



Emailed and Posted: November 22, 2024

10-DAY NOTICE OF MEETING AND AGENDA
Marketing Committee
Thursday, December 12th, 2024 | 9:00-10:30AM
SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401) or Zoom

Join Zoom Meeting Link:

<https://us02web.zoom.us/j/81481860485?pwd=UfrD8JtgriJJkX8wXdXGARXQHKjQFE.1>

Meeting ID: 814 8186 0485

Passcode: 307271

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

2. Marketing Update (Kruse/Wathen)
 - a. Winery Collaborative 2025 program
 - b. Recent marketing program recap
 - c. Upcoming marketing activations & plans
 - d. Discussion on marketing opportunities
 - e. Other

3. Adjourn
 - a. Issues and scheduling for next meeting: March 2025
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>