

# 2024 Annual Report

## Introduction

The Cannabis Advisory Committee (CAC) was established under California state law (Business and Professions Code Section 26014) to advise the Department of Cannabis Control (DCC) on the development of standards and regulations for commercial cannabis businesses, including those necessary to protect public health and safety.

The CAC engages in thoughtful, comprehensive discussion and provides an important venue for robust public input. This work supports DCC’s mission of advancing and facilitating a well-regulated, legal market that benefits all Californians and vision for a safe, sustainable, and equitable cannabis market that serves as an example for the world.

## CAC Recommendations

The CAC is required by [state law](#) to publish an annual report describing its activities, including the recommendations the CAC made to DCC and whether those recommendations were implemented by DCC.

The CAC held multiple meetings of the full committee membership during 2024 (March 7, June 6, September 19, November 21, and December 18). In between the quarterly meetings, various subcommittees met and held discussions to develop recommendations for consideration by the full committee.

In August 2024, the terms of most of the committee members expired. New committee members were appointed and held the first meeting in September 2024. This report includes the recommendations made by both committees.

In 2024, the prior full committee made the following recommendations to DCC:

### Recommendations Related to Laboratories

**Recommendation:** Remove the requirement to run the initial extract, or remove dual dilution method.

**Status:** DCC continues to work on updates to the laboratory regulations, and this recommendation will be considered as part of that development process.

**Recommendation:** Adjust the LCS requirement to not include every analyte, or move to matrix post dilution spike.

**Status:** DCC continues to work on updates to the laboratory regulations, and this recommendation will be considered as part of that development process.

**Recommendation:** Increase the min sample weight to 500 mg, and include an acceptable range (rather than exact number).

**Status:** DCC continues to work on updates to the laboratory regulations, and this recommendation will be considered as part of that development process.

**Recommendation:** Set an equivalency criteria so that labs may use their own methods while honoring the intent of SB 544.

**Status:** DCC continues to work on updates to the laboratory regulations, and this recommendation will be considered as part of that development process.

### Recommendations Related to Temporary Events

**Recommendation:** The DCC shall create a task force, comprised of regulators from local jurisdictions (cities/counties), cannabis event organizers, and DCC policymakers, with a goal to create a streamlined pilot project or working model with the participating counties and jurisdictions to facilitate temporary cannabis events.

**Status:** DCC will consider this recommendation when developing regulatory changes related to temporary cannabis events.

The new full committee made the following recommendations to DCC:

### Recommendations Related to the California Cannabis Track and Trace System

**Recommendation:** Strike from the proposed regulatory updates under section 15049.1(b)(5)(A)-(F).

**Status:** DCC reassessed the proposed regulatory language in response to this recommendation.

## Meeting Agendas and Materials

Meeting agendas and materials are available for all subcommittee and full committee meetings and can be found at <https://cannabis.ca.gov/about-us/cannabis-advisory-committee/>.

## Conclusion

The committee and subcommittees collectively held a total of 8 meetings in 2024, with discussions and recommendations related to a variety of issues currently facing the cannabis industry and stakeholders. The CAC and its members look forward to continued collaboration with the Department as we work together toward a safer, sustainable, and equitable cannabis market.

## Acknowledgements

The CAC would like to acknowledge and thank the following individuals for their leadership and support. We would like to thank the individuals who attended committee and subcommittee meetings, provided thoughtful feedback, and engaged with the work of the committee. We look forward to your continued participation to improve regulation and oversight of the cannabis marketplace in California.

### CAC Members

#### January-August 2024

**Ali Jamalian, Committee Chair**, CEO, Kiffen LLC

**Amber Baur**, Executive Director, United Food and Commercial Workers Western States Council

**Antonio Frazier**, Principal Consultant, Fire Cannabis Consulting

**Christine De La Rosa**, CEO & Co-Founder, The People's Dispensary

**David Woolsey**, Police Sergeant, San Jose Police Department, Division of Cannabis Regulation

**Dr. Imani Brown**, Social Equity Program Director, City of Los Angeles

**Jeremy Brown**, Co-Owner, Booney Acres

**Kristin Nevedal, Committee Vice-Chair**

**Madison Shockley III**, Owner, Off the Charts South Los Angeles

**Matthew Broad**, Legislative Advocate at Broad and Gusman, representing California Teamsters (alternate)

**Matthew Clifford**, Attorney, Trout Unlimited

**Matthew Maldonado**, Director of Operations, United Domestic Workers (UDW/American Federation of State, County, Municipal Employee Local 3930) (alternate)

