

**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 Library Commission: Submitted

**Category of Membership for Which You Are Applying**

Napa County Representative

**Profile**

Logan Elena Triglia

First Name

Laverty

Last Name

Middle Initial

[Redacted]

Email Address

[Redacted]

Home Address

Suite or Apt

Napa

City

CA

State

94558

Postal Code

**Which supervisorial district do you reside in? \***

District 1

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.

[Redacted]

Primary Phone

Self Employed - Studio 1976

Employer

Owner

Job Title

Freelance Marketing  
Director

Occupation

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## Education/Experience

BA in Journalism, lifelong library patron

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

Kyle Laverty, General Contractor at John Laverty Construction

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## Resume

[LavertyResume2024.pdf](#)

Upload a Resume

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Letter of Recommendation or Supplemental Attachments

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

N/A

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

L [REDACTED] chborn: [REDACTED]; Olivia Brazil: [REDACTED] Denise Spencer Haughey: [REDACTED]

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## Community Participation

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

As a lifelong library patron, I deeply value the vital role libraries play in strengthening communities. Libraries are not just centers for learning, but hubs for connection, equity, and opportunity. I would be honored to serve on the Napa County Library Commission to help ensure our libraries continue to thrive and evolve to meet the needs of all residents. With a background in digital marketing and public relations, I bring expertise in community engagement, outreach, and strategic communication — skills that can help expand the library's visibility and foster stronger public support. Through my volunteer work at my sons' schools, including co-chairing major fundraisers for the past three years, I've developed strong collaborative and organizational skills, along with a deep understanding of how to mobilize community support for shared causes. I'm especially passionate about promoting equitable literacy across Napa County, ensuring all residents have equal access to resources, technology, and programs that support lifelong learning. I would also work to foster innovation in programming, strengthen partnerships with schools and local organizations, and ensure our libraries remain welcoming, inclusive spaces for all.

**Nature of activity and community location**

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Primarily active in my sons' school. I have volunteered as co-chair for each of their major fundraising events for the past 3 years and am looking to volunteer elsewhere. I am also involved in their Napa rec sports primarily in the capacity as team mom/coordinator.

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

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N/A

**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)**

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N/A

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**Electronic Signature Agreement**

**I meet the criteria required to serve in this position.**

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Yes  No

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

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Yes  No

**Please Agree with the Following Statement**

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**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.**

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I Agree

**Electronic Signature (First M. Last)**

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Logan Triglia Laverty

**Date**

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03/07/2025

# LOGAN LAVERTY



## SUMMARY

With a deep rooted passion for the digital landscape, I've combined 13 years of digital strategy, brand development, editorial strategy, integrated marketing, and social media strategy with my love for storytelling. From high profile restaurant groups to family-owned wineries, I strategically drive awareness and engagement across digital, social and influencer channels.

## EXPERIENCE

### **Freelance**

*Studio 1976*  
2014-Present

- Define client strategies and set goals and KPI's across all platforms
- Create and manage an integrated marketing calendar aligning overall marketing goals + promotions
- Ideate strategic social partnerships and brand development for growth opportunities.
- Build community, conversation and relationships with audiences by crafting meaningful, relevant content.
- Direct internal and external creative briefs for design, video, animation, audio teams and other creative vendors

### **Account Manager**

*Melissa Welles PR*  
2014 - 2017

- Crafted story ideas, developed and maintained pitch and editorial calendars + media lists. - - Managed clients and media kits
- Managed event details, guest lists, collateral, follow-up. Maintained library of assets for last minute pitches/deadlines
- Developed client-facing dashboard for easily digestible updates on initiatives, progress, press received, etc

### **Marketing Manager**

*Swanson Vineyards*  
2011 - 2013

- Managed integrated marketing calendar across all departments. Oversaw all websites including social media accounts and AlexisNapa.com
- Managed, tested, and executed email campaigns end-to-end, including content, list-pulls, testing, launch, and analysis.
- Collaborated with PR agencies on strategy, targets and messaging. Helped grow Modern House Wines from a winery-only product to Target stores nationwide, and placements in O, The Oprah Magazine, Bon Appétit, and Food & Wine magazine

## EDUCATION

B. A. in Journalism  
*San Francisco State University*  
2007