



January 31, 2023

Jennifer Wilson, Mayor  
Salt Lake County  
2001 South State Street  
Salt Lake City, Utah 84190

**JENNY WILSON**  
Salt Lake County Mayor

Re: Appointment to the Sugar House Park Authority

**Holly Yocom**  
Community Services  
Department Director

Dear Honorable Mayor Wilson,

**PARKS & RECREATION  
DIVISION**

We are offering for your consideration the appointment of two (2) applicants for the Sugar House Park Authority, Holly Nichols and Kaila Grafeman (resumes and applications attached).

**Martin Jensen**  
Division Director

Ms. Nichols recently finished her first term (12/31/2022) with the Board and would like to continue serving for a second term. She currently serves as vice-chair of the Board.

Salt Lake County  
Government Center  
2001 South State Street  
Suite S4-700  
Salt Lake City UT 84190  
385-468-1800

Ms. Grafeman was selected by the Board at the January 2023 meeting to fill a vacancy that came open at the end of 2022 with the resignation of a Board member who moved out of state. She brings a set of skills to the park the Board is looking for particularly her digital marketing expertise.

Sugar House Park is governed by the Sugar House Park Authority, a non-profit organization created in conjunction with Salt Lake City and Salt Lake County in 1957. The Park Authority has a nine-member Board of Trustees, seven of whom are citizen volunteers; the other two members are representatives of Salt Lake City and Salt Lake County, respectively.

Respectfully,

  
MARTIN JENSEN, Director  
Salt Lake County Parks & Recreation

CC: Taylor Weavil, Chair, Sugar House Park Authority  
File

Name	District/City	Term	Core Inputs
Taylor Weavil	SLC	2 <sup>nd</sup>	Chair of Board
Holly Nichols	4/SLC	1 <sup>st</sup>	Vice-Chair/Nominee for 2 <sup>nd</sup> term
Siv Ghaffari	SLC	1 <sup>st</sup>	Longtime resident of the Sugar House area and regularly visits the Park with his children. He will provide a needed tie to the neighborhood and a long-term perspective on issues affecting the Park.
Richard L. Layman	4/SLC	1 <sup>st</sup>	Extensive experience in the public sector with community development and land use planning in Washington DC. He will be an asset to the Board in helping navigate its unique relationship with the City and County.
Roxanne Christensen	2/SLC	1st	Skilled in marketing, design and social media – a particularly good fit for the Sugar House Park Authority’s needs.
Jacqueline Rosen	4/SLC	1st	Attorney with Fabian Van Cott, firm has long standing relationship with the Park.
Kaila Grafeman	4/SLC	Nominee	Background in digital marketing.
Patrick W. Leary		Salt Lake County Representative	Associate Director for Parks, Trails & Open Space.
VACANT		Salt Lake City Representative	Recently vacated due to retirement, will be filled this Fall by the City.

**Board Composition:**

- Sugar House Park is governed by the Sugar House Park Authority, a non-profit organization created in conjunction with Salt Lake City and Salt Lake County in 1957. The Park Authority has a nine-member Board of Trustees, seven of whom are citizen volunteers; the other two members are representatives of Salt Lake City and Salt Lake County, respectively.

Citizen Board Members are expected to commit to a 4-year term, attending 10 monthly meetings a year at 6pm on the second Thursday of the month, with no meetings occurring in July or December. Board member applicants should be familiar with Sugar House Park history and rules (found at [www.sugarhousepark.org](http://www.sugarhousepark.org)) as well as have an interest in community events, parks and recreation, and, most importantly, preserving the park. Of particular interest for current board openings are those with professional experience in legal contracts, parks and recreation management, and/or finance and budgeting.

