



Executive Management Team Meeting

Wednesday, June 12, 2024, 1:30 pm

This meeting was held in a hybrid environment
Meeting Minutes

EMT ATTENDEES

Chair David Postman
Member Ollie Garrett
Member Jim Vollendroff
Will Lukela, Agency Director
Toni Hood, Deputy Director
Marc Webster, Director of Legislative Relations
Becky Smith, Licensing & Regulation Director
Chandra Wax Director of Enforcement & Education
Brian Smith, Communications Director
Dustin Dickson, Executive Assistant to the Board
Gloria Hong, Special Assistant to the Director

LEGISLATIVE UPDATE – MARC

Marc noted LCB is hard at work implementing the bills that were passed in the 2024 Legislative Session as well as still in the rulemaking process for the Social Equity and THC bills from the 2023 Legislative Session. Marc reminded the group that the Legislative Implementation Tracker tool can be used and welcomes feedback. He reminded the group to start thinking about the 2025 Legislative agenda and that he has received a few internal suggestions like alcohol product placement and a few RCW “cleanup” suggestions like removing archaic license types etc.

Chair Postman commented and asked the question, what can we do today with product placement without statutory authority.

Member Garrett noted that there were discussions in the past both internally and with the industry. After that, LCB had recommended voluntary compliance on product placement and mini bottles. Becky noted that the placement issues and theft issues started after I-1183 when alcohol started to be sold in grocery stores etc. Becky reminded that LCB had sent a request in October of 2023 regarding product placement and that since then, LCB hasn't seen a shift in placement.

Member Vollendroff provided comments on product placement as well as noting that when LCB has future product placement discussions that theft, underage access, and substance use disorders need to be part of the conversation.

Chair Postman commented again that since we have already recommended voluntary compliance and then again requested compliance, we really need look at what can we do today without statutory authority. on product placement and impulse buying

Chandra noted that when Enforcement is out working with the retail locations, they advise on these issues and are having these discussions. They are seeing the large chain stores remodeling and locking up liquor etc.

LICENSING UPDATE – BECKY

Becky highlighted the current recruitments and status of each (PRESENTATION 1). Lots of movement in the division due to the Systems Modernization Project (SMP) and dedicating specific staff to the project. She also reported on employee hires and training for the last 60 days. Becky shared updates on the cannabis-infused edible label new submissions, revisions, and labels completed timeframes for Jan-Jun. Starting in July, Licensing will be working on creating videos and presentations for our website on how to submit labels. They will also be adding staff to help with the label work. They will be checking back in with the industry to see if the information is helping with the submission process. Becky noted Licensing is also working with the LCB Research group looking at what is the best way to review products, not just cannabis but liquor as well. Do we need a team to do the review to include not just subject matter experts (SMEs) but people to look through a different lens. They have also looked at what other States are doing as well. They plan on bringing back a recommendation to the Director and the Board.

Chair Vollendroff commented that information provided from a CANNRA ask showed other States charge for the label submissions and maybe that is something we consider particularly on the Cannabis side.

Chair Postman noted if we will be talking about the label submission process, we should also be talking about the policy behind it.

Becky reported that the Licensing Small Business Liaison Team will have representatives attending an outreach event that The Office for Regulatory Innovations & Assistance is holding in Yakima on the 27th. The event is to talk with small business owners and local governments about Washington's regulatory processes and what the state can do to make the policies easier on our small businesses.

ENFORCEMENT & EDUCATION UPDATE – CHANDRA

Chandra provided updates on complaints received by each unit (PRESENTATION 2). She noted that 89% of complaints from Cannabis are internally generated from traceability data in the form of alerts many of which were not substantiated such as producers that are not growing, not that they aren't entering data. She also gave an overview of Licensee education contact by industry and year and opportunities with assisting our Licensees with compliance by the top five topics: regulatory, youth access, public safety, licensing/permits and new licensee support. Chandra shared updates on the Notice to Correct (NTCs) cannabis numbers and a new topic of licensees engaging in nonretail conditional sales, prohibited practices, or both. As well as the top five Administrative Violations Notices (AVN) in May were youth access. She also reported on compliance numbers on youth access for cannabis, tobacco, vapor and noting that the liquor compliance rate data for youth access for May (67%) is the lowest it has been in 15 years.

Member Vollendroff commented he has significant concern and that we should be alarmed at the percentage of liquor compliance for youth access and the need for a specific actionable plan on how we can reverse these trends. And also asked if there is a national benchmark we should be targeting?

Chandra agrees that it should be a priority for LCB and the State. She notes that LCB is working with other agencies like DOH to see what we can do to impact youth access in the State of Washington

Chandra provided an overview of hiring and recruiting in May and notable partnerships.

COMMUNICATIONS AND MEDIA UPDATE – BRIAN

Brian reported on media and a statement he provided to a reporter on product placement. Brian has also led a small team that helped CANNRA in their plan for engagement with the media in advance of the Minnesota meeting.

He highlighted that the SharePoint website update planning is continuing with the vendor. The planned "go live" roll out is September 16th. The Communications team is also currently working on transitioning the current Intranet as well and planned to "go live" around the 1st of August.

GENERAL AGENCY UPDATE – TONI

Toni provided updates on the WACA conference in Walla Walla that she and Rachel Swanner attended, the LCB internal Townhall, System Modernization Project (SMP), Decision Packages, a data governance workgroup, and the Strategic Portfolio Management (SPM), Employee Survey Engagement Focus Groups are being scheduled. The Director's Office is recruiting for a Project Manager whose focus will be on agencywide projects.

DIRECTOR'S COMMENTS – WILL

Will noted that the agency held an Administrative Support retreat to engage in collaboration, professional training, and teamwork. He sat in on a regulator insights and reflections panel at the Minnesota CANNRA conference.

ADDITIONAL TEAM UPDATES AND FINAL BOARD INQUIRIES

No reports

Meeting adjourned at 2:44 pm.

Minutes approved this 9th day of September 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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