Emailed and Posted: 11/3/26

Agenda and Notice for Commission
Executive Committee
DATE: Tuesday, November 17th, 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 Party recap
    b. Other

3. Financial Update (Serres/Dieckmann)

4. CEO Report (Kruse)
    a. Strategic partnership update
    b. Business development update
    c. Sponsorship update
    d. Sonoma Wine Committee 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: December 15th, 2026**
   Location: SCW Office (3245 Guerneville Road, Santa Rosa, CA 95401)

9. Adjourn

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