

STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
CANNABIS REGULATORY AGENCY

In the Matter of

Houghton Lake Provisioning Center, LLC  
dba Houghton Lake Provisioning Center  
License No.: AU-R-001243

ENF No.: 25-00319

\_\_\_\_\_ / CONSENT ORDER AND STIPULATION

CONSENT ORDER

On March 6, 2025, the Cannabis Regulatory Agency (CRA) issued a formal complaint against the adult-use marijuana retailer establishment license (AU-R-001243) of Houghton Lake Provisioning Center, LLC dba Houghton Lake Provisioning Center (Respondent) under the Michigan Regulation and Taxation of Marijuana Act (MRTMA), MCL 333.27951 *et seq.*, and the administrative rules promulgated thereunder. The formal complaint alleged Respondent violated Mich Admin Code, R 420.507(4) and R 420.507(8).

The executive director reviewed the stipulation contained in this document and agrees the public interest is best served by resolution of the formal complaint. Therefore, the executive director finds that all of the allegations contained in the formal complaint are true and that Respondent violated Mich Admin Code, R 420.507(4) and R 420.507(8).

Accordingly, for these violations, **IT IS ORDERED:**

1. Respondent must pay a fine in the amount of one-thousand five-hundred and 00/100 dollars (\$1,500.00). This fine shall be paid within 60 days of the effective date of this order by check, money order, or online through Accela Citizen Access (ACA). Instructions on how to make online payments can be found under the Tips for Licensees bulletin section at [www.michigan.gov/cra](http://www.michigan.gov/cra). Check or money orders shall be made payable to the State of Michigan with enforcement number

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“25-00319” and license number “AU-R-001243” clearly displayed on the check or money order. Respondent shall mail the fine to Department of Licensing and Regulatory Affairs, Cannabis Regulatory Agency, PO BOX 30205, Lansing, Michigan 48909.

2. If Respondent fails to timely comply with the terms of this order, Respondent’s license shall be suspended until compliance is demonstrated.
3. Unless otherwise specified in this order, Respondent shall direct any communications to the CRA that are required by the terms of this order to [CRA-CSS@michigan.gov](mailto:CRA-CSS@michigan.gov).
4. Respondent shall be responsible for all costs and expenses incurred in complying with the terms and conditions of this consent order.
5. If Respondent violates any term or condition set forth in this order, Respondent shall be subject to fines and/or other sanctions under section 7(1)(c) of the MRTMA, MCL 333.27957, and Mich Admin Code, 420.808.
6. Upon timely compliance of the terms of this order by Respondent, the matters set forth in the formal complaint shall be deemed resolved and closed subject to this Consent Order.

This order shall be effective 30 days after the date signed by the CRA’s executive director or his designee, as set forth below.

## CANNABIS REGULATORY AGENCY

Signed on: 6/3/2025

By: Brian Hanna

Digitally signed by: Brian Hanna  
DN: CN = Brian Hanna email =  
bhanna@michigan.gov C = US O = CRA OU = CRA  
Date: 2025.06.03 09:52:20 -04'00'

Brian Hanna, Executive Director  
or his designee  
Cannabis Regulatory Agency

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## STIPULATION

The parties stipulate to the following:

1. The facts alleged in the formal complaint are true and constitute a violation of the administrative rules promulgated under the MRTMA.
2. Respondent understands and intends that by signing this stipulation, Respondent is waiving the right under the MRTMA, administrative rules promulgated thereunder, and the Administrative Procedures Act of 1969, MCL 24.201 *et seq.*, to require the CRA to prove the violations set forth in the formal complaint by presentation of evidence and legal authority, and to present a defense to the violations.
3. The parties considered the following in reaching this agreement:
  - a. Respondent provided data indicating that viewership under 21 years of age for the billboard identified in the formal complaint was approximately 16%.
  - b. Respondent provided a photograph demonstrating that its billboard had been updated by removing products and pricing and including a “21+” decal.
    - i. Respondent provided correspondence with its marketing partner confirming invoice for “21+” decals. The decals were added to all of Respondent’s current billboards, not only the single billboard indicated in the formal complaint.
  - c. Respondent provided multiple billboard review notifications from the CRA indicating that the submissions did not appear to be in violation of the rules based on limited review. These billboards were submitted after the investigation related to the present formal complaint.
  - d. Respondent was cooperative and wishes to resolve the allegations without the need for and expense of an administrative hearing.

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- e. Respondent has been licensed as a retailer since 2024 and has no prior discipline against its license.
4. The CRA's legal division director or her designee must approve this proposed agreement before it is forwarded to the CRA's executive director or his designee for review and issuance of the above consent order. The parties reserve the right to proceed to an administrative hearing without prejudice to either party, should the CRA's legal division director, executive director, or their designees reject the proposed consent order.

By signing this stipulation, the parties confirm that they have read, understand, and agree with the terms of the consent order.

AGREED TO BY:

Alyssa A. Grissom Digitally signed by Alyssa A. Grissom  
Date: 2025.06.02 13:43:01 -04'00'

Alyssa Grissom, Director  
Legal Division  
or her designee  
Cannabis Regulatory Agency

Dated: 6/2/2025

AGREED TO BY:



Richard Wing, Authorized Officer  
on behalf of Respondent  
Houghton Lake Provisioning Center, LLC  
dba Houghton Lake Provisioning Center

Dated: 5-19-25



Mohamed Ghaith, P84343  
Attorney for Respondent

Dated: 05/19/2025

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DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
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In the Matter of

Houghton Lake Provisioning Center, LLC  
dba Houghton Lake Provisioning Center  
License No.: AU-R-001243

ENF No.: 25-00319

FORMAL COMPLAINT

The Cannabis Regulatory Agency (CRA) files this formal complaint against Houghton Lake Provisioning Center, LLC dba Houghton Lake Provisioning Center.

