



Posted: Wednesday, June 30<sup>th</sup>

**10-DAY NOTICE OF MEETING AND AGENDA  
Board of Commissioners  
Monday, July 12<sup>th</sup>, 2021, 12pm  
SCWC's Office – 3245 Guerneville Road, Santa Rosa CA 95401**

**OR**

**Join Zoom Meeting**

**<https://us02web.zoom.us/j/83223184481?pwd=RFBwQmJvbll1a3lFM05ZUnl5TjJYdz09>**

**Meeting ID: 832 2318 4481, Passcode: 208806**

**Dial by your location**

**+1 669 900 9128 (San Jose)**

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|-------------------|---|
| 12:00pm - 12:10pm | Welcome & Introductions (Glenn Proctor) <ul style="list-style-type: none"><li>a. Approve Minutes of Last Meeting</li><li>b. Public Comments on Agenda Items</li></ul>   |
| 12:10pm - 12:30pm | Chairman's Report (Glenn Proctor) <ul style="list-style-type: none"><li>a. Election of FY21/22 Officers</li><li>b. Transition leadership to new Chair</li><li>c. Approval of the Harvest 2021 Assessment Rate</li></ul>       |
| 12:30pm - 1:30pm  | President's Report (Karissa Kruse) <ul style="list-style-type: none"><li>a. FY20/21 Marketing &amp; Programming Year in Review</li><li>b. Other</li></ul>   |
| 1:30pm - 4:30pm   | Board Strategic Planning Session (All) <ul style="list-style-type: none"><li>a. Review of Mission &amp; Goals</li><li>b. Review &amp; Discussion of 100 Year Plan</li><li>c. 3-year Goals</li><li>d. Program Review</li></ul> |
| 4:30pm            | Adjourn <ul style="list-style-type: none"><li>a. Board &amp; Staff Social</li></ul>   |

**Issues and scheduling for next meeting – Monday, August 9<sup>th</sup>, 2021.  
Location: Sonoma County Winegrowers Office, 3245 Guerneville  
Road, Santa Rosa CA 95401**

*All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related accommodation for the meeting, please contact Karissa Kruse at the Commission office at 707-522-5863. This notice and agenda is available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or <http://www.sonomawinegrape.org>*