



Emailed and Posted: February 20th, 2025

10-DAY NOTICE OF MEETING AND AGENDA

Board of Commissioners

Monday, March 3rd, 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 February 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. Board meeting frequency
 - 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: April 7th, 2025**
Location: Sonoma County Winegrowers Office, 3245 Guerneville Road, Santa Rosa CA 95401 or Zoom

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