



August 3, 2022

Mayor Jenny Wilson  
Salt Lake County Mayor's Office  
2001 South State Street N2-100  
Salt Lake City, UT 84114

**JENNIFER WILSON**  
*Mayor*

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

**ROBIN CHALHOUB**  
*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

Dear Mayor Wilson,

Please accept this request for your support in appointing a new member to the Cultural Core Budget Committee, Isaac Gonzalez, and renewing two existing County appointees, Lia Summers and Grace Lin, whose terms recently expired.

As you are aware, the Cultural Core is a joint initiative between Salt Lake County and Salt Lake City. The program was launched in July of 2017 and is about to complete the first five years of implementation. Established under the Cultural Core Interlocal Agreement, the Cultural Core Budget Committee consists of three members appointed by Salt Lake City and three members appointed by Salt Lake County. The members of the committee have worked incredibly hard to get us to this stage in the initiative's development and we are excited to announce the manager for the next five year period of the Cultural Core Action Plan implementation.

**Isaac Gonzalez – District 1**

Isaac Gonzalez is an event programming and production professional. He is founder and co-owner of Fatfish Media, an event production company focused on large-scale corporate events. He is also founder of Social Antidote, a local non-profit that showcases local artists and creatives.

Isaac's extensive experience and expertise in event programming and production, as well as his deep understanding of local and regional event trends and needs, will offer a valuable and unique perspective to the Cultural Core Budget Committee. This will be particularly important as we embark on the next 5-year period of the Cultural Core Action Plan implementation and seek additional ways to increase the impact and reach of the Cultural Core.

**Lia Summer's** first term expired in December 2021. We are requesting to renew her for a second term through December 2024.

**Grace Lin's** first term expired in March 2022. We are requesting to renew her for a second term through March 2025.

If these appointments and reappointments are approved, there will be no remaining vacancies among Salt Lake County's three Cultural Core Budget Committee appointments.

Thank you for your consideration of these requests.

Sincerely,

Matt Castillo  
Division Director  
Arts & Culture

Attachments:

Isaac Gonzalez – Cultural Core Budget Committee Application and Resume  
Lia Summers – Resume and Re-appointment Application  
Grace Lin – Resume and Re-appointment Application  
Cultural Core Budget Committee Roster as of August 2022

# Application Form

## Profile

Isaac \_\_\_\_\_ Gonzalez \_\_\_\_\_  
First Name Middle Initial Last Name

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

Fat Fish Media \_\_\_\_\_ Founder/VP of Sales \_\_\_\_\_  
Employer Job Title

\_\_\_\_\_ Home Address \_\_\_\_\_ State or Zip

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Postal Code

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

## Which Boards would you like to apply for?

Cultura Core Budget Committee: Submitted

## Referred by:

Matthew Castro

## Qualifications

### Please tell us about yourself.

I currently live in Salt Lake City; I'm the founder and co-owner of a company called Fat Fish Media. Fat Fish is an Event Production company focused on large-scale corporate events. I started the company about seven years ago, and we have had the privilege to work with several high-end brands, artists, and organizations. We've also been able to produce events worldwide. I'm also co-founder of a Non-profit called Socia Antidote; I'm currently not on the board but was part of the initial stage of getting Socia Antidote off the ground. Socia Antidote's mission is to create high-quality experiences to showcase local artists/creatives. I attended college in Florida and lived there for about four years but have lived in Utah my whole life for the most part.

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

Within the last two years, I have had the opportunity of working closely with The Blocks. I have learned a great deal of experience around some of the key initiatives and have seen how that's directly affected local businesses in a good way.

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

The involvement I've had in building Social Antidote has taught me a lot about the non-profit sector. From getting funding and applying those funds to key projects to sourcing volunteers and developing some of those teams.

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

I've worked in the events industry for the last 14 years and have seen how events can change brands and organizations and create memorable experiences that can totally change lives. I understand that the Cultural Core is developing these opportunities to build more community within downtown Salt Lake. I feel my experience can help bring a fresh perspective.



Upload a Resume

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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



**District \***

**Gender Pronouns \***

**Age Range \***



## Political Affiliation

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[REDACTED]



## Employment History

### Fatfish Media

Founder/VP of Sales

January 2015 - Current

Responsibilities - Sales, Marketing efforts, Business Development, Client Relations

### Marriott International

Director of Event Technology

August 2008 - November 2014

Responsibilities - Oversee all production for events, labor coordination, event design, technical direction

### John Galt Entertainment

General Assistant

August 2006 - September 2007

Responsibilities - Coordinating Sessions, Assist with Marketing, Assist with PR, Work with A&R.

