



Emailed and Posted: June 29, 2016

**10-DAY NOTICE OF MEETING AND AGENDA  
Board of Commissioners  
Monday, July 11th, 2016, 3:00 pm  
SCWC's Office  
400 Aviation Blvd, Suite 500 Santa Rosa, CA 95403**

- 1) Call to order & Roll Call (Kevin Barr)
- 2) Approve minutes of last meeting
- 3) Public Comments on Agenda Items
- 4) Welcome Guest: Teri Shore of Greenbelt Alliance and Kerry Fugett of Sonoma County Conservation Action- presentation on Community separators
- 5) Ag Commissioner report (Tony Linegar)
- 6) Industry Update (Bob Anderson)
- 7) Wine Business Update (Ray Johnson)
- 8) Chairman's report: (Kevin Barr)
  - a) Welcome new Board
  - b) Nominations for Chairman, Vice Chairman and Treasurer
  - c) Discussion of current environment, water, vineyard development, winery events
  - d) Other
- 9) President's report (Karissa Kruse)
  - a) Business Planning Update
  - b) Community Relations Update
  - c) Water Update
  - d) Wine Vision Update
  - e) Sustainability Update
  - f) Foundation Update
  - g) Expense Approvals
  - h) Other
- 10) Finance Committee report (Mark Sanchietti/Kate Piontek)
  - a) Financial report &
  - b) FY15/FY16 Audit
  - c) FY16/FY17 Budget Approval
- 11) Sustainability Committee Update (Dan Rotlisberger)
  - a) Update on Sustainability Initiative
- 12) Community Relations Task Force update (Doug McIlroy)
- 13) Marketing Committee report (Domenic Carinalli)

*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 is available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or <http://www.sonomawinegrape.org>.*

- a) Marketing Plan and Branding Update
- b) Approval of expenditures
- 14) Grower Programs Committee Report (Brent Young)
- 15) Viticulture Report (Rhonda Smith)
- 16) **Issues and scheduling for next meeting – Monday, August 1, 2016 at SCWC’s office**  
**400 Aviation Blvd, Suite 500 Santa Rosa, CA 95403**
- 17) Adjourn

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