



May 14, 2026

VIA EMAIL ONLY

Heart of the Emerald Arcata, LLC  
Roy Gomez, DRP/Owner  
roygomez420@gmail.com

Re: Heart of the Emerald Arcata, LLC - Case No. DCC24-0002898-INV  
Order Adopting Stipulated Settlement and Order as Final Decision

Dear Mr. Gomez:

Pursuant to section 11415.60 of the Government Code, attached please find a copy of the Department of Cannabis Control's Order Adopting Stipulated Settlement and Order as the Final Decision in the above-referenced matter involving Heart of the Emerald Arcata, LLC.

The Department's Order and Final Decision will be effective today, May 14, 2026. Pursuant to this Final Decision and its stipulated settlement, Heart of the Emerald Arcata, LLC has waived any right to reconsideration or appeal in this matter and to receive a copy of the Decision and Order via certified, registered, or first-class mail.

Sincerely,

Douglas Smurr  
Assistant General Counsel

Enclosure

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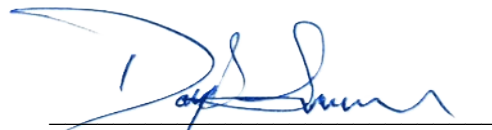
**BEFORE THE  
DEPARTMENT OF CANNABIS CONTROL  
OF THE STATE OF CALIFORNIA**

|  |   |   |
|--|---|---|
| In the Matter of the Accusation Against:         | ) | CASE NO. DCC24-0002898-INV  |
| <b>HEART OF THE EMERALD ARCATA, LLC;</b>         | ) | <b>ORDER ADOPTING STIPULATED<br/>SETTLEMENT AND ORDER AS<br/>FINAL DECISION</b> |
| <b>ROY GOMEZ, DRP/OWNER</b>                      | ) |   |
| 1507 G Street                                    | ) |   |
| Arcata, CA 95521                                 | ) |   |
| Cannabis Retailer License<br>No. C10-0001047-LIC | ) |   |
| Respondent.                                      | ) |   |

Pursuant to Government Code section 11415.60, the Department of Cannabis Control hereby adopts the attached Stipulated Settlement and Order as its Final Decision in this matter.

This Order and Final Decision shall become effective on May 14, 2026.

IT IS SO ORDERED, May 14, 2026.



Douglas Smurr  
Assistant General Counsel  
FOR THE DEPARTMENT OF CANNABIS CONTROL

1 ROB BONTA  
Attorney General of California  
2 HARINDER K. KAPUR  
Senior Assistant Attorney General  
3 GREGORY M. CRIBBS  
Supervising Deputy Attorney General  
4 State Bar No. 175642  
300 South Spring Street, Suite 1702  
5 Los Angeles, CA 90013-1230  
Telephone: (213) 269-6259  
6 E-mail: Gregory.Cribbs@doj.ca.gov  
*Attorneys for Complainant*  
7 *Department of Cannabis Control*

8  
9 **BEFORE THE**  
**DEPARTMENT OF CANNABIS CONTROL**  
10 **STATE OF CALIFORNIA**

11  
12 In the Matter of the Accusation Against:

Case No. DCC24-0002898-INV

13 **HEART OF THE EMERALD ARCATA,**  
14 **LLC ROY GOMEZ, DRP/OWNER**  
15 **1507 G Street**  
**Arcata, CA 95521**

**STIPULATED SETTLEMENT FOR**  
**REVOCATION OF LICENSE AND**  
**ORDER**

16 **Cannabis Retailer License**  
**No. C10-0001047-LIC**

17 Respondent.

18  
19 IT IS HEREBY STIPULATED AND AGREED by and between the parties to the above-  
20 entitled proceedings that the following matters are true:

21 **PARTIES**

22 1. Evelyn Schaeffer (Complainant) is the Deputy Director of the Compliance Division  
23 of the Department of Cannabis Control (Department). Complainant brought this action solely in  
24 her official capacity and is represented in this matter by Rob Bonta, Attorney General of the State  
25 of California, by Gregory M. Cribbs, Supervising Deputy Attorney General.

