



**BOARD OF SUPERVISORS
COUNTY OF HUMBOLDT**

825 5th Street, Suite 111, Eureka, CA 95501-1153

Telephone (707) 476-2390 Fax (707) 445-7299

APPLICATION TO SERVE ON THE HUMBOLDT COUNTY

CANNABIS MICRO-GRANT ADVISORY COMMITTEE

RECEIVED
JUN 24 2019
Clerk
Board of Supervisors

APPLICANT NAME: Tanya Fechner

MAILING ADDRESS: [REDACTED] Blue Lake CA 95525

TELEPHONE: Home: [REDACTED] Work: N/A Mobile: N/A

E-MAIL ADDRESS: tanya@papaandbarkley.com

OCCUPATION: Executive Assistant Compliance Department at Papa & Barkley

ARE YOU A CURRENT EMPLOYEE OF OR VOLUNTEER FOR THE COUNTY: No

PERSONAL REFERENCES:

(1) Christie Duray, Volunteer Manager MRCH

PHONE: [REDACTED]

(2) Lisa Green, Humboldt IPA

PHONE: [REDACTED]

PRIOR ADVISORY BOARD OR BOARD OF DIRECTORS EXPERIENCE? YES, Community Health Advisory Board

ON THE BACK OF THIS PAGE OR A SEPARATE SHEET OF PAPER, PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. WHAT IS YOUR FAMILIARITY WITH PUBLIC AGENCY BUDGETING AND/OR COUNTY GOVERNMENT?
2. DESCRIBE YOUR EXPERIENCE WITH THE CANNABIS COMMUNITY AND/OR CULTURE.
3. DESCRIBE YOUR EXPERIENCE WITH GRANT WRITING OR GRANT REVIEW PROCESS.
4. WHY ARE YOU INTERESTED IN SERVING ON THE CANNABIS MICRO-GRANT ADVISORY COMMITTEE?

PLEASE ATTACH A CURRENT RESUME.

I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct

DATE: 6/24/19

SIGNATURE:

SUBMIT THIS APPLICATION TO:

Clerk of the Board, 825 Fifth Street, Suite 111, Eureka, CA 95501-1153.

DATE TO SUPERVISOR _____ DATE APPROVED _____ NOT APPROVED _____

1. WHAT IS YOUR FAMILIARITY WITH PUBLIC AGENCY BUDGETING AND/OR COUNTY GOVERNMENT?

I served as a Board Member on the Arcata Chamber of Commerce for 3 years. During that time we reviewed yearly budgets and worked closely with the City of Arcata. From 2016-2019 I was the Marketing Coordinator at Mad River Community Hospital. I managed the marketing budget and also worked closely with the hospital's non-profit.

2. DESCRIBE YOUR EXPERIENCE WITH THE CANNABIS COMMUNITY AND/OR CULTURE.

I have lived in Humboldt since 1997 and have known many farmers during that time. I have seen this industry evolve into what it is currently.

While I worked at the hospital, I observed many instances of opioid addiction. It impacted the patient, staff and the hospital. I decided to work at a cannabis company because I believe in cannabis as an alternative to the opioid epidemic we are in today.

3. DESCRIBE YOUR EXPERIENCE WITH GRANT WRITING OR GRANT REVIEW PROCESS.

During my time at Mad River Hospital, I worked with the Emergency Preparedness Coordinator. Together we reviewed grants from the county that we received for training employees in emergency preparedness. Also, I learned how to track spending during an emergency in order to get reimbursed.

4. WHY ARE YOU INTERESTED IN SERVING ON THE CANNABIS MICRO-GRANT ADVISORY COMMITTEE?

I am interested in how the funds are allocated. We have a great opportunity to present Humboldt County as a leader in the cannabis industry.

