at the direction of the Salt Lake City Mayor.

- Directed development of a 5-year cultural masterplan for Downtown Salt Lake City that was honored with an American Planning Association, Utah Chapter Achievement Award.
- Negotiated and managed a multi-year contract for \$1.5M+ investment of City tax revenue to brand downtown arts and cultural experiences.
- Planned and hosted 10+ community events to generate consumer insights on public initiatives from over 500 stakeholders.

### Lead Rapid Cycle Testing Analyst

Discover Financial Services | West Valley, UT | Sept 2013 – Mar 2016

Collected and analyzed data to uncover root causes of abnormal customer trends, made actionable recommendations to customer service and marketing strategy teams. Promoted from junior to lead analyst after four months.

- Proposed and tested a customer service call strategy to reduce billing dispute calls by an average of 25 seconds without increasing call-backs.
- Led 15 junior analysts through data collection and analysis work for 7 – 10 projects per year, provided one-on-one coaching and wrote project-specific performance assessments.

## EDUCATION

### MBA – Emphasis in Business Analytics

University of Utah | Exp May 2023

### BS - Psychology

University of Utah | August 2014

## CERTIFICATIONS

Project Management Professional (PMP)

Certified ScrumMaster

Prosci Certified |  
Change Management Practitioner

## SKILLS

Strategic Planning

Project Management

Data Analysis

Consumer Trends & Insights

Customer Experience

Written & Oral Communications

Cross Functional Collaboration

Advanced Excel & Smartsheet

## HIGHLIGHTS

### Peer Mentorship Program

Increased professional development opportunities for ~200 employees by working cross-functionally to develop and launch a peer mentorship program.

### Leadership Rotation Program

Accepted into competitive rotational development program at Discover Financial Services headquarters.

### Volunteer Experience

Serve on two non-profit boards of directors for the past 3 years.

Foster 3 - 5 homeless dogs per year.

Salt Lake Cultural Core ("the BLOCKS")  
Budget Committee Members  
*\*current as of November 2021*

Co-Chair:

Eric Egenolf (city) first term ends 8/22

*\* 1st chair term expires 10/21*

(571) 332-6361 (cell)

[eric@processpllc.com](mailto:eric@processpllc.com)

Co-Chair:

Grace Lin (county) 1st term ends 3/22

*\* 1st chair term expires 10/21*

(801) 574-4521

[gracetlin@outlook.com](mailto:gracetlin@outlook.com)

Virginia Gowski (county) 2nd term exp 02/22

(801) 694-0301 (cell)

[viriniageier@mac.com](mailto:viriniageier@mac.com)

Lia Summers (county) 1st term ends 12/21

(801) 928-3508

[summerslia@gmail.com](mailto:summerslia@gmail.com)

Durga Ekambaram (city) 1st terms ends 9/23

(385) 208-9269

durga.ek@gmail.com

*(tbd- city)*

STAFF:

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(385) 256-5588

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Matt Castillo (county)

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[mcastillo@slco.org](mailto:mcastillo@slco.org)

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