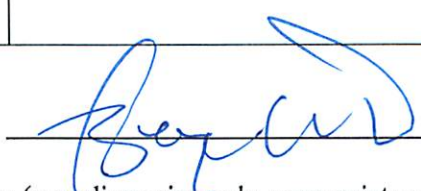


**Mayor's Office : Council Agenda Item Request Form**  
*This form and supporting documents (if applicable) are due the Wednesday  
before the COW meeting by noon.*

<b>Date Received</b> (office use)	8 Feb 2017
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<b>Date of Request</b>	December 23, 2016
<b>Requesting Staff Member</b>	Vicki Bourns
<b>Requested Council Date</b>	<del>January 3, 2017</del> February 14, 2017
<b>Topic/Discussion Title</b>	ZAP Tier I Advisory Board Reappointments
<b>Description</b>	Requesting Salt Lake County approval for 3 re-appointments to the ZAP Tier I Advisory Board Member.  Max Chang Byron Russell Gay Cookson
<b>Requested Action<sup>1</sup></b>	Council Approval
<b>Presenter(s)</b>	NA - Consent
<b>Time Needed<sup>2</sup></b>	NA
<b>Time Sensitive<sup>3</sup></b>	Yes
<b>Specific Time(s)<sup>4</sup></b>	NA
<b>Contact Name &amp; Phone</b>	Vicki Bourns, X87057
Please attach the supporting documentation you plan to provide for the packets to this form. While not ideal, if supporting documents are not yet ready, you can still submit them by 10 am the Friday morning prior to the COW agenda. Items without documentation may be taken off for consideration at that COW meeting.	See attached

**Mayor or Designee approval:** \_\_\_\_\_



<sup>1</sup> What you will ask the Council to do (e.g., discussion only, appropriate money, adopt policy/ordinance) – in specific terms.

<sup>2</sup> Assumed to be 10 minutes unless otherwise specified.

<sup>3</sup> Urgency that the topic to scheduled on the requested date.

<sup>4</sup> If important to schedule at a specific time, list a few preferred times.



**Ben McAdams**  
Salt Lake County Mayor

**Erin Litvack**  
Deputy Mayor &  
Chief Administrative Officer

## Board Appointment Approval

On the 14th day of February, 2017 the Salt Lake County Council consents to the reappointment of Mr. Max Chang as a member of the *ZAP Tier I Advisory Board*.

His three-year term will begin January 1st, 2017 and end December 31st, 2020.

Salt Lake County Council

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Steven DeBry, Chairman

Attest:

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Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Kendra Kahlow in Mayor's Office, N2-100 to process this appointment.



**Ben McAdams**  
Salt Lake County Mayor

**Erin Litvack**  
Deputy Mayor &  
Chief Administrative Officer

## Board Appointment Approval

On the 14th day of February, 2017 the Salt Lake County Council consents to the reappointment of Mr. Byron Russel as a member of the *ZAP Tier I Advisory Board*.

His three-year term will begin January 1st, 2017 and end December 31st, 2020.

Salt Lake County Council

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Steven DeBry, Chairman

Attest:

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Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Kendra Kahlow in Mayor's Office, N2-100 to process this appointment.



**Ben McAdams**  
Salt Lake County Mayor

**Erin Litvack**  
Deputy Mayor &  
Chief Administrative Officer

## **Board Appointment Approval**

On the 14th day of February, 2017 the Salt Lake County Council consents to the reappointment of Ms. Gay Cookson as a member of the *ZAP Tier I Advisory Board*.

Her three-year term will begin January 1st, 2017 and end December 31st, 2020.

Salt Lake County Council

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Steven DeBry, Chairman

Attest:

---

Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Kendra Kahlow in Mayor's Office, N2-100 to process this appointment.

# SALT LAKE COUNTY

## Board Member Nomination/Application (Required fields in bold)

Board: ZAP Tier 1 Advisory Board

Date: December 23, 2016

Nominated By (if applicable): David Gee

Nominee's Name Max Chang

Home Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

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

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_ m

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

**Salt Lake County District # 4** (If you are uncertain as to the Salt Lake County Council district in which you reside, please call the County Clerk Elections Office at 801.468.3427).

*Your personal contact information will remain private and protected to the best of our ability.*

**Unique qualifications and/or perspectives you would bring to a Board or Commission, including job history and skill-sets:** Have fulfilled one term on the ZAP Tier I board and with 7 years experience on the Center for the Arts Advisory Board. Have 5 years experience with the Cultural Facilities Advisory Board. Current occupation includes real estate development with past experience including holding President positions for multiple import/export companies. Hold MBA degree which will prove useful in evaluating applications. Please see resume for complete details for related experience.

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

### Staff Section

Is this a (check one): ☒ reappointment ☐ fill vacant seat ☐ new seat added to board If filling a vacant seat, why?

