



Executive Management Team Meeting

Wednesday, September 11, 2024, 1:30 pm

This meeting was held in a hybrid environment

Meeting Minutes

EMT ATTENDEES

Chair David Postman
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
Justin Nordhorn, Policy & External Affairs Director
Dustin Dickson, Executive Assistant to the Board
Gloria Hong, Special Assistant to the Director

ENFORCEMENT & EDUCATION UPDATE – CHANDRA

Chandra provided a presentation summarizing Enforcement and Education data for August 2024 including education opportunities, violations, warnings, compliance, and recruiting.

LEGISLATIVE UPDATE – MARC

Marc previewed a presentation that staff will be giving to the House Regulated Substance and Gaming Committee work session on September 17th where they will be discussing implementation of HB 1453 the medical cannabis excise tax exemption, traceability and a review of the DDE issue in Okanogan County.

LICENSING UPDATE – BECKY

Becky presented customer satisfaction results from the second quarter of 2024. Her team has been working hard on the agency's strategic plan and will be meeting with liquor licensees to discuss about trends, best practices and barriers to licensing needs.

COMMUNICATIONS UPDATE – BRIAN

Brian noted that the Wall Street Journal did an in-depth story on cannabis lab results and asked LCB for help interpreting some of the data. The LA Times reached out with a number of

questions about LCB's lab practices. Smith is working with Director Lukela and coordinating with the divisions on a presentation for the incoming governor

POLICY UPDATE – JUSTIN

Justin stated that his division will be launching an internal discussion group with the first topic to be alcohol product placement. Kristen Haley sat on a panel with the Oregon Liquor Control Commission and her counterpart down there to discuss the role of Public Health Liaison at state agencies.

GENERAL AGENCY UPDATE – TONI

Toni announced that Finance would be filing all of the agency's decision packages today, there will be an employee Wellness Fair tomorrow and in October an all-staff Diversity, Equity, Inclusion and Belonging training is scheduled.

DIRECTOR'S COMMENTS – WILL

Will continues to meet with industry representatives and state agencies, and he spent some time discussing biometrics with staff at the Department of Licensing in anticipation of their report that is due in December.

ADDITIONAL TEAM UPDATES AND FINAL BOARD INQUIRIES

None.

Meeting adjourned at 2:38 pm.

Minutes approved this 8th day of October 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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