



Emailed and Posted: May 12, 2026

**10-DAY NOTICE OF MEETING AND AGENDA**  
**Board of Commissioners**  
**Monday, June 1<sup>st</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 May 4, 2026
2. Gen Z Presentation (Talia Mehta)
3. Ag Commissioner Report (Andrew Smith)
4. UCCE Vineyard Advisor Report (Christopher Chen)
5. Reservoir CEO Update (Danny Bernstein)
6. Chair's Report (Munselle)
  - a. Vit Award / Sustainable Winery Discussion
  - b. Other
7. Finance Committee (Serres/Dieckmann)
  - a. Finance Review (Dieckmann)
  - b. Other
8. CEO Report (Kruse)
  - a. Strategic partnership update
  - b. Business development update
  - c. Sponsorship update
  - d. Other
9. Executive Director Update (Dieckmann)

*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>.*

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

10. Chair's Report (Munselle)

- a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)

11. Public comments on agenda items

**12. Issues and scheduling for next meeting: July 13<sup>th</sup>, 2026**

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

13. Adjourn

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