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INDUSTRY BULLETIN: 23-04

RE: Situational Awareness: Shoplifting Crime Spree “Be On the Look Out”

The Marijuana Enforcement Division (MED) has observed an increase in the frequency of reported incidents of shoplifting (thefts), impacting the Colorado Regulated Marijuana industry. These shoplifting incidents have primarily occurred in the Denver metro area and involved one person lawfully entering a Regulated Marijuana Store using a stolen Missouri ID card under the guise of being a customer. **The stolen identification card number is #160A158002 with the name of Isiah Devin Santonio Holcomb.**

The person of interest (POI) in these shoplifting incidents is pictured below and tends to wear a dark-colored hoodie covering the majority of his head. The POI has been described as interacting with a Budtender and requests they pull one to three different flower jars he is interested in. The Budtender places the jars on the counter for him to consider. The POI then has the Budtender pull another jar from a shelf so that the Budtender has their back turned to the POI. At this point, the POI grabs the jars on the counter and exits the store.



This Bulletin is intended to create a heightened awareness of potential vulnerabilities and promote increased security measures for a store's sales floor layout.

Best Practices to Mitigate Attempted and Successful Thefts

Consider implementation of the following practices to mitigate thefts:

- Place jars of flower or other regulated marijuana product(s) back on the shelf or in another secure location when retrieving other items for the customer's consideration. Consider using a rolling cart, away from the sales counter, to keep inventory in a secure location while the customer makes a final selection.
- Place jars of flower under the sales counter while a customer determines their final selection of products for purchase.
- Have a second employee stand near the sales counter or otherwise monitor products displayed for a customer.

MED Rules and Reporting Requirements

[Colorado Marijuana Rules](#) 3-205(B)(3) and 3-920(B) require Regulated Marijuana Businesses and licensed employees to report any discovered plan or other action of any person to commit a crime related to the operation of the Regulated Marijuana Business to the MED, in addition to reporting criminal activity to a local law enforcement agency.

Several [Colorado Marijuana Rules](#) also address minimum guidelines for maintaining adequate security, including:

- **Rule 6-115 – Point of Sale: Restricted Access Area**
 - C. Display of Retail Marijuana. The display of Retail Marijuana for sale is allowed only in Restricted Access Areas. Any product displays that are readily accessible to the consumer must be supervised by the Owner Licensee or Employee Licensees at all times when consumers are present.
- Licensees are encouraged to review all related rules and consider the best practices shared in this Bulletin. Regulated Marijuana Businesses continue to be the target of criminals looking to gain possession of marijuana and/or cash from the licensed premises, and often cause significant damage to property through those efforts. The MED will work with, and support, local law enforcement with these investigations, but encourage licensees to consider what proactive measures they can take to mitigate potential criminal activity at their licensed premises.