



Executive Management Team Meeting

Wednesday, April 23, 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

Toni Hood, Deputy Director

Marc Webster, Director of Legislative Relations

Becky Smith, Licensing and Regulation Director

Larry Grant, Director of Enforcement and
Education

Brian Smith, Communications Director

Justin Nordhorn, Director of Policy and External
Affairs

Gloria Hong, Special Assistant to the Director

LEGISLATIVE UPDATE – MARC

Marc noted that the agency's legislative agenda passed, including two agency-request bills and the confirmation of Chair Vollendroff and Member Holmes. He previewed topics for consideration in the interim in anticipation of the next legislative session.

LICENSING UPDATE – BECKY

Becky shared that teams have met with the City of Lynnwood, Yakima, and the Association of Cities in an attempt to open more options for retail cannabis and social equity licensees. The new Licensing Education, Enforcement and Administrative Data System (LEEADS) went live on March 31 and the team continues to work through technical challenges that have arisen, including delays in processing times and a substantially increased volume of phone calls for assistance.

ENFORCEMENT & EDUCATION UPDATE – LARRY

Larry reported compliance numbers and other statistics for March 2025 (PRESENTATION 1).

COMMUNICATIONS UPDATE – BRIAN

Brian updated on recent media requests that have been received and highlighted his team's role in the Systems Modernization Project and the Sharepoint Online project.

POLICY UPDATE – JUSTIN

Justin reported on the number of rules petitions that the Policy team is working on, including some internal requests. The Research team is focusing on their dashboards, product placement and general marketing strategies.

GENERAL AGENCY UPDATE – TONI

Toni provided updates on the System Modernization Project (SMP) and noted that the LEEADS portal had more technical difficulties than they had anticipated, but they are being corrected in a systematic manner. The Employee Engagement Survey exposed a desire for more collaboration between divisions, so possible action items are being considered in response to that request. Anita Bingham has announced her retirement, so recruitment is in process for a new Human Resources Director.

ADDITIONAL TEAM UPDATES AND FINAL BOARD INQUIRIES

No additional reports.

Minutes approved this 20th day of May 2025



Jim Vollendroff
Board Chair



Ollie Garrett
Board Member



Peter Holmes
Board Member

Minutes Prepared by: Deborah Soper, Administrative Assistant to the Board

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