



Emailed and Posted: November 22nd, 2023

10-DAY NOTICE OF MEETING AND AGENDA
Marketing Committee
Wednesday, December 13th, 2023 | 3:00-4:30PM
SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401) or Zoom

Join Zoom Meeting Link:

<https://us02web.zoom.us/j/83309844612?pwd=dDlqdmkyZWYyb29Rc1g4Y3pCRCs0UT09>

Meeting ID: 833 0984 4612

Passcode: 604065

1. Welcome & Call to Order (Orsi/Kruse)
 - a. Introductions
 - b. Agenda overview
 - c. Other

2. Marketing Update (Kruse/Millard)
 - a. Winery Collaborative 2024 program
 - b. Recent marketing program recap
 - c. Upcoming marketing activations & plans
 - d. Discussion on marketing education opportunities
 - e. Other

3. Adjourn
 - a. Issues and scheduling for next meeting: February 2024
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>