



Emailed and Posted: 4/16/26

**Agenda and Notice for Commission**

**Executive Committee**

**DATE: Friday, May 1<sup>st</sup>, 2026**

**TIME: 12:00PM**

**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. Roll call
  - b. Approval of minutes of last meeting
2. Chair's Report (Munselle)
  - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)
  - b. Other
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. Marketing update
  - b. Foundation update
  - c. Other
6. Public comments on agenda items
7. **Issues and scheduling for next meeting: May 19<sup>th</sup>, 2026**  
**Location: SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401)**
8. 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>.*