26 2. Heart of Emerald Arcata, LLC (Respondent) is representing itself in this proceeding  
27 through Roy Gomez, Designated Responsible Party and Owner (DRP/Owner), and he has been  
28

1 designated and authorized by Respondent to enter into this agreement on its behalf (Authorized  
2 Representative).

3 3. On or about June 1, 2022, the Department issued Cannabis – Retailer License  
4 Number C10-0001047-LIC to Respondent with Roy Gomez as DRP/Owner. The Cannabis  
5 Retailer License was in full force and effect at all times relevant to the charges brought in  
6 Accusation No. DCC24-0002898-INV, and expired on June 1, 2025.

### 7 **JURISDICTION**

8 4. Accusation No. DCC24-0002898-INV was filed before the Department, and is  
9 currently pending against Respondent. The Accusation and all other statutorily required  
10 documents were originally properly served on Respondent on April 7, 2025, and were reserved on  
11 Respondent on January 29, 2026. Respondent timely filed Notices of Defense contesting the  
12 Accusation. A true and copy of Accusation No. DCC24-0002898-INV is attached as Exhibit A  
13 and incorporated herein by reference.

### 14 **ADVISEMENT AND WAIVERS**

15 5. Respondent, through its Authorized Representative, has carefully read, and fully  
16 understands the charges and allegations in Accusation No. DCC24-0002898-INV. Respondent,  
17 through its Authorized Representative, has also carefully read and understands the effects of this  
18 Stipulated Revocation of License and Order.

19 6. Respondent, through its Authorized Representative, is fully aware of its legal rights in  
20 this matter, including the right to be represented by counsel at its own expense; the right to a  
21 hearing on the charges and allegations in the Accusation; the right to confront and cross-examine  
22 the witnesses against it; the right to present evidence and to testify on its own behalf; the right to  
23 the issuance of subpoenas to compel the attendance of witnesses and the production of  
24 documents; the right to reconsideration and court review of an adverse decision; and all other  
25 rights accorded by the California Administrative Procedure Act and other applicable laws.

26 7. Respondent through its Authorized Representative is fully aware of its legal rights to  
27 receive a copy of the Decision and Order via certified, registered, or first-class mail. Respondent  
28 agrees to receive a copy of the Decision and Order in this matter via email at the following email

1 addresses: [roygomez420@gmail.com](mailto:roygomez420@gmail.com). Respondent through its Authorized Representative  
2 voluntarily, knowingly, and intelligently waives and gives up each and every right set forth  
3 above.

#### 4 **CULPABILITY**

5 8. Respondent through its Authorized Representative admits the truth of each and every  
6 charge and allegation in Accusation No. DCC24-0002898-INV.

7 9. Respondent through its Authorized Representative agrees that Cannabis – Retailer  
8 License Number C10-0001047-LIC is subject to revocation and agrees to be bound by the  
9 Department’s imposition of discipline as set forth in the Disciplinary Order below.

10 10. Respondent through its Authorized Representative understands that by signing this  
11 stipulation, Respondent enables the Department to issue a Decision and Order revoking  
12 Respondent’s Cannabis – Distributor License No. C11-0001200-LIC, without further process.

#### 13 **CONTINGENCY**

14 11. This stipulation shall be subject to approval by the Department. Respondent through  
15 its Authorized Representative understands and agrees that counsel for Complainant and the staff  
16 of the Department may communicate directly with the Department regarding this stipulation and  
17 settlement, without notice to or participation by Respondent or its counsel. By signing the  
18 stipulation, Respondent through its Authorized Representative understands and agrees that it may  
19 not withdraw its agreement or seek to rescind the stipulation prior to the time the Department  
20 considers and acts upon it. If the Department fails to adopt this stipulation as its Decision and  
21 Order, the Stipulated Settlement for Revocation of License and Order shall be of no force or  
22 effect, except for this paragraph, it shall be inadmissible in any legal action between the parties,  
23 and the Department shall not be disqualified from further action by having considered this matter.

