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LD 903

I am testifying in opposition to LD 903 due to concerns about the language and potential impact on small businesses.

The proposed language states:

“The office may adopt rules regarding the placement and use of signs, advertising, and marketing by or on behalf of a licensee, which may include, but are not limited to:”

I believe the phrase “but are not limited to” should be removed from the bill. This wording leaves the law open to interpretation and expansion beyond its original intent. Clear, defined rules are essential to ensure businesses know exactly what is allowed and what is not. Ambiguity in rulemaking creates uncertainty, and differing interpretations among inspectors can result in businesses unintentionally falling out of compliance. Clear, precise language removes this risk.

Additionally, I believe the proposed 30-day window for the Office of Cannabis Policy (OCP) to approve signage is excessive. Marketing is vital to the success of any business, and waiting 30 days for sign approval could have significant negative impacts, particularly on small businesses. A shorter deadline would better support these businesses and minimize unnecessary delays.

I urge you to reconsider these aspects of LD 903 to ensure fair, clear, and reasonable regulations for cannabis businesses.