



Executive Management Team Meeting

Wednesday, May 14, 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

Nicola Reid, Deputy Director of Administration

Gretchen Frost, Executive Assistant to the Board

Gloria Hong, Special Assistant to the Director

LEGISLATIVE UPDATE – MARC

Marc spoke about goals for improving the Implementation Tracker and refining the process for developing agency-request legislation.

ENFORCEMENT & EDUCATION UPDATE – LARRY

Larry reviewed his division's current activities, including planning for the FIFA events, and updated on the hiring progress.

LICENSING UPDATE – NICOLA

Nicola briefed on Licensing activities, including an off-site meeting with Enforcement and Education for cross-divisional training. The Social Equity team hosted a premiere of four social equity in cannabis videos with two more in the works that are specific to the social equity applicants that make it through to the application process. Customer Service has reported that the ability to issue special occasion licenses is quicker and more streamlined with the new LEEADS system.

COMMUNICATIONS UPDATE – BRIAN

Brian updated on recent media requests that have been received and some key projects that the team is working on.

POLICY UPDATE – JUSTIN

Justin reported on the Research team activities, on several rules petitions that the Policy team is working on, a Rules in Progress tracker that is in the works, and a plan to create educational videos with the Communications team.

GENERAL AGENCY UPDATE – BECKY

Becky noted that the LEEADS team continues to address the issues that have come up, that there was a nice turnout for the Public Service Recognition Week celebration, and that many in the agency worked hard to provide the information on all the license types and permits that was required by an Executive Order.

DIRECTOR’S COMMENTS -- TONI

Toni spoke briefly about the Joint Legislative Audit and Review Committee (JLARC) meeting that she and CFO Swanner attended, and the joint Licensing and Enforcement and Education off-site that she and Director Lukela were able to attend for some sessions.

ADDITIONAL TEAM UPDATES AND FINAL BOARD INQUIRIES

No additional reports.

Minutes approved this 11th day of June 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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