24 12. The parties understand and agree that Portable Document Format (PDF) and facsimile  
25 copies of this Stipulated Settlement for Revocation of License and Order, including PDF and  
26 facsimile signatures thereto, shall have the same force and effect as the originals.



1 license with the Department. Respondent or DRP/Owner Roy Gomez shall pay to the  
2 Department the administrative fine within (15) days of applying for reinstatement of the license,  
3 or for a new commercial cannabis license, or for ownership interest in a commercial cannabis  
4 license with the Department.

5 **4. PAYMENT OF COSTS OF ENFORCEMENT.** Respondent and DRP/Owner Roy  
6 Gomez shall pay the Department's costs of enforcement for Case No. DCC24-0002898-INV, in  
7 the amount of eleven thousand nine hundred twenty-five dollars and ninety-four cents  
8 (\$11,925.94). Payment of the costs of enforcement will be automatically suspended until such  
9 time as either Respondent or DRP/Owner Roy Gomez applies for reinstatement of the revoked  
10 license or apply for a new commercial cannabis license or an ownership interest in a commercial  
11 cannabis license with the Department. Respondent or DRP/Owner Roy Gomez shall pay to the  
12 Department the costs of enforcement within (15) days of applying for reinstatement of the license,  
13 or for a new commercial cannabis license, or for ownership interest in a commercial cannabis  
14 license with the Department.

15 5. The above referenced payments, in the form of cashier's check, money order,  
16 personal or business check, shall be made as two separate payments and remitted by either of the  
17 following methods: (1) the Department of Cannabis Control's cash payment procedures; or (2)  
18 mailed to:

19 By U.S. Postal Service:  
20 Department of Cannabis Control  
21 Attn: Cashiers  
22 P.O. Box 419106  
23 Ranch Cordova, CA 95741-9106

24 By FedEx or UPS:  
25 Department of Cannabis Control  
26 Attn: Cashiers  
27 2920 Kilgore Road  
28 Rancho Cordova, CA 95670-9106

26 6. Failure to complete the payments or comply with the above terms of this Order shall  
27 result in the denial of ownership interest and/or denial of any other license sought, as the  
28 Department deems appropriate. Failure to complete the payments or comply with the terms of

1 this Order shall also result in enforcement of the Order as to either Respondent and/or  
2 DRP/Owner Roy Gomez in the Superior Court.

3 **ACCEPTANCE**

4 I have carefully read the above Stipulated Settlement for Revocation of License and Order.  
5 I understand the stipulation and the effect it will have on my Cannabis – Retailer License Number  
6 C10-0001047-LIC. I enter into this Stipulated Settlement for Revocation of License and Order  
7 voluntarily, knowingly, and intelligently, and agree to be bound by the Decision and Order of the  
8 Department of Cannabis Control.

9  
10 DATED: \_\_\_\_\_

11 HEART OF EMERALD ARCATA, LLC;  
12 ROY GOMEZ, DRP/OWNER/AUTHORIZED  
13 REPRESENTATIVE  
14 *Respondent*

15 **ENDORSEMENT**

16 The foregoing Stipulated Settlement for Revocation of License and Order is hereby  
17 respectfully submitted for consideration by the Department.

18 DATED: April 24, 2026

19 ROB BONTA  
20 Attorney General of California  
21 HARINDER K. KAPUR  
22 Senior Assistant Attorney General

23 *Gregory M. Cribbs*

24 GREGORY M. CRIBBS  
25 Supervising Deputy Attorney General  
26 *Attorneys for Complainant*


27 SA2025800450  
28 68305830

1 this Order shall also result in enforcement of the Order as to either Respondent and/or  
2 DRP/Owner Roy Gomez in the Superior Court.

