



**Jenny Wilson**  
Salt Lake County Mayor

**Holly M Yocom**  
Community Services  
Department Director

**Robin B Chalhoub**  
Community Services Department  
Associate Director

**Kirsten Darrington**  
Zoo, Arts and Parks Program  
Director

January 12, 2021

Mayor Jenny Wilson  
Salt Lake County  
2001 S State Street, N2-200  
Salt Lake City, UT 84190

RE: 2021 ZAP Tier I Advisory Board Nominee and Reappointment

Dear Honorable Mayor Wilson,

The ZAP Program respectfully requests your consideration of the following nominee and one reappointment to serve on the ZAP Tier I Advisory Board.

**Nominee Johann Jacobs** (District 2) would be replacing Ken Verdoia, who served as an appointee from the Utah Division of Arts and Museums. Per County-Wide Policy No. 1031, two of the seven members of the Tier I Advisory Board shall be appointed from the Utah Division of Arts and Museums. The other current appointee is Victoria Bourns. Johann's first term would begin February 1, 2021 and end December 31, 2023.

Additionally, the ZAP program requests **Carolyn Gardner** (District 4) be reappointed for another three-year term on the Tier I Advisory Board. Carolyn completed her first term in December 2020. Her second term would begin February 1, 2021 and end December 31, 2023.

Enclosed you will find the necessary documentation, including resumes and applications. I appreciate your consideration of this request.

Sincerely,

Kirsten Darrington ZAP  
Program Director

Attachments:

Johann Jacobs Board Member Application and Resume  
Reappointment form for Carolyn Gardner and Resume  
Current Roster of the ZAP Tier I Advisory Board

cc: Erin Litvack, Deputy Mayor  
Holly Yocom, Community Services Director  
Robin Chalhoub, Community Services Associate Director

# Application Form

## Profile

Johann \_\_\_\_\_ Jacobs \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_  
Home Address

Retired \_\_\_\_\_  
Employer Job Title

\_\_\_\_\_  
Home Address

\_\_\_\_\_  
State or Zip

Salt Lake City \_\_\_\_\_ UT \_\_\_\_\_ 84108  
City State Postal Code

\_\_\_\_\_  
Primary Phone

## Which Boards would you like to apply for?

Zoo, Arts & Parks Tier 1 (ZAP 1): Appointed

## Referred by:

V. Pamela Bourns

## Qualifications

### Please tell us about yourself.

Since relocating from South Africa to Utah in 1979, I developed a deep and lasting interest in serving the Non-profit Arts Community.

### Why are you interested in serving on a board or commission?

One of the first meaningful and most meaningful Arts Initiatives I was fortunate to become involved with was establishing the Zoo, Arts, and Parks Arts Support program. I was able to participate in the founding and implementation of this excellent, groundbreaking funding initiative.

### What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

Please see enclosed Resume



## Jóhann Jacobs

Salt Lake City, UT 84108

**SUMMARY:** Responsibility for directing, expanding, managing and sustaining the philanthropic and program goals of the Utah Museum of Fine Arts.

### SKILLS

Grant/Proposal Writing	Advocacy	Annual and Program Budgeting
Public/Private Giving	Board and Volunteer Recruitment & Development	Local and National Arts Management
Foundation & Endowment Giving	Capital Campaign Experience	Event Planning
Networking	Direct and Telemarketing Programs	Education & Outreach Programming
Board and Donor Cultivation & Retention	Marketing & Public Relations	Annual and Program Budgeting
Planned Giving	Presentations	Annual Audit Management
Community Involvement	Public Relations	Financial Management
Donor Stewardship	Strategic Planning	Annual Audit Management
Annual Fundraising, including Major Gifts	Team Building & Collaborating	Facility & Labor Union Negotiations

### EXPERIENCE:

- **Consultant, Community Volunteer:** October 2013 – Present
  - Providing consulting services to, primarily, Non-profit Arts and Cultural Organizations
  - Currently serving as Concierge at The Ridge Foothills, SLC an Assisted Living Center providing general support for the community residents
- **Director of Development,** Utah Museum of Fine Arts, University of Utah
  - Completed a \$5million Capital Campaign
- **Executive Director,** Ballet West, SLC, UT 1997 – September, 2013
  - Utah's premier professional classical ballet company and dance training academy.
  - Annual operating budget of \$18 million.
  - Increased Ballet West's earned and contributed revenues by 40%, while expenses for the same period remained minimal by comparison, with an increase of only 26%
  - Ballet West has also managed to close with positive operating revenues for the past four years.
  - Completed a \$16.5 million capital campaign for the construction of a new permanent facility.
  - Responsible for management and operations including:
    - Long and Short Term planning and Goal Setting.
    - Annual Budget setting and ongoing management.
    - Board recruitment, training and development.
    - Served as Ex-Officio member of all working committees and task forces
    - Bargained with three national Collective Bargaining Units:
      - American Guild of musical Artists (AGMA)
      - International Alliance of Theatrical Stage Employees (IATSE)
      - American Federation of Musicians (AFM)
    - Negotiated:
      - Facility Leases.

