



## 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

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### 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.*

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### 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.

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### 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.

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## 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.

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## 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.

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## 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.

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## 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.

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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.