



Executive Management Team Meeting

Wednesday, January 8, 2025, 1:30 pm

This meeting was held in a hybrid environment

Meeting Minutes

EMT ATTENDEES

Chair Jim Vollendroff
Member Ollie Garrett
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
Gloria Hong, Special Assistant to the Director

LEGISLATIVE UPDATE – Marc

Marc previewed the upcoming Legislative session and reported that he and Director Lukela have been meeting with the new Chairs of our policy committees.

LICENSING UPDATE – Becky

Becky noted that a contract has been signed with Alta Point Consulting, LLC, to process the Social Equity applications. She also reported results from a survey of local authorities regarding the Social Equity program.

ENFORCEMENT & EDUCATION UPDATE – Paul

Paul reported compliance numbers for the fourth quarter and updated on recruiting and hiring.

COMMUNICATIONS AND MEDIA UPDATE – BRIAN

Brian informed that there will be a story coming soon on KUOW (NPR) regarding high-THC cannabis. He updated on many other activities of his division.

POLICY UPDATE – JUSTIN

Justin highlighted some Research team activities as well as what will be coming up from the Rules team.

GENERAL AGENCY UPDATE – TONI

Toni provided updates on the System Modernization Project (SMP) and the Traceability project. Interviews are underway for the Enforcement and Education position, but applications are still being accepted.

DIRECTOR’S COMMENTS – WILL

Will noted that he has participated in great meetings with legislators, also several executive and small cabinet meetings. He attended the 2024 CANNRA Annual Member Meeting, and recently completed a course in Tribal relations.

Minutes approved this 29 day of January, 2025



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Jim Vollendroff
Board Member

Ollie Garrett
Board Member

Pete Holmes
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.