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Application for Appointment to Board, Commission, Committee, or
Task Force

AUG 27 2018

NAPA COUNTY
EXECUTIVE OFFICE

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code California Fair Political Practices Website

(Section Break)

Application for Appointment to: Napa County Mental Health Board

Category of Membership for
Which You Are Applying **Family Member of Consumer**

Personal Information

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

Full Name Sonia Tolbert

Supervisory District in Which
You Reside District 1

Home Address [REDACTED]

City Napa

State CA

Zip 94558

Phone [REDACTED]

Email Address [REDACTED]

Work Address [REDACTED]

8/28/2018

City Napa
 State CA
 Zip 94558
 Work Phone [REDACTED]
 Current Occupation Chief Operating Officer, Festival Napa Valley
 Current License *Field not completed.*
 Education/Experience Bachelor's Degree, Psychology - Seattle Pacific University
 Resume [Sonia Tolbert Resume MHB.pdf](#)
 Community Participation Member, Napa Leadership Council Member, Arts Council
 Napa Valley Education Alliance Crisis Line Volunteer,
 Eastside Domestic Violence Center, Bellevue, WA Board
 Member, Boys & Girls Club, Kirkland, WA
 Other County N/A
 Board/Commission/Committee
 on Which You Serve/Have
 Served

(Section Break)

Provide names, addresses and phone numbers of 3 individuals who are familiar with your background.

Reference 1

Name Barbara Nemko
 Phone [REDACTED]
 Address [REDACTED]
 City Napa
 State CA
 Zip 94559

(Section Break)

Reference 2

Name Olivia Dodd

Phone	[REDACTED]
Address	[REDACTED]
City	Napa
State	CA
Zip	94558

(Section Break)

Reference 3

Name	Melody Flores
Phone	[REDACTED]
Address	[REDACTED]
City	Portland
State	OR
Zip	97217

(Section Break)

Name and occupation of spouse within the last 12 months, if married.	N/A
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Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I believe that when you see a problem, the best thing to do is become part of the solution. It is my desire to be part of the solution in addressing mental health - both direct and indirect - challenges faced by our community and destigmatizing mental health for those who need treatment. As a member of the Mental Health Board, I feel I can contribute by blending my professional background in strategic planning, community outreach and marketing with my personal experience of living with a family member with mental health issues and addiction. I believe this gives me a unique perspective of looking at programs and services through an objective, business-minded lens while understanding with compassion what those giving, seeking and receiving treatment are going through.

Email not displaying correctly? [View it in your browser.](#)

Sonia Tolbert

Solutions Oriented.
Visionary Leader.



Professional Summary

Creative results-driven senior executive with 20 years marketing, event production, strategic partnerships, brand building and organizational development experience in the, luxury hospitality, real estate development and lifestyle festival sectors.

Skills

- Auction & Fundraising
- Audience Development
- Board Relations
- Budget Planning & Management
- Business Analysis
- Contract Negotiation
- Database Management
- Program Development
- Strategic Partnerships
- Strategic Planning
- Team Building
- Working with Diverse Populations

Work Experience

Chief Operating Officer

Festival Napa Valley (formerly Festival del Sole), Napa, CA
January 2013 - Present

Responsible for operations, event production, marketing, box office, patron services, corporate sponsorship, strategic partnerships and community outreach for one of the country's premier summer destination festivals that includes 60+ events at 30 venues over 12 days. Directly manage team of 14 professionals.

- Instrumental in growing annual revenue by 273% in five years.
- Increased annual auction income from \$475,000 to \$1.3M in one year.
- Led 5-Year Strategic Planning project, including organizational rebranding.
- Established Arts for All initiative resulting in 25% increase of free community access and \$1M+ in grants to public schools and partner organizations.
- Recipient of California Alliance for Arts Education "Shining Star" Award.
- Finalist, Excellence in Non-Profit Leadership Award from Center for Non-Profit and Volunteer Leadership.

Director of Marketing, Leisure Collection

Timbers Resorts, Napa, CA and Aspen, CO
November 2007 - November 2012

Oversaw all marketing, event and public relations activities for four ultra-luxury resort properties in California and Tuscany, that represented \$25M in annual real estate sales.

- Developed and executed global marketing campaign for launch of Hotel Castello di Casole - #1 Hotel in Europe, Conde Nast Travelers Readers Poll.
- Designed brand experience program to integrate marketing, sales and guest services that was adopted company-wide as standard procedure.
- Produced large-scale experiential marketing events in Aspen, London, Los Angeles, Mexico City, Napa, New York and San Francisco.
- Played key role in developing Timbers Collection, a portfolio of exclusive privileges and perks with nearly 20 luxury lifestyle brands.

Marketing Manager, Urban

Signature Properties, Pleasanton, CA
November 2006 - August 2007

Regional Manager

Consensus Planning Group, Oakland, CA
February 2006 - October 2006

Manager, Public Relations

Wyndham Vacation Ownership, Seattle, WA
July 1996 - April 2005

Education

Bachelors of Arts, Psychology
Seattle Pacific University, 1996

Certificate, Corporate Community Relations
Boston College, 1999