



Emailed and Posted: February 11, 2026

**10-DAY NOTICE OF MEETING AND AGENDA**  
**Board of Commissioners**  
**Monday, March 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. Roll call
  - b. Approve minutes from February 2, 2026
2. Sonoma County Tourism Marketing Overview (Claudia Vecchio)
3. Finance Committee (Serres/Dieckmann)
  - a. Finance Review (Dieckmann)
  - b. Other
4. Chair's Report (Munselle)
  - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
  - b. Other
5. Ag Commissioner Report (Andrew Smith)
6. UCCE Vineyard Advisor Report (Christopher Chen)
7. Reservoir CEO Report (Danny Bernstein)
8. CEO Report (Kruse)
  - a. Strategic partnership update
  - b. Business development update
  - c. Sponsorship update
  - d. 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>.*

9. Executive Director Update (Dieckmann)

- a. Winery Collaborative update
- b. Marketing update
- c. Communications PR update
- d. Foundation update
- e. Other

10. Public comments on agenda items

**11. Issues and scheduling for next meeting: April 6<sup>th</sup>, 2026**

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12. Adjourn

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