



Emailed and Posted: January 16, 2026

**10-DAY NOTICE OF MEETING AND AGENDA**  
**Board of Commissioners**  
**Monday, February 2<sup>nd</sup>, 2026 - 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. Call to order (Munselle)
  - a. Approve minutes from January 13, 2026
2. Finance Committee (Serres/Dieckmann)
  - a. Audit Review - Sorren
  - b. Finance Review (Dieckmann)
  - c. Other
3. Chair's Report (Munselle)
  - a. Dollars & \$ense feedback
  - b. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
4. Ag Commissioner Report (Andrew Smith)
5. UCCE Vineyard Advisor Report (Christopher Chen)
6. CEO Report (Kruse)
  - a. Board retreat recap
7. Executive Director Update (Dieckmann)
  - a. Winery Collaborative update
  - b. Marketing update
  - c. Communications PR update
  - d. Foundation update
  - e. Other
8. Public comments on agenda items

*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>.*

**9. Issues and scheduling for next meeting: March 2<sup>nd</sup>, 2026**

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

**10. Adjourn**

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