



Executive Management Team Meeting

Wednesday, February 26, 2025, 1:30 pm

This meeting was held in a hybrid environment
Meeting Minutes

EMT ATTENDEES

Chair Jim Vollendroff
Member Ollie Garrett
Member Pete Holmes
Will Lukela, Agency Director
Toni Hood, Deputy Director
Marc Webster, Director of Legislative Relations
Becky Smith, Licensing & Regulation Director
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

EXECUTIVE SESSION

At 1:30 pm Chair Vollendroff announced the Board would go into Executive Session. He anticipated the Executive Session would conclude at 2:00 pm.

At 2:00 pm Chair Vollendroff announced that the Executive Session had concluded.

LEGISLATIVE UPDATE – Marc

Marc informed the Board that one of the big policy debates this year has to do with tobacco and vapor products and there seems to be a lot of interest from the legislators in having a dialogue with members of staff and the Board as they work on those policies.

LICENSING UPDATE – Becky

Becky noted that the training for the SMP has been going well, and the implementation should make the license application process much easier. Her team has been producing short videos on the social equity program and have completed two out of six, with others close to completion.

COMMUNICATIONS AND MEDIA UPDATE – BRIAN

Brian explained that there are new parameters from the Governor’s office for how agencies interact with the media. Also, agencies have been ordered to outline all their processes, criteria, and timelines for licenses and permits as well as ideas for improvement. The Communications team has been actively working to spread the word about the SMP release date. Communications has launched a BlueSky Social account, joining many other Washington State agencies on a new social media platform.

POLICY UPDATE – JUSTIN

Justin shared that his team will be launching a new rule request intake form with visual tracking for internal staff which will include a feedback loop. This will help the divisions prioritize what they propose to the Rules team, and possibly allow some rules to be linked together.

GENERAL AGENCY UPDATE – TONI

Toni provided updates on the System Modernization Project (SMP), multiple training sessions are ongoing, and the release date is still set for March 31, 2025.

DIRECTOR’S COMMENTS – WILL

Will noted that he has participated in meetings with Governor Ferguson’s administration and other state agencies on a variety of topics, including the budget. He and Marc have been providing technical assistance and education to many legislators on a number of bills.

Minutes approved this 12th day of March 2025



Jim Vollendroff
Board Chair



Ollie Garrett
Board Member



Peter 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.