



Emailed and Posted: 12/19/25

**Agenda and Notice for Commission –
Executive Committee**

DATE: Tuesday, January 20th, 2026

TIME: 12:30PM

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

<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
2. Chair's Report (Munselle)
 - a. Board retreat recap
3. Financial Update (Serres/Dieckmann)
4. CEO Report (Kruse)
 - a. Strategic partnership update
 - b. Business development update
 - c. Sponsorship update
 - d. Other
5. Executive Director Update (Dieckmann)
 - a. Staffing update
 - b. Marketing update
 - c. Foundation update
 - d. Other
6. Public comments on agenda items
7. Chair's Report (Munselle)
 - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
8. **Issues and scheduling for next meeting: February 17th, 2026**
Location: SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401)
9. 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>.