- 9 members
  - Seven (7) community members
  - One (1) Salt Lake City and Salt Lake County representative
- Term: Four (4) years
  - Two-term limit

# HOLLY NICHOLS



## WORK EXPERIENCE

INFINITE SCALE / ELEVATE SPORTS VENTURES  
Salt Lake City, UT

Sr. Project Manager, Venue Experiential Graphic Design  
May 2014 - Present

- Collaborates with architects and sport organizations to execute integrated and impactful brand integration in the form of wayfinding, branding, concessions and sponsor activation programs. Works with designers / architects to ensure client needs are met, then with fabricators / general contractors to execute the final product.
- New business development through responding to RFP's, creating proposals, and presentations for large Sport Construction projects. Each project requires a custom approach to meet the needs of the specific client. Typical components include professional fee, schedule, company profiles, scope of work, scope of services, and case studies.
- Participates in presentations to Ownership groups of NFL, NHL, NBA, and NCAA teams.
- Manages team of ten managers and designers. Ensures client feedback is followed, design shown is executable, and all work is thoroughly checked prior to delivery. Manages team deadlines, workload and resource plan.
- Clients include New Orleans Saints, University of Utah Athletics, Seattle Kraken, Detroit Red Wings, Atlanta Hawks, International Speedway Association, Cleveland Cavaliers, Golden State Warriors, and Las Vegas Raiders.

ARMTEC PRECAST  
Vancouver, BC

Strategy and Marketing MBA Internship | June - Sept. 2013

- Developed new product business plans as part of Corporate profit improvement initiatives. Included market research and analysis, full financials, and project timelines.
- Developed location specific marketing plans to give the company more visibility within the building community.

SELLEN CONSTRUCTION  
Seattle, WA

Marketing Coordinator | 2012

- Rebranded company and created new website to emphasize company history and relationships.
- Coordinated company and industry events like golf tournament, annual meeting, and ArtsFund Fundraising Campaign.
- Developed winning project proposals for Amazon campus office buildings, health care centers, and education facilities.

Project Engineer | 2009 - 2012

- Managed scopes of work for commercial and higher education construction projects including quality management, cost management, submittal and drawing review.
- Completed three projects over \$50 Million.
- Developed green building technology guide as part of Sellen Sustainability consulting initiatives.

Project Intern | 2008 - 2009

## EDUCATION

UNIVERSITY OF BRITISH COLUMBIA  
Master in Business Administration  
Specialized in Marketing and Process Management  
VP Events, MBA Society  
Completed Dec. 2013

COPENHAGEN BUSINESS SCHOOL  
MBA Global Exchange Program  
Completed Dec. 2013

UNIVERSITY OF WASHINGTON  
Bachelor of Arts in Architectural Studies  
Bachelor of Science in Construction Management  
Completed June 2009

## COMMUNITY INVOLVEMENT

Big Sister, BBBS of Utah | 2015 - present  
Utah Big of the Year, 2022

Big Sister, BBBS of Puget Sound | 2007 - 2014

Board Member, Sugar House Park | 2018 - present  
Treasurer, Social Media Coordinator, 2019  
Vice President, 2020 - present

Member, WISE Utah | 2018 - present

Member, SEGD | 2015 - present  
Salt Lake Chapter Chair

## CERTIFICATIONS AND TRAINING

Leadership in Energy and Environmental Design  
Accredited Professional, Building Design/  
Construction (LEED BD+C)

Proficiency in Microsoft Office, Adobe Creative  
Suite, Sketch-Up, Revit, assorted Project  
Management Software

## INTERESTS

Creative interests - urban planning, sustainable  
design and construction, live theater

Recreational interests - backcountry skiing and  
touring, biking, hiking, climbing



### Application Form

#### Profile

Holly \_\_\_\_\_ Nichols \_\_\_\_\_  
 First Name Middle Initial Last Name

\_\_\_\_\_  
 Email Address

Infinite Scale \_\_\_\_\_ Sr. Project Manager \_\_\_\_\_  
 Employer Job Title

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

\_\_\_\_\_  
 Suite or Apt

\_\_\_\_\_  
 City

\_\_\_\_\_  
 State

\_\_\_\_\_  
 Postal Code

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

#### Which Boards would you like to apply for?

Sugar House Park Authority Board of Trustees: Submitted

#### Referred by:

\_\_\_\_\_

#### Qualifications

Please tell us about yourself.