## Other Projects

### Bandah

Co-Founder

Current / Start-up

Responsibilities - Marketing, Business Development, Sales

## Education

### Fullsail Universtiy

Bachelors Recording Arts

2004 - 2008

### Davis High School

2004

# Application Form

## Profile

Last Name: Lia      Middle Initial:       First Name: Summers  
Last Name      Middle Initial      First Name

Email Address: [Redacted]  
Email Address

Employer:       Job Title:   
Employer      Job Title

Home Address: [Redacted]      Suite or Apartment:   
Home Address      Suite or Apartment

City: [Redacted]      State: [Redacted]      Postal Code: [Redacted]  
City      State      Postal Code

Primary Phone: [Redacted]  
Primary Phone

## Which Boards would you like to apply for?

Cultural Core Budget Committee: Submitted

## Referred by:

Matthew Castro

## Qualifications

### Please tell us about yourself.

I've been a proud resident of Salt Lake County for the past 16 years. I've been engaged with the arts community for about the same amount of time since I started studying acting. Though I never became a professional actress, my passion and admiration for the arts community in Salt Lake have only grown. I served as Mayor Baskupsk's Senior Policy Advisor for Arts and Culture from early 2016 to 2018, which taught me a great deal about the obstacles and opportunities to boosting the arts sector's economic impact.

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

I am passionate about supporting and empowering the arts and cultural communities in Salt Lake, and feel that civic engagement is a critical component to making Salt Lake the best place to live, work, and play!

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

I served as Mayor B skupsk 's Sen or Po cy Adv sor for Arts and Cu ture from ear y 2016 to 2018; I am current y Cha r of the Board of the Utah Arts A nce, and I am two semesters from rece v ng a Masters n Bus ness Adm n strat on and Graduate Cert f cate n Bus ness Ana yt cs from the Un vers ty of Utah.

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

I am extreme y fam ar w th the Inter oca Agreement estab sh ng the Cu tura Core and ts h story. I understand the m tat ons of the fund ng, and how to work creat ve y w th n them to best serve the commun ty at arge.

  
Upload a Resume

**Demographics**

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Yes  No

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

Yes  No





**District \***



**Gender Pronouns \***



**Age Range \***



**Languages \***



**Political Affiliation**



# 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.



# Application Form

## Profile

Grace \_\_\_\_\_ Ln \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_ mail Address

American Express \_\_\_\_\_ Director \_\_\_\_\_  
Employer Job Title

\_\_\_\_\_ Home Address \_\_\_\_\_  
Street Address Suite or Apartment

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_  
City State Postal Code

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

## Which Boards would you like to apply for?

Cultural Core Budget Committee: Submitted

## Referred by:

Renewal term

## Qualifications

### Please tell us about yourself.

I am a resident in Salt Lake County with a history of serving my community in arts and cultural capacity.

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

I am interested in supporting the cultural vibrancy of Salt Lake County and have volunteered my voice towards these issues.

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

Served 1 term with Cultural Core; 2 3-year terms with ZAP, 2 terms with the Cultural Facilities Board for County. I was CRA officer in my previous role at Target Bank. I have MA in Humanities. I also participate as a musician with the Wasatch Symphony Orchestra, a cultural community organization. I also volunteer extensively with my employer, American Express, including chairing the market Incus on and Diversity initiatives.

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

For the past 20 years, I have been passionate about the arts and culture in the community I live in, and I have also served in leadership roles with corporate citizens in the community including Target and American Express. I believe my experience in the intersection of government and corporate enterprise brings a uniquely balanced perspective of essential stakeholders to the Culture Core. I want to represent those points of views in addition to the views of the individual citizens within the city and county in order to develop a well-represented path forward for the cultural growth of Salt Lake.

