



## Executive Management Team Meeting

Wednesday, November 13, 2024, 1:30 pm

This meeting was held in a hybrid environment

### Meeting Minutes

#### EMT ATTENDEES

Chair David Postman  
Member Jim Vollendroff  
Will Lukela, Agency Director  
Toni Hood, Deputy Director  
Marc Webster, Director of Legislative Relations  
Becky Smith, Licensing & Regulation Director  
Paul Magerl, Acting Director of Enforcement & Education  
Brian Smith, Communications Director  
Justin Nordhorn, Director of Policy & External Affairs  
Gretchen Frost, Executive Assistant to the Board

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#### LEGISLATIVE UPDATE – Marc

Marc provided an update on the election results. Jamie Petersen will be the new Senate Majority Leader. In December changes to the policy committees will be revealed.

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#### LICENSING UPDATE – Becky

Becky updated about the strategic planning and industry meetings which include engagements with selected retailers and non-retailers. The Sports and Entertainment Facility workgroup met and discussed consumption of spirits in general seating. A product and packaging label review committee has been created to focus on cannabis and alcohol packaging and labels.

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#### Enforcement & Education Update – Paul

Paul provided updates and notable partnerships, an overview of hiring and recruiting in October, and reported compliance numbers on youth access.

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### **COMMUNICATIONS AND MEDIA UPDATE – BRIAN**

Brian reported that progress on the Sharepoint Online intranet website is continuing. The annual report is being prepared with the goal to have it approved and posted by the end of the year.

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### **POLICY UPDATE – JUSTIN**

Justin highlighted some timeline changes for sampling and ESOP, and upcoming rules being considered.

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### **GENERAL AGENCY UPDATE – TONI**

Toni provided updates on the System Modernization Project (SMP), the Strategic Plan Dashboard, a data governance workgroup, and the Strategic Portfolio Management (SPM).

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### **DIRECTOR'S COMMENTS – WILL**

Will noted that he has participated in numerous meetings and discussions and is assisting in the transition activities. He congratulated Board Chair Postman on his recent appointment and thanked him for everything he has done for the Board and Agency.

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Minutes approved this 18th day of December, 2024



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Jim Vollandroff  
Board Chair



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Ollie Garrett  
Board Member

Minutes Prepared by: Deborah Soper, Administrative Assistant

**LCB Mission** - Promote public safety, public health, and trust through fair administration, education, and enforcement of liquor, cannabis, tobacco, and vapor laws.