Applying for second term

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

Applying for second term

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

Applying for second term

What unique perspectives could you bring to the board?

Applying for second term

Holly Nichols

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## Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Are you a Salt Lake County employee?

Yes  No

Are you a current member of another Salt Lake County board or commission?

Yes  No

Race/Ethnicity \*

District \*

District 4

Gender Pronouns \*

Age Range \*

Languages \*

English

Political Affiliation

None Selected

Holly Nichols

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# KAILA J. GRAFEMAN, MBA

## HEAD OF MARKETING

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I'm a results-oriented leader offering 10+ years of professional experience within the digital health and financial service industries. While growing my professional career, I've actively engaged in boards within my communities since April 2017. Since moving to Salt Lake City, Utah in 2020, I've been proactively looking for ways to get involved in the green space, community events, and parks and recreation. I believe I'm the right candidate to join the Sugar House Park Authority Board of Trustees as I own a house in Sugarhouse and want to invest my time, energy and experiences preserving and improving the beautiful parks of this neighborhood.

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### CORE COMPETENCIES

- Marketing Leadership & Strategy
  - Marketing Campaign Development
  - Budget & Resource Management
  - Strategic Measurement & KPIs
  - Demand Generation & Sales Enablement
  - Digital Marketing Strategy & Execution
  - Marketing Channels & Campaign Management
  - Agency & Service Provider Management
- 

### PROFESSIONAL EXPERIENCE

#### Augmedix, Inc. HEAD OF MARKETING

**September 2019 – Present**  
San Francisco, CA | Remote

Led the corporate marketing strategy at Augmedix, a public healthcare technology company, to grow our brand and expand our services within U.S. health systems and physician practices

- Increased marketing qualified leads by 478% and marketing generated sales ACV by 57% since Q1 2020
- Work directly with CEO, Founder and Chief Revenue Officer to define our corporate marketing strategy
- Built a highly productive global marketing team of 6 full-time employees and outsourced vendors and contractors
- Own annual \$1.3M marketing budget and executed all nurturing and account-based marketing campaigns
- Oversee the day-to-day marketing functions including growth, product, public relations and investor relations

#### Ernst & Young DIGITAL ENTERPRISE TRANSFORMATION MANAGER

**January 2017 – September 2019**  
San Francisco, CA

Developed an award-winning website, defined the connected digital experience and created the content strategy for a new online school of medicine within a large, non-profit healthcare system (launched February 2019)

- Worked with product, development and design teams to author, test and publish the public-facing website

Supported the creation of a segmented digital onboarding experience for a large regional bank

- Developed a multi-year executable roadmap, cost-benefit analysis, detailed business case and 19 prioritized initiatives, including five quick wins for immediate return (execution of the vision would yield a \$50M benefit)
- Created three customer personas, four future state journey maps and 15 wireframes
- Demonstrated the integrated sales tool solution and easy-to-use customer portal in an interactive prototype video

Led a variety of client pursuits and internal business development initiatives, in addition to full-time client engagements

- Published the "Customer Experience of the Future" whitepaper which has been rated top 5% of EY publications
- Pursued digital transformation sales opportunities and prepared proposals (pursued \$9.9M, sold \$7.1M)
- Presented emerging technologies to C-Suite executives at all-day client workshops (16 workshops, 60+ clients)

#### Goldman, Sachs & Co. DIGITAL MARKETING & COMMUNICATIONS ASSOCIATE

**July 2013 – January 2017**  
Salt Lake City, UT | New York, NY

Enhanced digital experiences and website properties for 13 multi-country websites on GSAM.com

- Increased U.S. website traffic 40% for Financial Advisors and 38% for internal users (launched June 2013)

Managed the GSAM Symposium mobile app content delivery for a 36-hour global event with 1K+ clients across 7 cities