Upload a Resume

## 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

[Redacted]

### District \*

[Redacted]

### Gender Pronouns \*

[Redacted]

### Age Range \*

[Redacted]

### Languages \*

[Redacted]

[Redacted]

# Grace T. Lin

## SKILLS

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### Leadership

- Multi-layer team leadership
- Business Unit ownership
- Global operational teams
- Restructuring and Transformation
- Board service

### Payments

- Cross-border and FX transfers
- B2B Payment platforms
- Card Issuance and Acceptance
- SWIFT messaging
- ACH and Wire transfer

### Product & Operations

- Product & Capability Roadmap
- Voice of Customer
- Agile – SAFE Methodologies
- Go To Market Launch
- Service delivery

## EXPERIENCE

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### AMERICAN EXPRESS

Sep 2015-Present

- **Operations Director, Cross-border Payments** (Jan 2020 – Present)  
Lead global Operations teams in the US, UK and India to serve North American and European Cross-Border Payments markets processing approximately 1 million transactions annually representing \$24B total transaction value and \$200M revenue
  - Directly lead 60-person team serving two markets with \$4M operating budget that performs onboarding, payments processing, investigations, and collections functions
  - Deliver on KPI including reducing cost per transactions by 10% YOY; improving NPS scores for US and UK markets; and exceeding goal for time-to-resolve investigation cases, time to onboard and collection recovery rate
  - Lead automation initiatives such as expansion of transaction validation robotics (reducing payment failure rate by 0.025%) and automated collections processes (resulting in 99.9% recovery rate)
  - Engage with Sales, Compliance, General Counsel, Underwriting and Fraud stakeholders to ensure operational effectiveness in credit and fraud risk, financial crimes, and regulatory standards for international payment
  - Operationalize the new Global Pay product for US market – a multi-year cross-border payment solution with capabilities to service non-card payments
  - Manage workforce planning, initiate business transformation and develop regional centers of excellence
- **Product Director, B2B Payments; Global Commercial Services** (September 2015 – Dec 2019)  
Led Commercial Product team across multiple products including virtual payments, supply chain financing and cross border payments with a focus on international market launch.
  - Defined product vision, strategy, roadmap and growth for global supply chain solutions product
  - Coordinated the annual investment process for supplier payments product including developing initiatives to be submitted, working across stakeholders to identify op-ex, and developing forecasts
  - Launched cross-border solution in multiple markets including managing New Product Launch process: value-proposition, sales pipeline development, addressable market analysis, activation materials for sales and Account Development teams
  - Led Go-To-Market rollout of virtual payments capabilities in US and 5 international markets (Australia, Canada, France, Germany, Mexico) including enabling systems for onboarding, transaction processing, reporting, compliance, sales & field enablement, and servicing
  - Partnered with platform teams, product manager, and key stakeholders to develop backlog, sequence features and capabilities releases and integration with other enterprise platforms
  - Managed team of product owners and managers developing multi-year technology solution with \$15M - \$20M annual investment
  - Identify customer needs, market drivers, and regulatory requirements

(cont)

**TARGET****2005-2015**

- **President, Target Bank** (2012 – 2015)

Led Target Bank, a financial services subsidiary of Target with \$1 million operating budget, \$30 million investment portfolio, and 25-person underwriting, finance, and call center team. Product lines included issuance of business credit cards and prepaid cards on Visa/MasterCard networks.

- Expanded prepaid payment product line with \$120 million in annual sales; explore new business opportunities in ACH processing, payroll card issuance, and general purpose reloadable card issuance
- Launched social services referral-marketing initiative generating 20% credit sales increase in that segment
- Pursued loan opportunities, growing credit sales by 10% through underwriting strategy changes in 2014
- Improved operating expenses measurably and exceeded forecast pre-tax profits significantly in 2014
- Engaged with FDIC, state bank regulators, internal and external auditors, and Bank board
- Developed portfolio of community grants and investment vehicles as CRA Officer
- Oversaw security chip conversion of Target Business credit cards

- **Finance Officer, Target Bank** (2009 – 2012)

Led financial planning and analysis (FP&A) and accounting team. Key responsibilities included oversight of analytical and financial reporting, strategic planning, profitability analysis, and treasury functions. Managed the Bank's loan loss reserves for credit card portfolio. Chaired the Asset-Liability Management and Investment Committees

- **Lead Financial Analyst, Target.com** (2007-2009)

Responsible for financial planning and analysis (FP&A) for Target.com's capital investments, managed annual project funding and strategic planning for e-commerce platform and ordering and fulfillment systems.

- **Senior Financial Analyst, Corporate Goals and Forecasting, Target** (2005-2007)

Responsible for corporate planning and forecasting models for Target's Executive Committee.

