



Emailed and Posted: June 30, 2026

10-DAY NOTICE OF MEETING AND AGENDA
Board of Commissioners
Monday, July 13th, 2026 - 3:00-5:00PM
SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401) or Zoom

Join Zoom Meeting:

<https://us02web.zoom.us/j/81976404274?pwd=d94xcZlu9jlbMGlBo7PB402hKZFpPy.1>

Meeting ID: 819 7640 4274

Passcode: 149325

1. Call to order (Munselle)
 - a. Roll call
 - b. Approve minutes from June 22, 2026
 - c. Welcome New Board/Introductions
2. Ag Commissioner Report (Andrew Smith)
3. UCCE Vineyard Advisor Report (Christopher Chen)
4. Reservoir CEO Update (Danny Bernstein)
5. Chair's Report (Munselle)
 - a. Election of FY 26/27 Officers and Installation of New Chair
 - b. Marketing Committee Discussion
 - c. Other
6. Finance Committee (Serres/Dieckmann)
 - a. Finance Review (Dieckmann)
 - b. Other
7. CEO Report (Kruse)
 - a. Strategic partnership update
 - b. Business development update
 - c. Sponsorship update
 - d. Other
8. Executive Director Update (Dieckmann)
 - a. Winery Collaborative update

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>.

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

9. Public comments on agenda items

10. Chair's Report (Munselle)

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

11. Issues and scheduling for next meeting: August 10th, 2026

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

12. 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>.