

WSR 22-18-057
PREPROPOSAL STATEMENT OF INQUIRY
LIQUOR AND CANNABIS
BOARD

[Filed August 31, 2022, 10:56 a.m.]

Subject of Possible Rule Making: WAC 314-55-155 Advertising requirements and promotional items—Coupons, giveaways, etc. The Washington state liquor and cannabis board (WSLCB) is considering creating new, amending, or repealing existing rule sections as necessary to update advertising requirements for licensed cannabis businesses. Revisions may also include clarifying and technical updates to existing rules.

Statutes Authorizing the Agency to Adopt Rules on this Subject: RCW 69.50.342, 69.50.345, 69.50.369.

Reasons Why Rules on this Subject may be Needed and What They Might Accomplish: WSLCB seeks to reevaluate current rules related to advertising in cannabis, as provided in WAC 314-55-155. Since the last substantive amendments to WAC 314-55-155 in 2018, cannabis advertising has rapidly expanded in scope and content, across multiple advertising platforms. Rule making may be appropriate to amend, repeal, or create new subsections in order to update advertising requirements to licensed cannabis businesses. Revisions may also include clarifying and technical updates to existing rules.

Process for Developing New Rule: Collaborative rule making.

Interested parties can participate in the decision to adopt the new rule and formulation of the proposed rule before publication by contacting Robert DeSpain, Policy and Rules Coordinator, P.O. Box 43080, Olympia, WA 98504, phone 360-664-4519, fax 360-704-5027, email rules@lcb.wa.gov, website lcb.wa.gov.

Additional comments: Interested persons can participate in the rule[-making] process through open public meetings and by submitting written comments, and are encouraged to sign up for the interested parties list (GovDelivery) at <https://public.govdelivery.com/accounts/WALCB/subscriber/new>. Rule-making notices and stakeholder engagement opportunities will be emailed via GovDelivery and posted to the WSLCB website at lcb.wa.gov.

August 31, 2022
David Postman
Chair