3 **ACCEPTANCE**

4 I have carefully read the above Stipulated Settlement for Revocation of License and Order.  
5 I understand the stipulation and the effect it will have on my Cannabis -- Retailer License Number  
6 C10-0001047-LIC. I enter into this Stipulated Settlement for Revocation of License and Order  
7 voluntarily, knowingly, and intelligently, and agree to be bound by the Decision and Order of the  
8 Department of Cannabis Control.

9  
10 DATED: **4/24/26**

  
HEART OF EMERALD ARCATA, LLC,  
ROY GOMEZ, DRP/OWNER/AUTHORIZED  
REPRESENTATIVE  
*Respondent*

13 **ENDORSEMENT**

14 The foregoing Stipulated Settlement for Revocation of License and Order is hereby  
15 respectfully submitted for consideration by the Department.  
16

17 DATED: \_\_\_\_\_

18 ROB BONTA  
Attorney General of California  
19 HARINDER K. KAPUR  
Senior Assistant Attorney General

20  
21 GREGORY M. CRIBBS  
Supervising Deputy Attorney General  
22 *Attorneys for Complainant*

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27 SA2025800450  
28 68305830

Hello,  
Please see attached doc signed.  
Let me know if anything further is needed.  
Thank you!

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**Exhibit A**

**Accusation No. DCC24-0002898-INV**

1 ROB BONTA  
Attorney General of California  
2 GREGORY M. CRIBBS  
Supervising Deputy Attorney General  
3 ROB WHITE  
Deputy Attorney General  
4 State Bar No. 222504  
600 West Broadway, Suite 1800  
5 San Diego, CA 92101  
P.O. Box 85266  
6 San Diego, CA 92186-5266  
Telephone: (619) 738-9608  
7 Facsimile: (619) 645-2061  
E-mail: RobertT.White@doj.ca.gov  
8 *Attorneys for Complainant*

9 **BEFORE THE**  
**DEPARTMENT OF CANNABIS CONTROL**  
10 **STATE OF CALIFORNIA**

11  
12 In the Matter of the Accusation Against:

Case No. DCC24-0002898-INV

13 **HEART OF THE EMERALD ARCATA,**  
**LLC; ROGELIO GOMEZ, JR., aka ROY**  
14 **GOMEZ, OWNER.**  
15 **1507 G Street**  
**Arcata, CA 95521**

**ACCUSATION**

16 **Cannabis - Retailer License No. C10-**  
17 **0001047-LIC**

18 Respondent.

19  
20 **PARTIES**

21 1. Evelyn Schaeffer (Complainant) brings this Accusation solely in her official capacity  
22 as the Deputy Director of the Compliance Division of the Department of Cannabis Control  
23 (Department).

24 2. On or about June 1, 2022, the Department issued Cannabis-Retailer License  
25 No. C10-0001047-LIC to Heart of the Emerald Arcata LLC with Rogelio Gomez, Jr., also known  
26 as Roy Gomez, as Owner. (Respondent). The Cannabis-Retailer License was in full force and  
27 effect at all times relevant to the charges brought herein and will expire on June 1, 2025, unless  
28 renewed.

**JURISDICTION**

3. This Accusation is brought before the Director (Director) for the Department, under the authority of the following laws. All section references are to the Business and Professions Code (Code) unless otherwise indicated.

4. Section 26010 of the Code states:

There is in the Business, Consumer Services, and Housing Agency, the Department of Cannabis Control under the supervision and control of a director. The director shall administer and enforce the provisions of this division related to the department.

5. Section 26010.5, subdivision (d), of the Code states:

The department has the power, duty, purpose, responsibility, and jurisdiction to regulate commercial cannabis activity as provided in this division.

6. Section 26012, subdivision (a), of the Code states:

It being a matter of statewide concern, except as otherwise authorized in this division, the department shall have the sole authority to create, issue, deny, renew, discipline, condition, suspend, or revoke licenses for commercial cannabis activity.

