



Emailed and Posted: May 19th, 2025

10-DAY NOTICE OF MEETING AND AGENDA

Board of Commissioners

Monday, June 2nd, 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 May 5th, 2025
 - c. Public comments on agenda items
2. Ag Commissioner Report (Andrew Smith)
3. UCCE Vineyard Advisor Report (Christopher Chen)
4. Chair's Report (Munselle)
 - a. Commission Referendum discussion
 - b. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
 - c. Other
5. President's Report (Kruse)
 - a. Healdsburg Wine & Food Experience Event Recap
 - b. Marketing Funding Discussion
 - c. Winery Collaborative Update
 - d. Partnership Update
 - e. Communications/PR update
 - f. Marketing Update
 - g. Committee Update
 - h. Grower programs/sustainability update
 - i. Foundation update
 - j. 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>

6. Finance Committee (Serres/Dieckmann)
 - a. Finance Review (Dieckmann)
 - b. 25/26 Budget- Projected Tonnage & Pricing
 - c. Other
7. Adjourn
 - a. **Issues and scheduling for next meeting: July 1st, 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>