

Application Form

Profile

Kristina

First Name

Lapinski

Last Name

Email Address

Primary Phone

Alternate Phone

Home Address

City

State

Postal Code

What Supervisory District do you live in? *

☒ District 5 Supervisor Lynda Hopkins

Which Boards would you like to apply for?

Agricultural Preservation and Open Space Advisory Committee: Submitted

Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I bring 15 years of experience in strategic communications, coalition building, public affairs, and program leadership, with a particular focus on regenerative agriculture, climate policy, and stakeholder engagement. In my role as Program Director for Policy Research at UC Berkeley, I led a team of 15 researchers focused on regenerative systems and climate policy. I also collaborated with a Bay Area Assemblymember to submit regenerative agriculture climate legislation to California's Legislative Counsel in 2025. In addition to policy work, I have extensive experience building bridges across sectors — including nonprofits, universities, funders, grassroots leaders, and government partners. I have directed statewide and national advocacy campaigns, produced major convenings, and built programming that brought together more than 1,500 attendees around regenerative and organic agriculture and climate justice. That combination of policy fluency, relationship management, and execution would allow me to contribute immediately and constructively to this body.

Interests & Experiences

Kristina Lapinski

What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

What interests me most about Sonoma County Ag + Open Space is its ability to protect working lands, steward natural resources, and support the long-term resilience of Sonoma County's agricultural and open space landscape. I am especially drawn to the opportunity to help ensure that regenerative and organic agriculture remain central to that mission, both locally and as part of the broader statewide policy conversation. The District's work sits at the intersection of land stewardship, community benefit, and climate resilience, which is exactly where my professional focus has been for years. I would bring strategic planning, policy research, communications, partnership development, and high-level convening experience. I am accustomed to translating complex issues for diverse audiences, including policymakers, funders, scientists, farmers, and community stakeholders. I also bring strong operational skills, including project management, budgeting, and managing cross-functional teams in matrixed environments. I bring a strong ability to build trust across different constituencies and to help align people around shared goals.



Upload a Resume

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

☒ I Agree

Question applies to Agricultural Preservation and Open Space Advisory Committee

If you are seeking a countywide appointment (an Advisory Committee position representing Business, Real Estate, Environment, or Agriculture), please indicate which one and elaborate on your experience in that industry.

N/A

Question applies to Agricultural Preservation and Open Space Advisory Committee

If you are seeking a supervisorial district appointment (each Supervisorial District appoints two Advisory Committee positions per district; appointed members represent the district in which they live or work), please tell us to which district you would like to be appointed.

Representing District 5 for Lynda Hopkins

Question applies to Agricultural Preservation and Open Space Advisory Committee

If you are seeking a YOUTH appointment (Ag + Open Space appoints two Advisory Committee positions representing youth ages 16-24), please tell us why you are interested in being appointed. You can include details about your current or future educational interests.

N/A

Question applies to Agricultural Preservation and Open Space Advisory Committee

Why are you interested in joining the Advisory Committee? What skills or expertise would you bring to this committee?

I am interested in joining the Advisory Committee because I care deeply about helping shape land-use and agricultural policy in ways that preserve Sonoma County's working landscapes while also advancing climate-smart, regenerative outcomes. I would value the chance to bring a practical, informed, and collaborative perspective to the committee's work. I also see this as an opportunity to help ensure that the voices of regenerative and organic agriculture are represented in county decision-making.

Question applies to Agricultural Preservation and Open Space Advisory Committee

How familiar are you with the mission and work of the Sonoma County Agricultural Preservation and Open Space District and Advisory Committee?

I am very familiar with the mission and work of the Sonoma County Agricultural Preservation and Open Space District and its Advisory Committee, including the District's role in preserving agricultural land, protecting open space, and supporting the long-term health of Sonoma County's natural and working lands. I understand the Advisory Committee as an important forum for community input, public accountability, and informed guidance on how the District's mission is carried out. I would approach the role with respect for that mandate and with a strong commitment to serving the public interest.

Question applies to Agricultural Preservation and Open Space Advisory Committee

What do you hope to gain or achieve if you are appointed to this committee?

If appointed, I hope to help represent regenerative and organic agricultural interests in Sonoma County and to strengthen the connection between county-level land stewardship and statewide climate and agriculture policy. I would aim to contribute thoughtful, actionable guidance that supports farmers, protects open space, and advances resilient agricultural systems. More broadly, I would hope to help build stronger alignment between local land conservation work and the policy frameworks that will shape the future of agriculture in California.

Demographics

[REDACTED]

☒ [REDACTED]

[REDACTED]

[REDACTED]

Occupation

Strategist

Highest Level of Education. Select one of the following

☒ College/University degree

Primary Language

English

Additional Languages (optional)

N/A

Experience

Please list two local references below. Please provide their phone number and email address below.

Ariel Kelley (Former Mayor Healdsburg) - [REDACTED] -- [REDACTED] Che Casul
(Office of Lynda Hopkins) - [REDACTED]

Community Service Experience

Boys and Girls Club

Education

University of California, Santa Cruz (Political Science) University of California, Berkeley
(Global Digital Infrastructure)

Employment

Heyday Collective LLC Strategist, Producer Founder of a social impact and sustainability consultancy and production company. (www.heydayllc.com)

Do you have anything additional to share? (optional)

N/A

Commitment

Please review and agree to the following statement.

If appointed to the Advisory Committee I will attend the committee's monthly meetings scheduled at 5:00 pm on the fourth Thursday of each month at the APOSD Office (747 Mendocino Ave #100 Santa Rosa, CA 95401). I will participate in occasional field trips which may require in person attendance and optional subcommittee meetings commonly held during the week via Zoom.

