



Emailed and Posted: March 18th, 2025

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

**Board of Commissioners**

**Monday, March 31st, 2025 - 3:00-5:00PM**

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

Join Zoom Meeting:

<https://us02web.zoom.us/j/86385855330?pwd=aUFFUU50VHhEaEc0SUovejdtbUtTUT09>

Meeting ID: 863 8585 5330

Passcode: 685392

1. Welcome & Procedures (Munselle)
  - a. Call to order & roll call
  - b. Approve minutes from March 3rd, 2025
  - c. Public comments on agenda items
2. Ag Commissioner Report (Andrew Smith)
3. UCCE Vineyard Advisor Report (Christopher Chen)
4. Sonoma County Transportation Authority Report (Riggs Lokka)
5. Chair's Report (Munselle)
  - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
  - b. Marketing funding presentation and discussion
  - c. other
6. President's Report (Kruse)
  - a. Winery Collaborative Update
  - b. Partnership Update
  - c. Communications/PR update
  - d. Marketing update
  - e. Committee Update
  - f. Grower programs/sustainability update
  - g. Foundation update
  - h. Other

*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>*

7. Finance Committee (Serres/Dieckmann)

- a. Finance Review (Dieckmann)
- b. Other

8. Adjourn

- a. **Issues and scheduling for next meeting: May 5th, 2025**

**Location: Sonoma County Winegrowers Office, 3245 Guerneville Road, Santa Rosa CA 95401 or Zoom**

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