- Performance Rights and Royalties with Artists, Choreographers, Designers, Composers, singers, and other related Production Professionals.
- Financial Management, including monthly reports and forecasts to Executive Committee and General Board.

Jóhann Jacobs (continued)

P. 2.

- **Executive Director**, Ballet West, SLC, UT 1997 – 2013 (continued):
  - Actively managed Marketing and Public Relations, Tele-marketing and Group Sales Team to best position the brand and the company locally and nationally and to achieve annual season and single ticket budgeted goal.
  - Actively managed Fundraising and Development Team, including:
    - Annual Budget and Goal Setting
    - Ongoing goal evaluation
    - Events (Annual Gala, Silent Auction, Fashion Show, Fundraising Breakfast, Donor Cultivation Activities)
  - Actively managed the Academy's education and outreach programs, faculty and budget.
  - Successfully completed 16.5m Capital Campaign for Company's new home: *The Jessie Eccles Quinney Center for Dance*.
  - Ongoing collaboration with local arts and cultural organizations on preserving and re-approval of the Zoo, Arts and Parks Program.
  - Ongoing advocacy for increased funding for the Arts at City, State and Federal Levels.
  - Frequently participated as a Dance Peer Review Panelist at the invitation of the National Endowment for the Arts (NEA), Washington, D.C.
- **Managing Director/Founding Member**, Oregon Ballet Theatre, Portland, OR 1987 – 1997
- **Financial Controller**, Sundance Institute/Film Festival, SLC, UT 1981 – 1987  
Responsibilities included:
  - All Executive functions
  - Board management and development, fundraising, marketing, personnel management, contract negotiations, and all company operations.
  - Operational program budgeting.
  - Annual and long range planning, program development, establishing and implementing fiscal controls, preparation of financial statements for annual audit and general office management.
- **Assistant Director**, The Salt Lake Arts Council, SLC, UT 1979 – 1981
  - Bookkeeping, managed grant awards to arts organizations, program staffing and volunteer coordination and art exhibit installations, general bookkeeping.

## OTHER

- 2016 Appointed to SL County, **Zoo, Arts & Parks, Tier I Advisory Board**
- 2014 Appointed by Governor G. Herbert to the **Utah Arts Council Board**, as Vice Chair Elected President, **Oakcrest Gardens, Home Owner's Association Board**
- 2013 Ongoing, Adjunct Professor, **Westminster College MBA Program**.  
Elected as Secretary to the **Oakcrest Gardens Home Owners' Association Board**

- 1997 Recipient of the **Portland General Electric (PGE) “Community Treasures”** Award in recognition for establishing Oregon Ballet Theatre as a major arts organization in Portland, Oregon.
- 1994 Granted US Citizenship.
- 1988 Volunteers of America/Utah Chapter **Salute to Volunteers Award** for service on behalf of AIDS Project Utah.

## **EDUCATION**

**Bachelor of Arts in Sociology and Psychology**, University of South Africa, Pretoria, S.A.  
**Diploma**, Chartered Institute of Secretaries, Damelin College, Johannesburg, S.A.



## 2021 Zoo, Arts & Parks Tier I Advisory Board Roster

**Victoria Bourns, Chair\*\***

District 1

Salt Lake City

**Moana Palelei HoChing, Vice Chair**

District 6

Sandy

**Bill Applegarth**

District 6

Riverton

**Carolyn Gardner**

District 4

Salt Lake City

**Noemi Hernandez Balcazar**

District 2

West Valley City

**Diane Stewart**

District 1

Salt Lake City

**One Vacancy\*\***

Ken Verdoia completed his second term on 12/31/2020. This vacancy must be fulfilled by an appointee of the Utah Division of Arts and Museums

\*\*Per Statute [59-12-704(2)], in a county of the first class, two of the seven members of the advisory board under Subsection (2)(a) shall be appointed by the Utah Division of Arts and Museums.