☐ Term expired (expiration date: \_\_\_\_\_) ☐ Member Resigned

☐ Other \_\_\_\_\_ Name of board

member being replaced: \_\_\_\_\_ This is a 3 year term. Term will

begin January 1, of 2017 and end December 31 of 2019

Comments: \_\_\_\_\_

\_\_\_\_\_

## Board Member Nomination/Application

Page 2

*The information provided on this page is strictly voluntary and is used to assure diversity on Salt Lake County boards and commissions.*

**Nominee Name: Max Chang**

Are you a current member of another county board? Yes X No\_\_

If yes, board/commission Center for the Arts, Cultural Facilities Advisory Board

Have you ever been a member of a board or commission in the county? Yes x No\_\_

If yes, board/commission See above Dates: \_\_\_\_\_

Are you or any member of your immediate family a county employee? Yes\_\_ No X

If yes, explain \_\_\_\_\_

Have you ever been convicted of a felony? Yes\_\_ No X

If yes, explain \_\_\_\_\_

### Demographics (optional)

The information on this section is for statistical purposes and is confidential.

Gender ☐ Female X Male

Age Range ☐ 21-39 X 40-54 ☐ 55-64 ☐ 65+

Race/Ethnicity (please check all that apply)

☐ American Indian/Alaska Native ☒ Asian/Pacific Islander  
☐ Black/African American ☐ Hispanic/Latino  
☐ White/Caucasian ☐ Other (please specify)

Represent a special community? Taiwanese American

***Please include your resume***

*Forward Nominations to:*

**Kendra Kahlow**, Community Relations Specialist, Office  
of the Mayor  
2001 S. State Street, N2-100  
Salt Lake City, Utah 84114-4575

**Phone: (385) 468-7031**  
**kkahlow@slco.org**

Max S. Chang

Phone: 408-408-1000 • e-mail: max@maxs.chang.com

## EDUCATION

1996	The Wharton School, University of Pennsylvania Masters of Business Administration Marketing and Entrepreneurial Management	Philadelphia, PA
1991	University of California, Berkeley Bachelor of Arts Political Science, Emphasis-East Asian Economies	Berkeley, CA

## OTHER EDUCATION

2000	Stanford Business School, Stanford University Executive Education, Marketing Management Program Emphasis-Strategic, Global and e-Commerce Marketing	Palo Alto, CA
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## PROFESSIONAL EXPERIENCE

<b>June 2003-Present</b> <i>American Estate Management Corporation</i> Chief Operating Officer/Partner	<b>Salt Lake City, Utah</b>
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<b>February 2002-May 2003</b> <i>Beautone Specialties Co. Ltd</i> Executive Vice President (Feb. 2002-May 2002) President (June 2002-May 2003)	<b>Milford, MA</b>
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<b>August 2001-January 2002</b> <i>NorthPole USA</i> Executive Business Consultant	<b>Fremont, CA</b>
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<b>February 2001-July 2001</b> <i>United Chinese Plastics Products/UCP International</i> Executive Business Consultant	<b>Hong Kong</b>
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<b>May 1991-October 2000</b> <i>Supersilk-Decorative Concepts International</i> President (March 2000-October 2000) Managing Director (July 1999-March 2000) Vice President of Sales and Marketing (May 1991-July 1999)	<b>Salt Lake City, Utah/Hong Kong</b>
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Max S. Chang

Phone: 801.555.5555 • e-mail: max@maxchang.com

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**ADDITIONAL PROFESSIONAL and VOLUNTEER AFFILIATIONS**

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<b>2013-Present</b> <i>Natural History Museum of Utah Advisory Board</i>	<b>Salt Lake City, Utah</b>
<b>2011-Present</b> Salt Lake County Cultural Facilities Advisory Board	<b>Salt Lake City, Utah</b>
<b>2011-Present</b> Zions Bank Asian Advisory Board	<b>Salt Lake City, Utah</b>
<b>2010-Present</b> <i>Governor's Mansion Artist Award Series Committee</i>	<b>Salt Lake City, Utah</b>
<b>2009-2011</b> <i>SLC Film Center (now Utah Film Center) Board of Directors</i>	<b>Salt Lake City, Utah</b>
<b>2008-Present</b> <i>Center for the Arts Advisory Board</i> Vice Chair (2012-Present) SL Art Center (now UMOCA) Task Force (2009) Resident Review Committee (2010-2012) Ballet West/Capitol Theatre Project Task Force (2010-2012) Utah Film Archive Study Committee (2012)	<b>Salt Lake City, Utah</b>
<b>2005-Present</b> <i>Cal Alumni of Utah</i> Founding Member Ex-Officio President 2010 President (2005-2009)	<b>Salt Lake City, Utah</b>
<b>2005-Present</b> <i>California (UC Berkeley) Alumni Association</i> Chairperson, Scholarship Committee, District 144 (State of Utah)	<b>Salt Lake City, Utah</b>
<b>1997-2004</b> <i>Karl Malone Foundation for Kids</i> Board of Trustees Chairperson, Operations Committee	<b>Salt Lake City, Utah</b>
<b>March 1994-March 1998</b> <i>American Flower Importers Association</i> Vice President (1994-1998) Acting Executive Director (1994-1996)	<b>Salt Lake City, Utah</b>
<b>1990-1991</b> <i>Stiles Hall</i> Board of Trustees	<b>Berkeley, CA</b>





