THE STATE of ALASKA
GOVERNOR MIKE DUNLEAVY

Department of Commerce, Community, and Economic Development

Alcohol and Marijuana Control Office

550 West 7th Avenue, Suite 1600
Anchorage, AK 99501
Main: 907.269.0350

MEMORANDUM

TO: Marijuana Control Board

DATE: June 20, 2025

FROM: Jane P. Sawyer,
Program Coordinator 2

RE: Northern Emerald. Retail marijuana store. License 32759.

This application is for the renewal of the license mentioned in the subject line, for the 2024-2025 license cycle. As of the day of this memo, the application is considered incomplete under 3 AAC 306.025(f), because Travis Grande (currently listed owners 5%) did not and will not file MJ-20: Renewal Application Certifications (part of a renewal application). William L. Little (another currently listed owner at 45%) is deceased.

Other currently listed owners are: Keith Crocker at 16.66%, Patrick O'Neal at 16.66%, and Jason Wood at 16.66%. These three owners together with Travis Grande at 5%, constitute a controlling interest for the purpose of the transfer of a marijuana license.

Backtracking a bit.

(From April meeting) License #32759 Northern Emerald, LLC TAB 16

*Current Licensee **(From)**: Northern Emerald (Keith Crocker 16.66%, William Little 45%, Travis Grande 5%, Jason Wood 16.66%, Patrick O'Neal 16.66%)*

*New Licensee **(to)**: **Northern Emerald LLC** (Keith Crocker 33.33% Jason Wood 33.33%, Patrick O'Neal 33.3%)*

License Type: Retail Marijuana Store

Premises Address: 2803 S. Old Glenn Highway, Palmer

Local Governments: Matanuska-Susitna Borough

Consideration: Will need delegation

At the April 2025 meeting, the Board considered and approved with delegation the transfer of license removing Travis Grande 5% and William L. Little 45%. The delegation included a Notice of Violation to the licensee because the licensee had already made the change in ownership with Division

of Corporations (a separate state agency), and a notarized statement from the beneficiary of the decedent releasing the decedent's interest in the license.

The Notice of Violation has been issued, and Mr. Crocker has responded to the notice of violation and paid the fine (see attached). A notarized statement from the beneficiary of the decedent has not bee received.

Staff believed the transfer application was going to be effectuated soon after the Board meeting in April (appropriate number of signatures had been obtained for the transfer and other agencies' approvals have been received by AMCO since then), making the incomplete renewal application a moot point. Staff would, then, move forward with the renewal application with the new ownership makeup. This is no longer the case.

The 2024-2025 renewal application is incomplete, the notices to the local government and to the community council for the renewal have not been sent.

Consideration: Unless the board is going to reconsider the action at the April meeting on the transfer application, staff recommends the board determine the renewal application complete, so staff can move forward and send notices to the local government and community council.

To:

Alcohol and Marijuana Control Office

Attn: AMCO Enforcement

550 W. 7th Avenue, Suite 1600

Anchorage, AK 99501

amco.enforcement@alaska.gov

Re: Response to Notice of Violation

Licensee: Keith Crocker

Doing Business As: Northern Emerald

License #: 32759

AMCO Case #: AM 25-0805

Dear AMCO Enforcement,

This letter serves as a formal response to the Notice of Violation issued on June 10, 2025, regarding Northern Emerald (License #32759, Case #AM 25-0805). I acknowledge receipt of this notice and appreciate the opportunity to provide clarification and outline the steps we have taken to address the identified issue.

We are currently working closely with the Alcohol and Marijuana Control Office (AMCO) to remediate the concerns related to the ownership change referenced in your notice. Specifically, the changes in ownership removing Travis Grande (5%) and William Little (45%) that were duly filed with the Department of Commerce, Community, and Economic Development (DCCED) on December 13, 2024, and stamped as received on December 18, 2024. We recognize that we filed the ownership change with the DCCED prior to submitting the required documentation to AMCO, and we will pay closer attention to the proper filing order of documents in the future.

Following the business license update, we submitted all required documentation to AMCO for a formal application transfer and ownership change. This submission was stamped received by AMCO on February 4, 2025. While there was a gap between the business license update and the AMCO application receipt, we have ensured that all proper forms, including those required under 3 AAC 306.040 and, where applicable, 3 AAC 306.045, have now been completed and submitted.

