



Emailed and Posted: October 2, 2026

**10-DAY NOTICE OF MEETING AND AGENDA
Wine Marketing Committee
Thursday, October 15th, 2026 - 9:00-10:30AM
SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401) or Zoom**

Join Zoom Meeting:

<https://us02web.zoom.us/j/84032228149?pwd=0xL8FncXOeZl3fxDbKQ6NExCtmZAYV.1>

Meeting ID: 840 3222 8149

Passcode: 865471

1. Call to order (Munselle)
 - a. Roll call
 - b. Approval of minutes of last meeting
2. Chair's Report (Munselle)
 - a. Update on SCV transition
 - b. Other
3. CEO Report (Kruse)
 - a. Communications plan
 - b. Update on launch of new Sonoma Wine membership
 - c. International update
 - d. Trade event discussion
 - e. Other
4. Public comments on agenda items
5. **Issues and scheduling for next meeting: November 16th, 2026, 9-10:30am**
Location: SCW Office (3245 Guerneville Road, Santa Rosa CA 95401) or Zoom
6. 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>.