7. Section 26013, subdivision (a), of the Code states:

The department shall make and prescribe reasonable rules and regulations as may be necessary to implement, administer, and enforce its duties under this division in accordance with Chapter 3.5 (commencing with Section 11340) of Part 1 of Division 3 of Title 2 of the Government Code....

8. Section 26015, subdivision (a), of the Code states:

(a) The department may make or cause to be made such investigation as it deems necessary to carry out its duties under this division.

9. Section 26031 of the Code states, in part:

(a) The department may suspend, revoke, place on probation with terms and conditions, or otherwise discipline licenses issued by the department and fine a licensee, after proper notice and hearing to the licensee, except as provided in Section 26031.01, if the licensee is found to have committed any of the acts or omissions constituting grounds for disciplinary action. The disciplinary proceedings under this chapter shall be conducted in accordance with Chapter 5 (commencing with Section 11500) of Part 1 of Division 3 of Title 2 of the Government Code, and the director shall have all the powers granted therein.

...

1 (c) The department may take disciplinary action against a licensee for any  
2 violation of this division when the violation was committed by the licensee's officers,  
3 directors, owners, agents, or employees while acting on behalf of the licensee or  
engaged in commercial cannabis activity.

4 (d) The suspension or expiration of a license issued by the department, or its  
5 suspension, forfeiture, or cancellation by order of the department or by order of a  
6 court of law, or its surrender without the written consent of the department, shall not,  
7 during any period in which it may be renewed, restored, reissued, or reinstated,  
deprive the department of its authority to institute or continue a disciplinary  
proceeding against the licensee upon any ground provided by law or to enter an order  
suspending or revoking the license or otherwise taking disciplinary action against the  
licensee on any such ground.

8 10. Section 26034 of the Code states:

9 All accusations against licensees shall be filed by the department within five  
10 years after the performance of the act or omission alleged as the ground for  
11 disciplinary action; provided, however, that the foregoing provision shall not  
12 constitute a defense to an accusation alleging fraud or misrepresentation as a ground  
13 for disciplinary action. The cause for disciplinary action in that case shall not be  
deemed to have accrued until discovery, by the department, of the facts constituting  
the fraud or misrepresentation, and, in that case, the accusation shall be filed within  
five years after that discovery.

#### 14 **STATUTORY PROVISIONS**

15 11. Section 26030 of the Code states:

16 Grounds for disciplinary action include, but are not limited to, all of the  
17 following:

18 (a) Failure to comply with the provisions of this division or any rule or  
regulation adopted pursuant to this division.

19 ...

20 (c) Any other grounds contained in regulations adopted by the department  
21 pursuant to this division.

22 ...

23 (f) Failure to comply with the requirement of a local ordinance regulating  
commercial cannabis activity....

24 12. Section 26160, subdivision (e), of the Code states:

25 (e) A licensee, or its agent or employee, that refuses, impedes, obstructs, or  
26 interferes with an inspection of the premises or records of the licensee pursuant to this  
section, has engaged in a violation of this division....

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28 ///

1 **REGULATORY PROVISIONS**

2 13. Title 4 of the California Code of Regulations, section 15000.3, subdivision (d), states:

3 (d) Licensees shall ensure that the Department has immediate access to their  
4 licensed premises. If the Department is denied access to a licensee's premises for any  
5 reason, the licensee shall be held responsible and subject to discipline....

6 14. Title 4 of the California Code of Regulations, section 15035, subdivision (d), states:

7 (d) A licensee shall ensure that the Department is notified in writing of the  
8 revocation of a local license, permit, or other authorization held by the licensee or any  
9 owner in their individual capacity, either by mail or electronic mail, within 48 hours  
10 of receiving notice of the revocation. The written notification shall include the name  
11 of the local agency involved, a written explanation of the proceeding or enforcement  
12 action, and the specific violation(s) that led to revocation....