Tanya Fechner

██████████ · Blue Lake, CA 95525
Cell: 7 ██████████ · Email: tanya@papaandbarkley.com

Education & Relatable Skills

- **B.A. Degree, Anthropology;** Humboldt State University
- **Supervision and Leadership Training;** Fred Pryor
- **Board Member** of the Arcata Chamber 2016-2018
- **Board Member** of the Community Health Advisory Board 2016-2019
- **Sommelier** Experience with wine appellations

Executive Assistant - Compliance Department, Papa & Barkley **March 2019 - Present**

- Work with city, county and state departments to ensure current licensing
- Meeting management
- Organize events
- Maintain and monitor compliance budget
- Interdepartmental communication and follow-up

Medical Staff Coordinator - Risk/Quality Department, Mad River Community Hospital **October 2018 - February 2019**

- Creating policies and procedures to support state regulations
- Budget management
- Planning and organizing meetings, drafting agendas, and taking minutes
- Writing minutes and reports
- Working with committees and boards
- Part of the Leadership Team at the hospital

Marketing & Public Relations Coordinator, Mad River Community Hospital **January 2016 - October 2018**

- Develop a yearly marketing plan working with a budget to maximize exposure
- Write press releases with time sensitive material to distribute to media
- Create TV & radio ads showcasing community healthcare
- Developed a new and updated website with new graphics, links, and information
- Communicate with multiple departments
- Plan hospital and employee events: picnics, dinners, parades, beach cleanups etc.
- Board member of Community Health Advisory Board
- Public Information Officer during emergencies
- Write a monthly employee newsletter to distribute amongst staff
- Graphic design work for flyers, print ads, and digital ads

Sales Account Executive, KIEM TV September 2014 - September 2015

- Sold advertising packages to businesses
- Worked closely with business owners to create an advertising plan that showcases their products/services

- Collaborated with the production team, acting as a liaison between the client and the production team
- Developed new advertising packages to sell to clients, which includes market research
- Input sales contracts, payments, and orders through to production

**Marketing Supervisor, Blue Lake Casino & Hotel; November 2013 - September 2014
(promoted from Guest Services Supervisor)**

- Supervised Guest Services Employees; conducted reviews, hired and trained new employees
- Wrote monthly Action Plans and quarterly marketing strategies for entire BLC&H staff
- Responsible for purchasing, inventory, and vendor contracts
- Managed the Marketing Department's expenses, and coded them appropriately for the Accounting Department
- Developed Policy and Procedures for the Marketing Department
- Organized events such as bridal shows, fundraisers, holiday events, VIP dinners; and special events: *Baconfest*, *Inked Hearts Tattoo Expo*, *Hoptoberfest*, and *Humboldt Garden Expo*
- Coordinated marketing (TV/social media/radio/billboard) to promote events and giveaways, including monthly newsletters
- Planned menus with the Food and Beverage team for social events
- Main editor for all print collateral, including a monthly newsletter sent to over 10,000 customers

Guest Services Supervisor & Development, Marketing Department, Blue Lake Casino & Hotel; November 2013-Sept 2011

- Customer service focused, researched CRM database to track guests' play at the casino
- Supervised employees, conducted reviews, and administered payroll
- Coordinated all marketing for guest services: hotel packages, events, and repeat-trip incentives
- Developed monthly promotions and casino events
- Created marketing collateral for Guest Services

**Sales Associate & Marketing Assistant, Graystone Jewelers, Eureka, CA
August 2009-September 2011 (Went out of business)**

- Sales for high-end and custom jewelry
- Planned and directed meetings with vendors to buy merchandise for our demographic
- Created and managed the Graystone's website and utilized social media to promote our company's sales and special events
- Consulted with local media to promote sales
- Expertise and versatility in all facets of the sales cycle including pre-sales planning, marketing, account management, and post sales follow-up
- Managed daily intake of cash, invoices, accounts, and inventory

Archaeology Researcher and Office Assistant, Center for Indian Community Development, Humboldt State University, Arcata, CA; January 2006-July 2007

- Conducted and wrote cultural resources surveys and researched California Native American history
- Revised and edited professional documents, such as reports as well as cultivated research skills