

APPLICATION

The City of Tumwater's advisory boards, commissions and committees are listed below with a short paragraph describing the make-up of the group. Please complete the application below and show your group preference, listing your first choice as #1, second choice as #2, etc. Please attach a letter of interest and a resume with this application showing your current qualifications and interests.

Name: Kelly Von Holtz

Address: [REDACTED]

Tumwater, WA [REDACTED]

Telephone: _____ (Home) [REDACTED] _____ (Cell)

_____ (Work)

Date: May 11, 2022 Email: [REDACTED]

BOARD, COMMITTEE OR COMMISSION

PREFERENCE
NUMBER:

Barnes Lake Management District Steering Committee
Eleven members; Mayoral appointment; two-year terms; active

Board of Parks and Recreation Commissioners:
Seven members; Mayoral appointment with Council
confirmation; three-year terms; active

Civil Service Commission:
Three members; Mayoral appointment; six-year terms; active

Crime Stoppers:

One citizen representative; Mayoral appointment with Council confirmation; three-year terms; active

Historic Preservation Commission:

Seven members; Mayoral appointment with Council confirmation; three-year terms; active

Planning Commission:

Nine members; Mayoral appointment with Council confirmation; four-year terms; active

1

Thurston Community Television:

One citizen representative; Mayoral appointment; three-year terms; active

Tree Board:

Five to seven members; Mayoral appointment with Council confirmation; three-year terms; active

June 15, 2022

Mayor Debbie Sullivan
City of Tumwater
555 Israel Road SW
Tumwater, WA 98501



Madam Mayor,

I have heard that there may be an open position on Tumwater's Planning Commission and am writing to you asking that I be considered for it.

For the past almost decade, I have served Tumwater on the Parks and Recreation Board. This work has allowed me to broaden my knowledge of the work the City of Tumwater does to keep park space alive in our community and, in general, how City Government works. I think that becoming part of the Planning Board would further that experience and knowledge and allow me to use my skills as a professional communicator and 30 years of experience as a public servant to benefit the citizens of Tumwater.

I've discussed wanting to serve on the planning commission with my employer, Farra Layne Hayes, and she fully supports this and has pledged to give me any time needed to help both me and the city be successful. [REDACTED]

I chose to move to Tumwater with my three young children in 2008 because I felt like it was a beautiful and wonderful place to live and want to continue to be part of the solutions the city and citizens develop in making our community where people and businesses choose to be.

I'm available at your convenience to discuss further. If the position has already been filled, I'd be interested in any future opportunities to serve on this board.

Sincerely,

Kelly Von Holtz
[REDACTED]

A handwritten signature in black ink that reads "Kelly Von Holtz". The signature is written in a cursive style with a long, sweeping underline.

Kelly Von Holtz (formerly Stowe)

Emergency Management/Crisis Communications Expert

- Emergency Management
- Crisis Communications
- Social Media Manager
- Represent agency on issues of statewide significance
- Spokeswoman
- Able to communicate clearly verbally and in writing
- Editor
- Successful Project Management
- Research Coordinator
- Internal Communications
- Media Relations Trainer
- Public Presentations
- Master of deadlines
- Demonstrated ability to strive under pressure
- Strategic Development & Implementation
- Web and Print Content Development
- Budget Management
- Training Development
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- Expert in Microsoft Office Suite Products
- Strategic thinker
- Branding
- Customer Service Expert
- Media Relations
- Training

Experience

2021- present The Evergreen State College

Public Relations and Marketing Manager

Oversee the marketing department at The Evergreen State College. Responsible for the marketing and external communications for the college.

- Spokesperson
- Oversee budget of \$100,000 per year to market The Evergreen State College
- Create and execute comprehensive marketing and public relations plans for Evergreen.
- Manage all marketing materials, website updates and social media presence.
- Proactively generate ways to advance the college's brand in publications, digital media. Speaking opportunities, etc.

2015-2021 Washington State Department of Social and Health Services, Olympia, WA

Media Relations Manager

Work under the Senior Director of Communications in the Office of Communications within the Department of Social and Health Services. Responsible for external strategic communications for the Behavioral Health and Economic Services administrations.

Liaison between DSHS and Governor Inslee's Communication and Policy Team.

- Agency spokesperson
- Social Media Manager
- Advisor to Secretary of DSHS and Execs
- Program Manager for educational campaigns
- Train staff on media relations, plain talk, risk communications and social media
- Manage complex communication issues involving multiple divisions and program
- Develop strategic communication plans and key messages on

- Write and edit news releases, talking points, presentations, legislative reports and Web content for the Department of Social and Health Services
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2013-2015 Washington State Department of Health, Tumwater, WA

Communications Consultant IV, Office of the Secretary – Senior-level PIO for the Media Relations Office within the Department of Health's Office of the Secretary. Social Media Manager. Responsible for informing the public via media (radio, television print and social media and blogs) of important health messages and responding to public health emergencies.

2006 to 2013, Washington State Department of Transportation, Tumwater, WA

Communications Consultant III, Olympic Region – Social Media Lead. Represent WSDOT and its 7,500 employees in print, radio, television, online publications and through social media. Spokesperson for a seven-county region, responsible for issues that have statewide consequences.

2001 to 2006, Washington State Department of Transportation, Tumwater, WA

Executive Assistant – Public Private Partnerships/ State Maintenance Engineer/Environmental Services

1999 – 2001, Washington State Department of Health

Assistant to the Executive Director of Health Services Quality Assurances

1997-1999, Department of Revenue-Appeals Division

Legal Secretary

1991-1997, Department of Social and Health Services – Division of Child Support Enforcement

Unit Clerk

Special Skills/ Attributes

- Social Media guru. Proficient with Facebook, Twitter, LinkedIn, Flickr, YouTube and Instagram and able to use these tools to successfully market state campaigns and messaging.
 - Almost 30 years' experience dealing directly with the public, city, county, state and federal officials in a professional atmosphere.
 - In-depth, working knowledge of communication strategies and implementation.
 - Skilled public speaker/event planner.
 - Demonstrated understanding communications and ability to simplify complex issues and information.
 - Self-starter who works and plans well as part of a team and independently.
 - Exceptional multi-tasking and ability to work under deadline pressure.
 - Excellent time management.
 - Thrive under pressure and maintains positive attitude even under the most stressful conditions.
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Education:

2018-2020 Ashford University

Master's in Public Administration

2014- 2017 Ashford University

Risk Communications/ Emergency Management Bachelors of Arts

Certification:

Certified Diversity Professional

Civic Positions/Committees

City of Tumwater:

Currently serve as a commissioner for the City of Tumwater's Parks and Recreation Board. (Mayor Appointed).