## Board Member Nomination & Application

Board: **Zoo, Arts and Parks Tier I Advisory Board**

Date: December 22, 2016

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

Applicant Name **Byron Russell**

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

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

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

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

Salt Lake County Council District #: 1

To find the district you live in go to <http://slco.org/council/district-map/> and click the "Interactive Maps" area. Enter your address into the search box to find your County Council representative. Be sure to enter the District representative rather than the "At Large."

I prefer that my personal contact information remain private and protected Yes ☒ No ☐

Unique qualifications and/or perspectives you would bring to a Board or Commission: It is an honor to be on the Tier I Advisory Board. Ironically, my experience with the program started before its inception and first passage, when I teamed with Ken Knight. I was hired to work at the Utah Symphony and work with Ken Knight, who was chairman of the Utah Symphony Board. I have since served on boards such as the Utah Opera, Utah Symphony and Opera, and other arts organizations. My interest in the arts community was broadened by my work with Scott Anderson to build a Salt Lake City Arts District—a conversation that yielded some great policy opportunities.

### Staff Section

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

This is a 3 year term. Term will begin **January of 2017** and end **December of 2019**

Comments: \_\_\_\_\_

## Board Member Nomination & Application

Applicant Name **Byron Russell**

Are you a current member of another county board? Yes ☐ No ☒

If yes, board/commission \_\_\_\_\_

Have you ever been a member of a board or commission in the county? Yes ☒ No ☐

If yes, board/commission Career Services Counsel Dates: 2007-2011

Are you or any member of your immediate family a county employee? Yes ☐ No ☒

If yes, explain \_\_\_\_\_

Have you ever been convicted of a felony? Yes ☐ No ☒

If yes, explain \_\_\_\_\_

### Demographics (optional)

The information on this section is for statistical purposes and is confidential.

Gender ☐ Female ☒ Male

Age Range ☐ 21-39 ☒ 40-54 ☐ 55-64 ☐ 65+

Race/Ethnicity (please check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> American Indian/Alaska Native | <input type="checkbox"/> Asian/Pacific Islander |
| <input type="checkbox"/> Black/African American        | <input type="checkbox"/> Hispanic/Latino        |
| <input type="checkbox"/> White/Caucasian               | <input type="checkbox"/> Other (please specify) |

Represent a special community? \_\_\_\_\_

***Forward this application and nomination to the contact below with a resume:***

**Board Coordinator  
2001 S. State Street, # N2-100  
Salt Lake City, Utah 84190  
Email: [boards@slco.org](mailto:boards@slco.org)**

## **Byron Russell**

### **Summary**

Years of experience in academics, national and international politics, political and feature journalism, development, finance, economic development, higher education and public relations.

### **Experience**

Byron Russell LLC, Principal Managing Partner March 2011 – Present

Specialties: Brand and Image Consulting; CEO/Executive Positioning;  
Specialized Marketing; Philanthropic Strategies; Public Relations

Method Communications, Executive Vice President 2010 – January 2011  
I led business development and client management in public relations.

Western Governors University, Vice President September 2005 – November 2010  
I led the WGU National Advisory Board, consisting of Fortune 500 corporate partners, to enhance the quality of an educated workforce.

Salt Lake Chamber of Commerce, Director of Business Development (Loaned Executive – Zions Bank) 2002 - 2004

Zions Bank, Private Banker 2000 – 2002

Utah Symphony, Director of Corporate Development 1993 - 2000

### **Education**

- University of Maryland College Park, B.S., Government and Politics, Journalism 1981 – 1987
- Leith's School of Food and Wine, London, 1987 – 1987

### **Community Service**

Board Member, Utah Film Center  
Board Member, Salt Lake City Library  
Utah Council for Citizen Diplomacy



## Board Member Nomination & Application

Board: **Zoo Arts & Parks**

Date: **December 22, 2016**

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

Applicant Name      **Gay Cookson**

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

Work Address: **Utah Division of Arts & Museums,**

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

Salt Lake County Council District #: **6**

To find the district you live in go to <http://slco.org/council/district-map/> and click the "Interactive Maps" area. Enter your address into the search box to find your County Council representative. Be sure to enter the District representative rather than the "At Large."

