

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

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](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would you like to apply for?

Napa County Resource Conservation District Board of Directors: Submitted

Category of Membership for Which You Are Applying

Director

Profile

Allison _____ S _____ Day _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ _____ Suite or Apt

Napa _____ CA _____ 94558
City State Postal Code

Which supervisorial district do you reside in? *

District 3

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.

Question applies to Napa County Resource Conservation District Board of Directors

Are you a registered voter in the State of California?

Yes No

Primary Phone

Good Things, Done Right

Employer

CEO

Job Title

Digital Marketing and
Tourism Specialist

Occupation

Education/Experience

BA in Studio Arts from Indiana University

Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

Clay Newton, Sr Director of UX at Castlight Health

Resume

[AllisonDayResume_3_.pdf](#)

Upload a Resume

Letter of Recommendation or Supplemental Attachments

Professional or occupational license, date of issue, and expiration including status

References: Provide names and phone numbers of 3 individuals who are familiar with your background.

S Sedgley Eric Reichert Whitney Diver McEvoy
Happy to provide a letter of recommendation upon advancing to next round of
c deration!

Community Participation

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I am drawn to the opportunity to serve on the Napa County Resource Conservation District board because of its vital role in conserving natural resources while balancing the needs of agriculture, urban areas, and wildlands. With a strong appreciation for Napa County's unique landscapes and ecosystems, I am committed to supporting efforts that ensure thriving watersheds for future generations. I value the RCD's emphasis on technical assistance, education, and collaboration as tools to empower the community in conservation efforts. By serving on the board, I hope to help advance practical, sustainable solutions that address the diverse needs of the region. This role represents an opportunity to contribute meaningfully to the preservation of Napa County's environmental and agricultural heritage. As a founder of a digital marketing company, I can bring valuable expertise in crafting strategies to enhance community engagement and awareness. My experience in leveraging digital tools and communication channels can help amplify the district's initiatives. I am committed to supporting efforts that foster meaningful connections and drive impactful results.

Nature of activity and community location

Other County Board/Commission/Committee on Which You Serve/Have Served

Yountville Marketing Committee Napa Valley Vine Trail Marketing RAD Napa Scott Sedgley
For Mayor Campaign

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

N/A

Electronic Signature Agreement

I meet the criteria required to serve in this position.

Yes No

I declare under penalty of perjury that the foregoing is true and correct.

Yes No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I Agree

Electronic Signature (First M. Last)

Allison S Day

Date

01/17/2025

ALLISON DAY

Founder and President of Good Things Done Right

📞 [REDACTED] @ [REDACTED] 🌐 [REDACTED] 📍 [REDACTED]



EXPERIENCE

Founder and President

Good Things Done Right

📅 06/2015 - Present 📍 Napa, CA

We help brands—big and small, B2B and B2C, for-profit and nonprofit—get more from their social media and content marketing efforts. Expect strong strategy, likable content and responsive community management that tells your story, ignites conversation and aligns with your target audience and business growth goals. We develop, implement and measure all things social media strategy, driving a variety of different KPIs and success metrics, utilizing social media platforms.

- Highlight your accomplishments, using numbers if possible.

Director of Content and Social Media

WineCountry Media

📅 07/2016 - 09/2017 📍 Napa, CA

Company Description

- Executed WineCountry.com's social media presence on Facebook, Twitter, Pinterest and Instagram.
- Developed content across all platforms, posting multiple times a day and grew their audience by 350% and their reach by 385% over the course of a year.
- Built Sonoma.com's social media presence on Facebook, Twitter, Pinterest and Instagram.
- Curated content across all platforms, posting multiple times a day and grew their audience by 260% and increased their monthly reach from 2,000 to 28,000 over the course of a year.
- Managed NapaValley.com's Facebook, Twitter, Pinterest by curating content and creating an Instagram account, growing their audience by 560% and their reach by 508% over the course of a year.
- Led internal content development and execution while managing 8 writers and producing 15-20 pieces of original content every month.

Director of Content Growth and Social Media

Barnraiser.us

📅 09/2014 - 08/2016 📍 Sausalito, CA

Company Description

- Managed the development and execution of Barnraiser's content and distribution strategy while executing against ambitious traffic and engagement goals.
- Measured and reported on performance of content assets and present research-based plans for growth.
- Oversaw social media team to direct editorial and brand consistency across social channels.
- Developed mutually beneficial content strategies in conjunction with Dir. of Partnerships.
- Developed and built relationships with writers and bloggers to grow contributor network.
- Aggregated topical content and create high-profile syndication to increase brand awareness.

Social Community Consultant

3 rock marketing

📅 12/2010 - 04/2015 📍 Napa, CA

Company Description

- Managed social media accounts for Visit Napa Valley
- Developed content for Beau Wine Tours
- Developed content for Flavor! Napa Valley
- Developed content for Napa Truffle Festival
- Developed content for SENZA Hotel
- Developed content for Cameo Cinema

SUMMARY

Hungry people are my favorite people, whether it's for great food or great ideas. As an early adopter of social media platforms, I've been deep in social media and content development for close to 10 years. From Napa Valley destination marketing to the food crowdfunding world, I direct the planning and execution of all things social media and content. I founded Good Things, Done Right in 2015 when I saw a demand for more authentic voices and straight forward work ethic in the marketing world. Current working with Visit Calistoga, St Helena, Yountville Chamber of Commerce, Oxbow Public Market, Stag's Leap Wine Cellars, Corto Olive Oil, Terlatto Family Brands, Stags Leap AVA, Wheeler Farms Winery & more. Visit us at www.gtdr.social

SKILLS

<u>Social Video</u>	<u>Paid Media Advertising</u>	
<u>Growth Strategies</u>	<u>Editorial</u>	
<u>Digital Media</u>	<u>Business Insights</u>	
<u>Branding</u>	<u>Social Media Analytics</u>	
<u>Branded Content</u>	<u>Blogging</u>	
<u>Social Media</u>	<u>Marketing Strategy</u>	
<u>Online Marketing</u>	<u>Public Relations</u>	
<u>Event Planning</u>	<u>Fundraising</u>	<u>Facebook</u>
<u>Marketing</u>	<u>Social Media Marketing</u>	
<u>Editing</u>	<u>Management</u>	
<u>Event Management</u>	<u>Social Networking</u>	
<u>Public Speaking</u>		

EXPERIENCE

Creator of Community

[Barnraiser.us](#)

📅 09/2014 - 01/2015 📍 Sausalito, CA

Donor Stewardship Manager

[American Conservatory Theater](#)

📅 01/2012 - 08/2013 📍 San Francisco, CA

Membership Director

[Calistoga Chamber of Commerce](#)

📅 09/2008 - 08/2012 📍 Calistoga, CA

Events Director

[Calistoga Chamber of Commerce](#)

📅 09/2008 - 08/2012 📍 Calistoga, CA

EDUCATION

Degree and Field of Study

[Indiana University Bloomington](#)

📅 Date period