13 15. Title 4 of the California Code of Regulations, section 17800, states, in pertinent part:

14 (a) The Department and its authorized representatives, for purposes of  
15 inspection, investigation, review, or audit, shall have full and immediate access to:

16 (1) Enter any premises licensed by the Department.

17 (2) Inspect and test any vehicle or equipment possessed by, in control of, or  
18 used by a licensee or their agents and employees for the purpose of conducting  
19 commercial cannabis activity.

20 (3) Test any cannabis goods or cannabis-related materials or products  
21 possessed by, in control of, or used by a licensee or their agents and employees for  
22 the purpose of conducting commercial cannabis activity.

23 (4) Copy any materials, books, or records of any licensee or their agents and  
24 employees.

25 (b) Failure to cooperate with and participate in any Department investigation  
26 pending against the licensee may result in a licensing violation subject to  
27 discipline....

28 **LOCAL AUTHORITY**

16. The Arcata Municipal Code, section 5952, subdivision (A), states:

A. Permit Required. It is unlawful to engage in commercial cannabis activity  
in the City of Arcata without first obtaining a commercial cannabis activity permit  
from the City Manager or his/her designee in accordance with this Chapter....

///

///

///

1 17. The Arcata Municipal Code, section 5957, states, in pertinent part:

2 ...

3 C. Permit Revocation. The City Manager may revoke a commercial cannabis  
4 activity permit for good cause, including, but not limited to, the following reasons:

5 5. Failure to pay fees, charges or fines....

6 **COST RECOVERY**

7 18. Section 26031.1 of the Code states that:

8 (a) Except as otherwise provided by law, in an order issued in resolution of a  
9 disciplinary proceeding before the department, the administrative law judge, upon  
10 request, may direct a licensee found to have committed a violation to pay a sum not to  
11 exceed the reasonable costs of the investigation and enforcement of the case.

12 (b) A certified copy of the actual costs, or a good faith estimate of costs where  
13 actual costs are not available, signed by the department or its designated  
14 representative shall be prima facie evidence of reasonable costs of  
15 investigation and prosecution of the case. The costs shall include the amount of  
16 investigative and enforcement costs up to the date of the hearing, including, but not  
17 limited to, charges imposed by the Attorney General.

18 (c) The administrative law judge shall make a proposed finding of the amount  
19 of reasonable costs of investigation and prosecution of the case when requested  
20 pursuant to subdivision (a). The finding of the administrative law judge with regard to  
21 costs shall not be reviewable by the department to increase the cost award. The  
22 department may reduce or eliminate the cost award, or remand to the administrative  
23 law judge if the proposed decision fails to make a finding on costs requested pursuant  
24 to subdivision (a).

25 (d) If an order for recovery of costs is made and timely payment is not made as  
26 directed in the department's decision, the department may enforce the order for  
27 repayment in any appropriate court. This right of enforcement shall be in addition to  
28 any other rights the department may have as to any licensee to pay costs.

(e) In any action for recovery of costs, proof of the department's decision shall  
be conclusive proof of the validity of the order of payment and the terms for payment.

(f)(1) Except as provided in paragraph (2), the department shall not renew or  
reinstate the license of any licensee who has failed to pay all of the costs ordered  
under this section.

(2) Notwithstanding paragraph (1), the department may, in its discretion,  
conditionally renew or reinstate for a maximum of one year the license of any  
licensee who demonstrates financial hardship and who enters into a formal agreement  
with the department to reimburse the department within that one-year period for the  
unpaid costs.

27 ///

28 ///

1 (g) All costs recovered under this section shall be considered a reimbursement  
2 for costs incurred and shall be deposited into the Cannabis Control Fund to be  
available upon appropriation by the Legislature.

3 (h) Nothing in this section shall preclude the department from including the  
4 recovery of the costs of investigation and enforcement of a case in any stipulated  
settlement.