I prefer that my personal contact information remain private and protected   Yes ☐ No ☒

Unique qualifications and/or perspectives you would bring to a Board or Commission:  
**Please see attached resume.**

This is a board reappointment. Gay has just completed the term vacated by Johann Jacobs. This re-appointment is a three-year term that begins January 2017 and ends December 2019.

## Board Member Nomination & Application

Applicant Name **Gay Cookson**

Are you a current member of another county board? Yes ☐ No ☒

If yes, board/commission \_\_\_\_\_

Have you ever been a member of a board or commission in the county? Yes ☐ No ☒

If yes, board/commission \_\_\_\_\_ Dates: \_\_\_\_\_

Are you or any member of your immediate family a county employee? Yes ☐ No ☒

If yes, explain \_\_\_\_\_

Have you ever been convicted of a felony? Yes ☐ No ☒

If yes, explain \_\_\_\_\_

### Demographics (optional)

The information on this section is for statistical purposes and is confidential.

Gender      ☒ Female      ☐ Male

Age Range      ☐ 21-39      ☒ 40-54      ☐ 55-64      ☐ 65+

Race/Ethnicity (please check all that apply)

☐ American Indian/Alaska Native

☐ Asian/Pacific Islander

☐ Black/African American

☐ Hispanic/Latino

☒ White/Caucasian

☐ Other (please specify)

Represent a special community? \_\_\_\_\_

***Forward this application and nomination to the contact below with a resume:***

**Board Coordinator  
2001 S. State Street, # N2-100  
Salt Lake City, Utah 84190  
Email: boards@slco.org**

# **Gay Cookson**

## **ARTS ADMINISTRATOR**

Mission-focused arts administrator with 25 years of experience in organizations that improve and enrich lives and communities. Expertise in all areas of nonprofit management including fundraising, program development, community engagement, building partnerships, and mentoring. Combine vision for the arts, management skills, strategic planning, analytical skills, and collaborative relationship skills to achieve outstanding results. Regularly promoted within organizations because of proven track record of success.

## **AREAS OF EXPERTISE**

- Personnel Management
- Program Development
- Volunteer Boards
- Fundraising
- Collaboration
- Government Grants
- Budgeting
- Building Partnership
- Maturity & Confidence

## **PROFESSIONAL EXPERIENCE**

**Utah Division of Arts and Museums, State of Utah**  
**Executive Director**

**2015 - present**

Manage staff of 18 and a \$3.5 million budget, including program in literary arts, arts education, folk arts, visual arts, performing arts, and museum services. Utah Arts and Museums is the primary agency in Utah that distributes state and federal funds to stimulate and encourage growth in the arts and creative industries

**College of Fine Arts, University of Utah**  
**Senior Development Director for the Arts**

**2014-2015**

Manage \$100 million Campaign for the Arts. Manage staff responsible for major gifts, annual fund, and grants. Work with leadership in identifying and developing projects that align with the creative priorities for the University of Utah and College of Fine Arts.

- Make 150 personal community contacts per year.
- Implemented a college-wide process for identifying transformational projects to increase creativity and design on campus and in the community.

**Kingsbury Hall, University of Utah**  
**Development Director**

**2010 - 2014**

Manage all fundraising activities at Kingsbury Hall.

- Created and implemented a comprehensive fundraising program.
- Tripled the number of annual donors in two years
- Increased major gift income by 150% in two years, increased foundation giving by 70%.

**KUED Public Television, University of Utah**  
**Director, Special Gifts**

**1990 - 2010**

**2000 - 2010**

- Created a planned giving program and solicited all planned giving and endowment requests.
- Generated over \$2 million in received planned gifts for the University; five of these planned gifts were six-figure.
- Secured over 40 planned giving expectancies for the University with a value over \$2 million (value known on just 13 of those expectancies.)

**Manager, Major Donor Programs**

**1992 - 2000**

Created and managed major gift, capital campaign and mid-level giving programs.

- Successfully raised seven- and six-figure gifts from a dozen Utah families (multiple six-figure gifts from most families)
- Created a major donor annual giving program that resulted in \$600,000 in new annual revenue.
- Led a \$5 million endowment campaign.
- Maintained a portfolio of prospects and a heavy contact schedule of 16 face-to-face visits per month.

**Director, Corporate & Foundation Fundraising**

**1990 - 1992**

Secured grants for documentary films and community outreach.

**Ballet West**  
**Development Officer**

**1987 - 1990**

Managed annual giving, telemarketing, and all government grants.

**EDUCATION**

Master of Fine Arts, Arts Administration , University of Utah  
Bachelor of University Studies, University of Utah

**1990**

**1987**