Emailed and Posted: November 3, 2026

**10-DAY NOTICE OF MEETING AND AGENDA**
**Wine Marketing Committee**
**Monday, November 16th, 2026 - 9:00-10:30AM**
**SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401) or Zoom**

Join Zoom Meeting:
https://us02web.zoom.us/j/82864294787?pwd=cWehlzQmX7ExY9csdvDLisM7Qyx5lN.1
Meeting ID: 828 6429 4787
Passcode: 919547

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. Label discussion
    b. Update on Sonoma County Wine membership
    c. International update
    d. 2027 event calendar
    e. Other

4. Public comments on agenda items

5. **Issues and scheduling for next meeting: January 2027, 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.*