



**Jennifer Wilson**  
Salt Lake County Mayor

**DEPARTMENT OF  
ADMINISTRATIVE SERVICES**

**Megan Hillyard**  
Director

**DIVISIONS**

- ADDRESSING OFFICE
- CONTRACTS & PROCUREMENT
- FACILITIES MANAGEMENT
- INFORMATION SERVICES
- OFFICE OF DATA & INNOVATION
- RECORDS & ARCHIVES
- REAL ESTATE OFFICE

SALT LAKE COUNTY  
GOVERNMENT CENTER  
2001 S. State St. Ste. N3200  
Salt Lake City, UT 84190  
385-468-7060 phone  
385-468-7072 fax  
[www.slco.org](http://www.slco.org)  
TTY: 7-1-1

January 24, 2025

To Whom It May Concern:

Attached is one Conflict of Interest Disclosure form for a staff member of the Office of Data & Innovation:

Reed Palmer, Monster Energy, Inc.

Regards,

**Ina Landry** Digitally signed by Ina Landry  
Date: 2025.01.24 12:27:23 -07'00'

Ina Landry  
Dept. Assistant

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Megan Hillard, Dept. Director

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Mayor's Office Designee

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**DISCLOSURE OF PERSONAL OR FINANCIAL INTEREST**

(Use one form for each outside business entity or person you are associated with for which disclosure is required in the above section. If multiple forms for multiple outside business entities or persons are submitted, only one form need be signed and notarized.)

Under the provisions of the County Officers and Employees Disclosure Act, §§ 17-16a-1 et seq., U.C.A., 1953 as amended, I, the undersigned, under penalties of perjury, make the following statement regarding my personal or business interest. (Type or print all information.)

A. Reed Palmer                      UX Designer, Office of Data & Innovation                      3078716055  
 Covered Person                      Position, or County Division for which you are employed or volunteering                      County/Volunteer's Phone  
2630 S 1800 E, Salt Lake City, UT 84106  
 Covered Person's County Address/Volunteer's Address

B. Monster Energy Co.  
 Outside institution, entity, private business or person in which the Covered Person has a personal or business interest for which disclosure is required in the above section  
Consumer Engagement Marketer (Part-time)  
 Covered person's status, relationship or commitment to the institution, entity, business or person named above  
1 Monster Way, Corona, CA 92879 | (951) 316-1453  
 Address and phone number of the institution, entity, business or person named above

- C. Select the category that applies to yourself and the outside institution, entity, business or person identified in subsection (B) above:
- I receive or have agreed to receive compensation for assisting a person or business entity in a transaction involving Salt Lake County.
  - I am an officer, director, agent, employee or the owner of a substantial interest in a business entity that is subject to the regulation of Salt Lake County.
  - I am an officer, director, agent, employee or owner of a substantial interest in a business entity that does or anticipates doing business with Salt Lake County.
  - I hold an investment or other financial interest that creates a potential or actual conflict with my public duties.
  - I hold a personal interest that creates a potential or actual conflict with my public duties.
  - None of the above categories apply.

D. Give a detailed description of the actual or potential conflicts of interest identified above, i.e., the nature of the relationship of each business entity or person with the County. Use more sheets if necessary. (This disclosure statement will not be accepted as valid unless this section is completed.)

The CEM (consumer engagement marketing) branch of Monster doesn't really do any sales in the County. That is the distribution side through Swire (Coca-Cola). It does participate in events at County properties like the Salt Palace or Mountain America Expo Center from time to time, but it's not really a direct relationship. Typically, the corporate marketing team will have paid for a booth in a larger event that's rented out the space.

I declare under criminal penalty under the law of Utah that the foregoing is true and correct.

Signed on the 13th day of January, 2025  
Date                      Month                      Year

at Salt Lake City, Utah  
City or other location, and state or county

Reed Palmer  
Printed Name  
**Reed Palmer** Digitally signed by Reed Palmer  
Date: 2025.01.13 16:00:31 -07'00'

Signature

***This statement is a public document. It must be filed with the covered person's immediate supervisor, volunteer or community liaison, division director, department director or elected official, and the County Council. It must be filed when the potential conflict arises and re-filed every January, as long as the potential conflict exists.***