- Supported live broadcast, event push notifications and an extensive library with timely recaps and video replays

Managed the content strategy and distribution for all email communications to GSAM clients (60K+ recipients)

- Achieved engagement rates over 24% per email campaign (industry average 12%)
- 88% of recipients reported their email satisfaction as good to excellent according to Market Metrics in March 2016

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## EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA) - *Marketing & Operations*

May 2013

BACHELOR OF BUSINESS ADMINISTRATION - *Interdisciplinary Film and Digital Media*

December 2011

University of New Mexico

Albuquerque, NM

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## TECHNICAL SKILLS

- Asana Project Management Tool
  - HubSpot Marketing Hub
  - Pardot Marketing Automation Platform
  - Adobe Experience Manager
  - Google Analytics
  - Google Ads
  - Jira & Confluence
  - Salesforce CRM
- 

## ADDITIONAL INFORMATION

**CERTIFICATION:** Certified SAFe® 4 Product Owner / Product Manager, Scaled Agile, Inc. since September 2018

### VOLUNTEERING:

- **University of New Mexico - Marketing Advisory Board Member** February 2021 – Present
- **Big Brother Big Sisters of the Bay Area - Junior Board Member** April 2017 – October 2020

**INTERESTS:** Attending yoga workshops, practicing meditation, running long distance and exploring the mountains

### AWARDS:

- 2020 Health + Wellness Design Award presented by the Graphic Design USA Organization
- 2020 Health Care Standard of Excellence Award presented by the Web Marketing Association
- 2019 Stevie Mobile Web & App Gold and Silver Awards presented by the American Business Awards
- 2017 EY Better Begins With You Winner for Pursuing Innovation presented by Ernst & Young
- 2015 Best Advisor Website Award presented by the Mutual Fund Education Alliance
- 2014 Best Business to Business Website Award presented by the Financial Communications Society



## Application Form

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### Profile

Kaila Grafeman  
First Name Middle Initial Last Name

[Redacted]  
Email Address

Augmedix Head of Marketing  
Employer Job Title

[Redacted]  
Home Address

[Redacted]  
Suite or Apt

[Redacted]  
City

[Redacted]  
State

[Redacted]  
Postal Code

[Redacted]  
Primary Phone

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### Which Boards would you like to apply for?

Sugar House Park Authority Board of Trustees: Submitted

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### Referred by:

[Redacted]

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### Qualifications

Please tell us about yourself.

My name is Kaila Grafeman and I'm a results-oriented leader offering 10+ years of professional experience within the digital health and financial service industries. Since moving to Salt Lake City, Utah in 2020, I've been proactively looking for ways to get involved in the green space, community events, and parks and recreation.

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

I believe I'm the right candidate to join the Sugar House Park Authority Board of Trustees as I own a house in Sugar House and want to invest my time, energy and experiences preserving and improving the beautiful parks of this neighborhood.



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

While growing my professional career, I've actively engaged in boards within my communities since April 2017. Currently, I'm serving as a Marketing Advisory Board Member remotely for the University of New Mexico since February 2021 and previously served as a Junior Board Member for the Big Brother Big Sisters of the Bay Area from April 2017 to October 2020. I believe these experiences, coupled with my education and work experiences, will make me a valuable Citizen Board Member.

**What unique perspectives could you bring to the board?**

Though, I may not have direct experience in parks and recreation management, I do have experience in legal contracts and budgeting. Within my current role, as of Head of Marketing at Augmedix, I manage our annual \$1.3M budget and work with our legal department on all vendor contracts. I'd like to use my skillsets to help preserve and improve the beautiful parks of Sugar House and be an active member in my community!

[Kaila Grafeman Resume Parks Rec Aug 2023.pdf](#)

Upload a Resume

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**Race/Ethnicity \***

**District \***

District 4

**Gender Pronouns \***

**Age Range \***



**Languages \***

English

Political Affiliation