**RSM MCGLADREY, regional M&A boutique****1999-2003**

**Senior Analyst** (2001-2003) and **Analyst** (1999-2001)

**GOLDMAN SACHS****1998-1999**

**Analyst, Investment Banking Division, Financial Institutions Group**

*EDUCATION***THE UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS****2005**

MBA; concentrations in Finance and Economics

**THE UNIVERSITY OF CHICAGO****1998**

MA in Humanities

**UNIVERSITY OF NEVADA, LAS VEGAS****1997**

BS in Mathematics and BA in English; *summa cum laude*

*VOLUNTEER***SALT LAKE COUNTY CULTURAL ADVISORY BOARDS****2013-Present**

Salt Lake *Cultural Core Budget Committee* (2019 – Present) | *Zoo, Arts and Parks Tier 1 Advisory Board* (2013-2019) | *Cultural Facilities Advisory Board* (2014-2019)

**UTAH BANKERS ASSOCIATION****2012-2015****JUNIOR ACHIEVEMENT OF UTAH, Salt Lake City, UT****2009-2015**

## Cultural Core Budget Committee

Member Roster as of August 2022

Appointed By	Name	Term	First or Second Term?	Professional Background
Salt Lake City	Eric Egenolf	September 2019 – August 2022	First	Architect and planner
Salt Lake City	Durga Ekambraram	October 2020 – September 2023	First	Artist
Salt Lake City	Shaleane Gee	May 2022 – April 2025	First	Community Development and Public Policy
Salt Lake County	Grace Lin	April 2019 – March 2022 <i>*reappointment pending</i>	First	Finance
Salt Lake County	Lia Summers	January 2018 – December 2021 <i>*reappointment pending</i>	First	Arts Public Policy
Salt Lake County	<vacant>			

### Board Member Terms

The membership of the board shall include three persons appointed by the Salt Lake City Mayor and confirmed by the Salt Lake City Council and three persons appointed by the Salt Lake County Mayor and confirmed by the Salt Lake County Council, as outlined in the interlocal agreement. The City and County shall follow their respective established procedures for board appointments. The term of office shall be for three years, with the ability to be reappointed for a second term. The terms of the inaugural members shall be staggered so that the rotation in the future does not occur all at one time.

### Budget Committee Duties

Each of the below described responsibilities will be executed by members of the Budget Committee as well as dedicated City and County staff members.

- An annual budget is required and shall detail the planned activities and how the activities of the proposed plan will be funded. The Budget Committee is tasked with approval of budgets.
- Determine the frequency (e.g. monthly, quarterly) that funding requests and disbursements will be made.
- The Budget Committee may reallocate monies in budget and fee line items to meet program objectives provided that the total annual budget is not exceeded. Reallocation of line item fees and budgets shall be authorized in advance and in writing by the Budget Committee.
- Each proposed annual budget should be tied to an execution strategy that will be approved and monitored by the Budget Committee.
- Metrics and goals for success need to be established, and progress tracked. Appropriate methods for measurement need to be approved by the Budget Committee.

- It is Budget Committee's responsibility to ask questions, request additional information, and review and set quality standards as necessary, to thoroughly evaluate Cultural Core success and management.
- The Cultural Core agreement requires that the contractor meet with City and County staff and/or the Budget Committee at least monthly. Committee members should attend each monthly meeting and determine need for and attend additional meetings as needed.
- The Budget Committee will also have authority to establish subcommittees or point persons to explore various issues at a deeper level and report back to the full committee with a recommendation for action. Individual Budget Committee members will be responsible for volunteering for these sub-roles as their schedule permits.
- Official, written operation status and financial reports are to be produced at least annually, however the Budget Committee may request more frequent reports if necessary.
- The contractor is required to prepare materials for annual presentations to both City and County Councils. Budget Committee should review and approve any and all budgets, reports, presentations, etc. before they are presented.
- The Budget Committee should actively participate in the process of hiring key staff, as needed, throughout the term of the contract.
- Integral sub-contractors should also be approved before their hire.
- The contractor is required identify and develop external funding sources to further Cultural Core Plan objectives; the Budget Committee should review and advise on external fundraising strategies.
- The Interlocal agreement establishing the Cultural Core places many restrictions on the use of the City and County Funding. The Budget Committee will provide oversight to ensure that funds are expended in accordance with the Interlocal agreement, as well as the Cultural Core Action Plan.
- Cultural Core Budget Committee vacancies are to be appointed by either the City or County Mayor (with advice and consent of respective Council), however, existing Committee members should provide recommendations to fill vacancies as needed.
- The Budget Committee serve as advocates for the Cultural Core to the City, County and greater community. Committee members shall make themselves accessible to members of the community who would like to discuss thoughts and concerns about the Cultural Core, as it pertains to the responsibilities of the Committee.