



Emailed and Posted: July 11<sup>th</sup>, 2023

**10-DAY NOTICE OF MEETING AND AGENDA**

**Marketing Committee**

**Friday, July 28<sup>th</sup>, 2023 | 9:00-10:30AM**

**SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401) or Zoom**

Join Zoom Meeting Link:

<https://us02web.zoom.us/j/85853107000?pwd=M3E0Z0Nnd2l6UTZjVVpSL1pnYjNTQT09>

Meeting ID: 858 5310 7000

Passcode: 949869

1. Welcome & Call to Order (Orsi/Kruse)
  - a. Introductions
  - b. Marketing Committee purpose & agenda
  - c. Other
2. Marketing Update (Kruse/Millard)
  - a. Recent marketing program recap
  - b. Upcoming marketing activations & plans
  - c. Feedback from Winery Collaborative members
  - d. Discussion of potential Marketing education needs
  - e. Discussion of regional wine competitive analysis
  - f. Other
3. Adjourn
  - a. Issues and scheduling for next meeting: October 11<sup>th</sup>, 2023  
Location: Sonoma County Winegrowers Office, 3245 Guerneville Road, Santa Rosa  
CA 95401 or Zoom

*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>*