5 **FACTUAL ALLEGATIONS**

6 19. On or about November 19, 2024, during normal business hours, Department staff  
7 attempted to conduct an unannounced regulatory compliance inspection of Respondent's licensed  
8 premises. Upon their arrival, Department staff proceeded to knock on the premises doors but did  
9 not receive a response. Department staff observed an individual standing outside the premises  
10 who appeared to be waiting to enter. Upon contact, this individual confirmed that they were  
11 waiting to enter the premises to make a purchase, and that they were not employed by  
12 Respondent. Department staff attempted to contact Owner Roy Gomez (Owner Gomez) at  
13 Respondent's phone number of record but was unable to speak to or leave a voicemail message  
14 for Owner Gomez.

15 20. Department staff left the licensed premises, and later that day sent an email to Owner  
16 Gomez at Respondent's email address of record and advised that the Department would conduct  
17 an inspection of Respondent's licensed premise the following day, November 20, 2024, between  
18 the hours of 11:00 a.m. and 1:00 p.m. The Department did not receive a reply to its email.  
19 Department staff also conducted an online investigation and located Respondent's Instagram  
20 account. Respondent's Instagram account gave no indication that Respondent was closed for  
21 business.

22 21. Department staff returned to Respondent's licensed premises on November 20, 2024,  
23 between the hours of 11:00 a.m. and 1:00 p.m., and again was unable to gain access to conduct an  
24 inspection. Once again, Department staff called Owner Gomez at Respondent's phone number of  
25 record but was unable to make contact.

26 22. On November 21, 2024, the Department sent an email to the City of Arcata's  
27 permitting department to confirm that Respondent was still operational. An email reply from  
28 Arcata's municipal staff confirmed that Respondent was still operational, but that a payment

1 deadline was missed. The Department was advised that Respondent had time to cure the default  
2 before the city would take adverse action.

3 23. On December 9, 2024, the Department was notified by e-mail that the City of Arcata  
4 revoked Respondent's Commercial Cannabis Activity Permit (CCAP). Per the Notification of  
5 Local Non-Compliance provided to the Department, Respondent's CCAP was revoked for non-  
6 payment of permitting fees. To date, the Department has not received any communications from  
7 Respondent confirming its operational (or non-operational) status.

8 **FIRST CAUSE FOR DISCIPLINE**

9 (Failure to Provide the Department with Access to Licensed Premises)

10 24. Respondent is subject to disciplinary action under Code section 26030, subdivisions  
11 (a) and (c), in that it failed to comply with Code section 26160, subdivision (e), and Title 4 of the  
12 California Code of Regulations, sections 15000.3, subdivision (d) and 17800, subdivisions (a)-  
13 (b), requiring a licensee to comply with the Department's request for inspection of its licensed  
14 premises as more particularly alleged in paragraphs 19 through 23, above, which are hereby  
15 incorporated by reference and realleged as if fully set forth herein.

16 **SECOND CAUSE FOR DISCIPLINE**

17 (Failure to Notify the Department in Writing of Local Revocation  
18 within 48 Hours of Notice)

19 25. Respondent is further subject to disciplinary action under Code section 26030,  
20 subdivisions (a) and (c), in that it failed to comply with Title 4 of the California Code of  
21 Regulations, section 15035, subdivision (d), requiring a licensee to notify the Department, in  
22 writing, of the revocation of a local license, permit, or other authorization held by the licensee or  
23 any owner in their individual capacity within 48 hours of receiving notice of the revocation as  
24 more particularly alleged in paragraphs 19 through 23, above, which are hereby incorporated by  
25 reference and realleged as if fully set forth herein.

