



Emailed and Posted: October 28, 2025

10-DAY NOTICE OF MEETING AND AGENDA

Board of Commissioners

Wednesday, November 12th, 2025 - 3:00-5:00PM

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

Join Zoom Meeting:

<https://us02web.zoom.us/j/86377363098?pwd=rA0BhjCaE1OyIfdsd8cpaR773eGk4i.1>

Meeting ID: 863 7736 3098

Passcode: 869761

1. Welcome & Procedures (Munselle)
 - a. Call to order & roll call
 - b. Approve minutes from August 4, 2025
 - c. 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. Staffing Update
 - c. Public Member Appointment
 - d. SCW Annual Awards
 - e. Industry Collaboration Discussion
 - f. Other
3. Finance Committee (Serres/Richards)
 - a. Finance Review (Richards)
 - b. Other
4. Presentation: Press Onward, Guest Troy Niday
5. 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 are available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or <http://www.sonomawinegrape.org>.

6. Adjourn

a. **Issues and scheduling for next meeting: December 2nd, 2024**

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

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