**Michael Polson**, Postdoctoral Fellow at UC Berkeley, Associate Research Scientist, Berkeley Cannabis Research Center

**Paul Tupy**, Deputy Division Chief, Northern Division, Department of Alcoholic Beverage Control

**Robin Christensen**, Chief, Substance and Addiction Prevention Branch, California Department of Public Health

**Sara Payan-Pehrson**, Public Education Officer

### August-December 2024

**Carmela Beck**, Cannabis Program Manager, County of Santa Barbara

**Matthew Broad**, Legislative Advocate

**Avery Cohen**, Facilities, HR and Compliance Manager

**Antonio Frazier**, Testing Laboratory Consultant

**Bonnie Halpern-Felsher**, Marron and Mary Elizabeth Kendrick Professor in Pediatrics, Founder and Executive Director, Stanford REACH Lab, Stanford University

**Kristin Heidelbach**, Legislative Advocate

**Diana Huynh**, Outreach and Events Coordinator

**Brandon Levine**, CEO, Founder, Executive Director, Mercy Wellness

**Sarah Payan-Pehrson, Committee Vice Chair**, Medical Use Advocate

**Michael Polson**, UC Berkeley Research Scientist, Director, UC Berkeley Cannabis Research Center

**Steven Ramirez**, Corporal – Compliance Officer, Oxnard Police Department

**Andrew Smith**, Agricultural Commissioner/Sealer of Weights and Measures, Sonoma County

**Paul Tupy**, Deputy Division Chief, California Department of Alcoholic Beverage Control.

**Scott Vasterling, Committee Chair**, Founder & CEO, Humboldt Family Farms

### Leadership

**Gavin Newsom**, Governor

**Tomiquia Moss**, Secretary, California Business, Consumer Services and Housing Agency

### DCC Leadership Team

**Nicole Elliott**, Director

**Clint Kellum**, Chief Deputy Director

**Marc Le Forestier**, General Counsel



**Melissa Eidson**, Deputy Director of Administration  
**Evelyn Schaeffer**, Deputy Director of Compliance  
**Bill Jones**, Deputy Director of Enforcement  
**Eugene Hillsman**, Deputy Director of Equity & Inclusion  
**Christina Dempsey**, Deputy Director of Governmental Affairs  
**Joshua Eisenberg**, Deputy Director of Legal Affairs  
**Michael Cheng**, Deputy Director of Licensing  
**Jacqueline Campion**, Deputy Director of Policy & Research  
**Kristin Nevedal**, Chief Engagement Officer, Public Affairs  
**Sean O'Connor**, Chief Information Officer

#### DCC CAC Support Staff

**Shannon George**, Policy Manager, Policy & Research Division  
**Margaret Goldbar**, Policy Analyst, Policy & Research Division  
**Devin Gray**, Policy Specialist, Policy & Research Division  
**Daryl Holloway**, Policy Specialist, Policy & Research Division  
**Jessica DiLorenzo**, Policy Specialist, Policy & Research Division  
**Daniel Costello**, Research Data Analyst, Policy & Research Division  
**Erroll Abrahamian**, Staff Services Analyst, Policy & Research Division  
**Nina Lemke**, Education & Outreach Manager, Public Affairs Division  
**Katie O'Brien**, Customer Service Manager, Public Affairs Division  
**Sara Gardner**, Assistant Chief Counsel, Legal Affairs Division  
**Angela McIntire-Abbott**, Attorney, Legal Affairs Division  
**Donovan Dutt**, Branch Chief, Information Technology Services Division  
**Brandon Menge**, Information Technology Services Division  
**Ray Peart**, Enterprise Services Branch Chief, Information Technology Services Division  
**Bryan Evans**, Service Desk Lead, Information Technology Services Division