26 ///

27 ///

28 ///

1 **THIRD CAUSE FOR DISCIPLINE**

2 (Failure to Comply with Local Ordinance Regulating Commercial Cannabis Activity)

3 26. Respondent is further subject to disciplinary action under Code section 26030,  
4 subdivision (f), in that it failed to comply with Arcata Municipal Code sections 5952, subdivision  
5 (A), and 5957, subdivision (C)(5), requiring commercial cannabis licensees to: (1) obtain a  
6 commercial cannabis activity permit (CCAP) from the City, and (2) pay the fees, charges, or fines  
7 associated with Respondent’s CCAP as more particularly alleged in paragraphs 19 through 23,  
8 above, which are hereby incorporated by reference and realleged as if fully set forth herein.

9 **PRAYER**

10 WHEREFORE, Complainant requests that a hearing be held on the matters herein alleged,  
11 and that following the hearing, the Department issue a decision:

12 1. Revoking or suspending outright, or suspending with terms and conditions, or fining,  
13 or any combination thereof, the Cannabis-Retailer License Number C10-0001047-LIC, issued to  
14 Heart of the Emerald Arcata, LLC;

15 2. Ordering Respondent Heart of the Emerald Arcata, LLC, and Rogelio Gomez, Jr. as  
16 Owner to pay the Department of Cannabis Control the reasonable costs of the investigation and  
17 enforcement of this case, pursuant to Business and Professions Code section 26031.1;

18 3. Ordering the destruction of cannabis and cannabis goods in the possession of  
19 Respondent Heart of the Emerald Arcata, LLC, at Respondent’s expense if revocation of  
20 Cannabis-Retailer License Number C10-0001047-LIC is ordered, pursuant to California Code of  
21 Regulations, title 4, section 15024.1, subdivision (a); and

22 4. Taking such other and further action as deemed necessary and proper.

23  
24  
25 DATED: April 3, 2025

*Evelyn Schaeffer*  
\_\_\_\_\_  
EVELYN SCHAEFFER  
Deputy Director of the Compliance  
Division  
Department of Cannabis Control  
State of California  
*Complainant*

## PROOF OF SERVICE

Case Name: In the Matter of the Accusation Against: Heart of the Emerald Arcata, LLC  
DCC Case No. DCC24-0002898-INV  
License No. C10-0001047-LIC, Retailer

I am a resident of the State of California, over the age of eighteen years, and not a party to the within action. My business address is Department of Cannabis Control, 2920 Kilgore Road, Rancho Cordova, CA 95670. On May 14, 2026, I served the within documents:

### ORDER ADOPTING STIPULATED SETTLEMENT AND ORDER AS FINAL DECISION

- VIA ELECTRONIC TRANSMISSION. Pursuant to CCP § 1010.6, I caused the document(s) to be sent to the person(s) at the Email address(es) listed below. I did not receive, within a reasonable time after the transmission, any electronic message or other indication that the transmission was unsuccessful.
- VIA CERTIFIED MAIL by placing the envelope for collection and mailing following our ordinary business practices for collecting and transmitting mail through the United States Postal Service to the individual(s) or entity(ies) listed below.
- Service via certified mail to be completed upon the following business day.

Heart of the Emerald Arcata, LLC  
Roy Gomez, DRP/Owner  
roygomez420@gmail.com

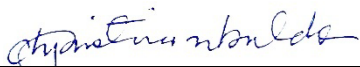
Evelyn Schaeffer  
Deputy Director  
Compliance Division  
Department of Cannabis Control  
Evelyn.Schaeffer@cannabis.ca.gov

Gregory M. Cribbs  
Supervising Deputy Attorney General  
Cannabis Control Section  
Office of Attorney General  
Gregory.Cribbs@doj.ca.gov

I am familiar with the Department's business practices for collecting and transmitting mail through the United States Postal Service. In accordance with those practices, correspondence placed in the Department's internal mail collection system is, in the ordinary course of business, deposited in the United States Postal Service, with postage paid, on the same day.

I declare under penalty of perjury under the laws of the State of California, and the United States of America, that the above is true and correct.

Executed on May 14, 2026, at Rancho Cordova, California.

  
\_\_\_\_\_  
Christina C. Ubaldo