We are committed to full compliance with AMCO regulations.

Thank you for your attention to this matter.

Sincerely,

Keith Crocker

Designated Licensee, Northern Emerald

600 N. Eckert Street

Palmer, AK 99645

northernemeraldalaska@gmail.com

907-321-5808

Alcohol and Marijuana Control Office
550 W 7th Avenue, Suite 1600
Anchorage, AK 99501
amco.enforcement@alaska.gov
https://www.commerce.alaska.gov/web/amco
Phone: 907.269.0350

Alaska Marijuana Control Board – AMCO Enforcement

Notice of Violation (3 AAC 306.806(e))

This form, all information provided and responses are public documents per Alaska Public Records ACT AS 40.25

Licensee:	Keith Crocker	**Date:**	6/10/25
Doing Business As:	Northern Emerald	**License #:**	32759
License Type:	Retail Marijuana Store	**AMCO Case #:**	AM 25-0805
Mailing Address:	600 N. Eckert Street Palmer, AK 99645		

	Date	Violation of	Fine	Date	Violation of	Fine
Violation(s) of Statute/Regulation:	12/18/24	3AAC 306.040	$250.00			

	Date	Violation of	Fine	Date	Violation of	Fine
Prior Violation(s)						

This is a notice to you as a licensee that you are being issued a notice of violation for the purposes described in 3 AAC 306.806(e). A description of the violation is as follows,
NOTE: This is not an accusation or criminal complaint.

On 12/13/2024 an application for removal of two partners of Northern Emerald, LLC was made to DCCED regarding your business license, and was stamped received on 12/18/2024. The application removed partner interest of, Travis Grande 5%, and William Little 45%. AMCO currently reflects ownership as follows: Northern Emerald (Keith Crocker 16.66%, William Little 45%, Travis Grande 5%, Jason Wood 16.66%, Patrick O'Neal 16.66%). Once approved the new license information would reflect, Northern Emerald LLC (Keith Crocker 33.33%, Jason Wood 33.33%, Patrick O'Neal 33.3%). Northern Emerald business license currently shows Northern Emerald, LLC, Business License #10190803 as having only three entity officials, Kevin Crocker, Jason Wood, and Patrick O'Neal, all having 33.33% ownership. The application submitted to AMCO for ownership change was stamped received on 02/04/2025, approximately 1 1/2 months after the change was made to the business license, and prior to MCB approval. Your attention is brought to 3AAC 306.040 Ownership Change.

3 AAC 306.040. Ownership change.
(a) An application for an ownership change shall be submitted on a form prescribed by the board.
(b) If any change required to be submitted under this section will result in a change in controlling interest of the marijuana establishment license, the marijuana establishment must file an application for transfer of license to another person under 3 AAC 306.045

Notice of Violation

Disciplinary Action

Civil Fine:		**Probation:**	

You may contest this notice of violation or recommended disciplinary action by filing a written response not later than 10 days after receipt of this notice. You may elect to appeal this notice directly to the Marijuana Control Board under 3 AAC 306.845 or request an informal conference with the director under 3 AAC 306.844. Any appeal to the board will be heard at the next regularly scheduled meeting of the Board, unless an extension is agreed upon. A request for an informal conference will be scheduled by the director not later than 10 days after receipt of the request.

If you do not contest this notice, please describe in writing the remedial measures you are taking to address the violation and remit the associated fine within 30 days after receipt of this notice.

Failure to respond may result in additional enforcement action by AMCO or the Marijuana Control Board.

Please direct your response to the address below and include your marijuana license number, DBA and AMCO case number in any correspondence. Payments may be made by check (ensure checks or money orders are made out to State of Alaska or AMCO and appropriately signed) , by cash using the Department of Revenue's tax drop box (ensure to include a note with your payment clearly specifying what you are paying for), or credit card (please contact our office, we will send you an e-bill).

Marijuana Control Office
Attn: AMCO Enforcement
550 W. 7th Avenue Sute 1600
Anchorage, AK 99501
amco.enforcement@alaska.gov

Issuing Investigator:	J. Linger	**Issued To:**	Keith Crocker
Signature:		**Title:**	Designated Licensee
Delivered VIA	Via Email	**Issued Date:**	6/10/25