



Emailed and Posted: 9/29/26

Agenda and Notice for Commission

Executive Committee

DATE: Tuesday, October 20th, 2026

TIME: 12:30 PM

LOCATION: 3245 Guerneville Road, Santa Rosa, CA 95401 or Zoom

<https://us02web.zoom.us/j/89321862945?pwd=nkAQCzy4dd8F1H6WhQFCEbtQ3l4jXb.1>

Meeting ID: 893 2186 2945

Passcode: 841487

1. Call to order (Klick)
 - a. Roll call
 - b. Approval of minutes of last meeting
2. Chair's Report (Klick)
 - a. Harvest recap
 - b. Other
3. Financial Update (Serres/Dieckmann)
4. CEO Report (Kruse)
 - a. Marketing Committee update
 - b. Strategic partnership update
 - c. Business development update
 - d. Sponsorship update
 - e. Other
5. Executive Director Update (Dieckmann)
 - a. Marketing update
 - b. Foundation update
 - c. Other
6. Public comments on agenda items
7. Chair's Report (Klick)
 - a. Closed session discussion regarding performance of Commission employees pursuant to Government Code Section 11126(a)

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. **Issues and scheduling for next meeting: November 17th, 2026**
Location: SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401)
9. Adjourn

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