



Emailed and Posted: 6/6/25

**Agenda and Notice for Commission –**

**Executive Committee**

**DATE: Tuesday, June 17th, 2025**

**TIME: 12:30 PM-2:00 PM**

**LOCATION: 3245 Guerneville Road, Santa Rosa, CA 95401 or Zoom**

Join Zoom Meeting

<https://us02web.zoom.us/j/81729919282?pwd=mA8eVPfbseJvXgeF8MH44Y58z96Dki.1>

Meeting ID: 817 2991 9282

Passcode: 323764

1. Call to order (Munselle)
  - a. Approve minutes of last meeting
  - b. Public comments on agenda items
2. Chair's Report (Munselle)
  - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
  - b. Other
3. President's Report (Kruse)
  - a. Reservoir Farms
  - b. Marketing funding and structure
  - c. Staffing update
  - d. Sponsorship update
  - e. Partnership update
  - f. Marketing update
  - g. Foundation update
  - h. Other
4. Financial Update (Serres/Dieckmann)
  - a. Review of monthly financial statements
  - b. Other
5. **Issues and scheduling for next meeting: July 18<sup>th</sup>, 2025, 12:30 PM-2:00 PM**  
**Location: SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401)**
6. Adjourn

*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 are available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or <http://www.sonomawinegrape.org>.*