



10-DAY NOTICE OF MEETING AND AGENDA

Board of Commissioners

June 1, 2009 TIME: 3:00 to 5:00 p.m.

PLACE: Ag Commissioner Conference Room

133 Aviation Blvd, Santa Rosa, CA 95403

- 1) Call to order (John Balletto)
- 2) Approve minutes of last meeting
- 3) Chairman's report: (John Balletto)
 - a) Strategic Planning
- 4) Finance Committee report (Richard Mounts/Brandi Taylor)
 - a) Financial report
 - i) 2009/2010 Budget
- 5) President's report (Nick Frey)
 - a) Report on Commissioner elections
- 6) Jay Jasperse, Sonoma County Water Agency, 12 Water Supply Strategies for the Future
- 7) Marketing Committee report (Mike Rowan)
 - a) AVA Cooperative Marketing Proposals update
 - b) Sonoma Wine Country Weekend Proposal, \$25,000 sponsorship
 - c) Update on activities (Larry Levine)
 - i) PR Firm visit – Lou Hammond
 - ii) Austin
 - iii) Wine Stars
- 8) Sustainable Practices Committee - (Rhonda Smith) No Meeting
 - a) LBAM Update (Barr & Smith)
- 9) Viticulture Report (Rhonda Smith)
- 10) Grower and Community Outreach – (Murphy)
 - a) June BBQ and Tradeshow: Joint afternoon program with SCV on Wine Market Trends and Planning for the Future.
- 11) Issues and scheduling for next meeting
 - a) Napa Grape Growers Board lunch, July 17 (Change from July 24)
 - b) SCV/SCWC Joint Board Retreat, June 23, 1:00 – 5:00
 - c) SCWC Board, Monday, July 6, 2009, 3:00 p.m. at Ag Commissioner conference room.
- 12) 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 Nick Frey at the Commission office at 707-522-5861. This notice and agenda is available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or <http://www.sonomawinegrape.org>.