



Emailed and Posted: April 22, 2026

**10-DAY NOTICE OF MEETING AND AGENDA
Board of Commissioners
Monday, May 4th, 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 April 6, 2026
2. Ag Commissioner Report (Andrew Smith)
3. UCCE Vineyard Advisor Report (Christopher Chen)
4. Reservoir CEO Update (Danny Bernstein)
5. Finance Committee (Serres/Dieckmann)
 - a. Finance Review (Dieckmann)
 - b. Other
6. CEO Report (Kruse)
 - a. Strategic partnership update
 - b. Business development update
 - c. Sponsorship update
 - d. Other
7. Executive Director Update (Dieckmann)
 - a. Winery Collaborative update
 - b. Marketing update
 - c. Communications PR update
 - d. Foundation update
 - e. 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>.

8. Chair's Report (Munselle)
 - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
 - b. Other
9. Public comments on agenda items
10. **Issues and scheduling for next meeting: June 1st, 2026**
Location: SCW Office (3245 Guerneville Road, Santa Rosa CA 95401) or Zoom
11. 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>.