1. The CRA is authorized under the Michigan Regulation and Taxation of Marihuana Act (MRTMA), MCL 333.27951, *et seq.*, and Executive Reorganization Order No.2019-2, MCL 333.27001, to investigate alleged violations of the MRTMA and the administrative rules promulgated thereunder, take disciplinary action to prevent such violations, and impose fines and other sanctions against applicants and licensees that violate the MRTMA or administrative rules.

2. Section 8(1)(d) of the MRTMA provides that the administrative rules must ensure the health, safety, and security of the public and integrity of the marijuana establishment operations.

FACTUAL ALLEGATIONS AND INTENDED ACTION OF THE CRA

3. Respondent holds an active state license under the MRTMA to operate an adult use marijuana retailer establishment in the state of Michigan.

4. Respondent operated at 2041 West Houghton Lake Drive, Prudenville, Michigan 48651, at all times relevant to this complaint.

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5. Following an investigation, the CRA determined that Respondent violated the MRTMA and/or administrative rules promulgated thereunder as set forth below:

- a. On December 27, 2024, the CRA received a complaint from an anonymous complainant, who provided a photograph of a billboard advertisement for Respondent's establishment along Highway M-55 in Houghton Lake, Michigan.
- b. On January 3, 2025, a CRA Regulation Agent (RA) who previously reviewed the photograph, drove past the billboard and observed that the billboard lacked the appropriate warning that the product is only for individuals twenty-one years of age and older.
- c. On January 3, 2025, the CRA RA spoke with Respondent's Owner, R.W. by telephone, and discussed the billboard, specifically the requirement of the warning language. R.W. in responding, stated that Respondent would correct the information on the billboard. The CRA RA also requested demographic information from Respondent.
- d. On the same day, Respondent provided the demographic data from the 2020 U.S. Census data for the Roscommon County and Denton Township area, indicating 59.2 % and 51.3 % of the total population respectively, for individuals aged 18-64.
- e. Respondent did not provide reliable evidence that the billboard had less than 30% of the viewing audience 21 years of age or younger.
- f. On January 22, 2025, the CRA RA received an email from compliance manager, M. K. that included a photograph of the new design billboard.
- g. On January 28, 2025, when the CRA RA conducted a follow-up investigation, and drove by Highway M-55, the CRA RA observed that on the new billboard, there were no products, pricing, or quantities included as advertised on the previous billboard. However, the new billboard also did not indicate the product was for individuals twenty-one years of age or older.

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### **Count I**

Respondent's actions as described above in paragraphs d, e and g demonstrate a violation of Mich Admin Code R 420.507(4), which states a marijuana product must not be advertised or marketed to members of the public unless the person advertising the product has reliable evidence that no more than 30% of the audience or readership for the television program, radio program, internet website, or print publication, is reasonably expected to be under the age listed in subrules (7) and (8) of this rule.

### **Count II**

Respondent's actions as described above in paragraphs a, b and g demonstrate a violation of Mich Admin Code R 420.507(8), which states a marijuana product marketed or advertised under the MRTMA must be marketed or advertised as "marijuana" for use only by individuals 21 years of age or older.

THEREFORE, based on the above, the CRA gives notice of its intent to impose fines and/or other sanctions against Respondent's license, which may include the suspension, revocation, restriction, and/or refusal to renew Respondent's license.

Pursuant to Mich Admin Code, R 420.704(2), any party aggrieved by an action of the CRA suspending, revoking, restricting, or refusing to renew a license, or imposing a fine, shall be given a hearing upon request. A request for a hearing must be submitted to the CRA in writing within 21 days after service of this complaint. Notice served by certified mail is considered complete on the business day following the date of the mailing.

Respondent also has the right to request a compliance conference under Mich Admin Code, R 420.704(1). A compliance conference is an informal meeting at which Respondent has the opportunity to discuss the allegations in this complaint and demonstrate compliance under the MRTMA and/or the administrative rules. A

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compliance conference request must be submitted to the CRA in writing.

Hearing and compliance conference requests must be submitted in writing by one of the following methods:

By Mail: Department of Licensing & Regulatory Affairs  
Cannabis Regulatory Agency  
P.O. Box 30205  
Lansing, Michigan 48909

In Person: Department of Licensing & Regulatory Affairs  
Cannabis Regulatory Agency  
2407 North Grand River  
Lansing, Michigan 48906

By Email: [CRA-LegalHearings@michigan.gov](mailto:CRA-LegalHearings@michigan.gov)

If Respondent fails to timely respond to this formal complaint, a contested case hearing will be scheduled to resolve this matter.

Questions about this complaint should be directed to the Cannabis Regulatory Agency's legal section at (517) 284-8599 or [CRA-LegalHearings@michigan.gov](mailto:CRA-LegalHearings@michigan.gov).

Dated: 3/6/25

By: Alyssa A. Grissom  
Digitally signed by Alyssa A. Grissom  
Date: 2025.03.06 09:35:13 -05'00'

Alyssa A. Grissom  
Legal Division Director  
Cannabis Regulatory Agency

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