☒ I Agree

Question applies to Agricultural Preservation and Open Space Advisory Committee

Are you a current member of any other Boards, Commissions or agencies within Sonoma County or the greater Bay Area?

☐ Yes ☒ No

Kristina Lapinski

Location: San Francisco Bay Area & Remote
www.heydayllc.com

Mission-driven leader with 15 years of experience in strategic communications, operations, programs, events, public affairs, stakeholder engagement, campaign development, coalition building, and social impact.

PROFESSIONAL EXPERIENCE

Heyday Collective
Executive Producer & Strategist

June 2010 – Present
Sonoma County, CA

A **strategic communications firm and production company**, serving nonprofits, foundations, startups, B2B/B2C brands, technology, and media and entertainment groups, e.g. – clients include **AT&T, Volvo + ChargePoint (EV/clean energy), MSNBC, Warner Bros., Suboptic Foundation, Dignity Health, BRCA Foundation with Stanford University, partnerships with the King Center, South African Embassy & Nelson Mandela Foundation.** (*Strong interest in environment, social impact, and human-centered design.*)

Highlights:

- Directed and collaborated with orgs like First Nations Development Institute (Indigenous), CDFA, etc. to promote regen & organic ag/climate justice and create programming for 1500+ attendee conference.
- Directed national and statewide communications advocacy campaign featuring Governor Newsom, members of Congress, historians, academics, grassroots leaders, and influencers.
- Produced large conferences and events at locations like the Googleplex, United Nations, and NY Met.
- Strategic planning, designing and overseeing the execution/evaluation of comprehensive, integrated campaigns that coordinate policy, message development, earned and owned media, and advocacy.
- Managing project budgets \$1M-2M+, scheduling, legal, logistics, administrative, financial planning.
- Recruiting, training, leading teams/contractors, managing vendor relationships/external engagement.
- Community building, initiating/facilitating partnerships with leaders in academia, industry, policy, etc.

University of California, Berkeley
Communications Director

January 2025 – April 2026
Berkeley, CA

- Leading communications strategy and global university stakeholder engagement for the Global Digital Infrastructure program at the Berkeley Center for New Media, emphasizing AI and data center tech, policy, governance, social impact, and sustainability.

University of California, Berkeley
Program Director, Policy Research (Regenerative Agriculture)

August 2024 – August 2025
Berkeley, CA

- Led/managed a team of 15 researchers focused on regenerative systems and climate policy, investigating decarbonization, ecosystem service payments, tax credits, and EPR legislation.
- Collaborated with a Bay Area Assemblymember to submit regenerative agriculture climate legislation to California's Legislative Counsel (2025).
- Communicated complex policy findings to diverse audiences, including policymakers, funders, and community groups, enhancing engagement and support for climate initiatives.
- Initiated partnerships (incl. Pepperdine School of Law and Public Health Institute), leading stakeholder engagement w/ nonprofits, Universities, and experts, compiling a database of 15,000+ ag stakeholders.

Professional Businesswomen of California
Director of Programming

March 2022 – November 2022
San Francisco, CA

Founded in 1989 by Congresswoman Jackie Speier, PBWC was one of the largest women’s organizations in the country with over 42,000 professionals, corporate sponsors, and media partners. During my tenure, the main stage hosted Hollywood celebrities, business leaders, and members of Congress. ([LINK](#))

- Identified and coached speakers, worked w/ speaker bureaus, negotiated contracts, managed budgets.
- Crafted leadership development programming for an exclusive C-suite 50-person Senior Leadership Forum at the Microsoft Silicon Valley campus in partnership with Stanford GSB leaders.
- Engaged with sponsor representatives from companies such as HP, Microsoft, LinkedIn, Wells Fargo, IBM, Kaiser Permanente, Oracle, and Genentech to cultivate and maintain relationships.
- Provided programmatic leadership for events, workshops, webinars, and an annual conference, including advocacy training, professional development, and team-building initiatives.

Co-Producer & Screenwriter
Bruce Cohen Productions

September 2017 – February 2021
Los Angeles, CA

- Screenwriter and co-producer of an original feature film. Project was in development for 3+ years with Academy Award-winning producer Bruce Cohen (*Milk*) and included 5 years of research at UC Berkeley.

San Juan Education Foundation
Communications & Program Manager

September 2010 – September 2017
Sacramento, CA

- Corporate/individual fundraising and partnership cultivation with educators, businesses, and celebrities for the STARS gala (incl. President of ABC) to support public education, budgeting, drafting reports.

Getty Images
Creative & Editorial Content Contributor

July 2011 – January 2025
San Francisco, CA

- Producing digital photography and video content licensed by major media outlets including MSNBC and CNN, contributing to visual storytelling that supports informative journalism and public education.

EDUCATION

University of California, Santa Cruz
B.A. Political Science, Law (2010)

Stanford University, Graduate School of Education
Certificate - Organizational Analysis (2025)

Center for Humane Technology
Foundations of Humane Technology (2023)

University of California, Berkeley
Certificate - Global Digital Infrastructure (2025)

KEY COMPETENCIES

Strategic Communications
Operations & Administrative
Policy Advocacy

Multi-Platform Storytelling
Social Impact
Stakeholder Engagement

Program/Project Management
Event Planning & Execution
Video Production

Skills: Adobe Creative Suite, website (CSS, Wordpress, Squarespace), Discord, Google, Blackbaud, Salesforce, Mailchimp, CRMs including Airtable, Monday, etc., SurveyMonkey, Cision, Meltwater, AI tools.