CUP18-065

City of Santa Rosa

JUN 11 2018

Planning & Economic Development Department

COMPLETENESS LETTER RESPONSE

Applicant:	Seitz Family Estate LLC
Address:	112 Commercial Ct, #2 & #3, Santa Rosa, CA 95407
APN:	043-240-001
Zoning:	Neighborhood Commercial (CN)
Building Size:	2216 square feet
Lot Size:	1.52 acres
Proposed Use:	Cannabis Retail (Dispensary) and Delivery (State License Type 10)

CANNABIS RETAIL USE APPLICATIONS COMPLETENESS REVIEW TIME EXTENSION
See attached

STORM WATER DETERMINATION WORKSHEET
See attached

ENVIRONMENTAL ASSESSMENT
See attached

LOCATION REQUIREMENTS
See attached

LOCAL AND STATE COMPLIANCE
We at Seitz Family Estate LLC will follow all of The State of California Regulations. This will include the regulations pertaining to allowing returns of purchased cannabis and giving away free cannabis under certain restrictions. Applicant will not package or label cannabis goods and not accept, possess or sell cannabis goods that are not packaged as they will be sold at final sale. Cannabis goods purchased at applicants site by a customer shall not leave the retailer's premises unless goods are placed in an opaque exit package. Applicant will not have on-site or on-staff physician to evaluate patients and provide a recommendation for Cannabis. In addition to the retail operations established in this section, the consumption of Cannabis and Cannabis Products on-site shall not be permitted by patients or customers.

Prior to occupancy we will apply for and receive a type 10 retail license from the Bureau of Cannabis Control. Additionally, all software and staff training to comply with the Track and Trace system regulated by the California Department of Food and Agriculture will be implemented with ongoing training occurring to ensure up to date knowledge of the staff.

To achieve the required dual licensing with the Environmental Health Service (EHS) Department, we will apply for and not begin operations until receiving a permit from

EHS. To ensure the project is compliant with EHS requirements, these specific features and procedure will be included in the project:

Menu for Edible Cannabis Products offered for sale at the dispensary: A list of all edible cannabis products will be maintained and submitted to EHS as part of the application process. Should new items be added, EHS will be notified prior to the new product being offered in a manner and timeline that meets any requirements EHS places on the permit.

EHS is requiring toilet facilities that are employee accessible. As such, the project is proposing to improve the existing facilities to meet American with Disabilities Act requirements and will submit plans to EHS showing these improvements when the application is submitted.

EHS is requiring the flooring in areas where cannabis products are stored and in toilet facilities to be smooth, non-permeable and easily cleanable. As such this project will use approved products for flooring in toilet facilities as well as for flooring in the cannabis storage areas. We will utilize Palladio wood flooring.

EHS is requiring a sink dedicated for handwashing with hot and cold water and equipped with mounted soap and a towel dispenser which is easily accessible to employees. A designated hand wash sink will be located within the facility.

We are consistent with the goals and policies of all elements of the City of Santa Rosa General Plan. The proposed project will not be detrimental to the public interest, health, safety, convenience, or welfare of the City.

We are consistent with the Santa Rosa City Code locational and operational requirements. The location is zoned CN.

Employees - We will maintain a current register of the names of all employees employed by the Cannabis Retailer and will disclose such register for inspection by any City officer or official for purposes of determining compliance with the requirements of this section.

Recordkeeping – We will maintain patient and sales records in accordance with state law.

Protocols and requirements for patients and persons entering the site - No person will be permitted to enter a Cannabis Retail facility without government issued photo identification. We will not provide Cannabis or Cannabis Products to any person, whether by purchase, trade, gift or otherwise, who does not possess a valid government -issued photo identification card and/or a valid physician' s recommendation under Section 11362.712 of the Health and Safety Code.

Hours of operation - We will operate between the hours of 9: 00 a.m. to 9:00 p.m. up to seven (7) days per week unless the review authority imposes more restrictive hours due to the particular circumstances of the application. The basis for any restriction on hours shall be specified in the permit.

Secured access – We are designed to prevent unauthorized entrance into areas containing Cannabis or Cannabis Products. Limited access areas accessible to only authorized personnel shall be established.

Secured products - Cannabis and Cannabis Products that are not used for display purposes or immediate sale will be stored in a secured and locked vault designed to prevent diversion, theft, and loss.

Sale and display of cannabis paraphernalia – We will not sell or display any cannabis related paraphernalia or any implement that may be used to administer Cannabis or Cannabis Products.

Onsite physician restriction – We will not have an on-site or on -staff physician to evaluate patients and provide a recommendation for Cannabis.

Site management – We will take reasonable steps to discourage and correct objectionable conditions that constitute a nuisance in parking areas, sidewalks, alleys and areas surrounding the premises and adjacent properties during business hours if directly related to the patrons of the location. " Reasonable steps" shall include calling the police in a timely manner and requesting those engaging in nuisance activities to cease those activities, unless personal safety would be threatened in making the request.

Advertising and signs – We will not advertise or market cannabis or cannabis products on an advertising sign within 1, 000 feet of a day care center, school providing instruction in kindergarten or any grades 1 through 12, playground, or youth center.

Display of permit – We will maintain a copy of our permit on display and in a conspicuous place so that the same may be readily seen by all persons entering the facility.

NEIGHBORHOOD MEETING

The City of Santa Rosa conducted our neighborhood meeting on 5/30/18. The main neighborhood concerns were security, odor, and parking.

Security was addressed with an addition of a security guard at the location and educating the neighbors on the state regulations in regards to security.

The odor was addressed with a letter from a mechanical engineer that addresses the odor at the specific location and educating the neighbors on the state regulations that

ensure product delivered to the location will be in final packaging and have minimal odor.

The parking was addressed by this location being able to add additional parking with the delivery vehicle being housed inside the garage and replacing a rollup door with a window and adding parking in front of the window.

By the end of the meeting the neighbors were in favor of the project and one stated that this project was "Definitely a lot better than the other project proposed for the area". We were able to collect 5 signatures from the neighboring business owners in favor of the project.

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April 20, 2018

City of Santa Rosa Planning Department
100 Santa Rosa Avenue, Room 3
Santa Rosa, CA 95404

CONDITIONAL USE PERMIT APPLICATION

Applicant:	Seitz Family Estate LLC
Address:	112 Commercial Ct, #2 & #3, Santa Rosa, CA 95407
APN:	043-240-001
Zoning:	Neighborhood Commercial (CN)
Building Size:	2216 square feet
Lot Size:	1.52 acres
Proposed Use:	Cannabis Retail (Dispensary) and Delivery (State License Type 10)

PROJECT NARRATIVE

Seitz Family Estate LLC proposes to operate a Commercial Cannabis Retail (Dispensary) and Delivery (State License Type 10) facility within the site at 112 Commercial Ct, #2 & #3 , in the City of Santa Rosa. The proposed site is zoned as Neighborhood Commercial (CN). The entire facility is approximately 2,216 square feet, and the division of space is as follows: Delivery car parking will occupy approximately 538 square feet. A waiting room will occupy approximately 249 square feet. Retail Space will occupy approximately 654 square feet, Storage space will occupy approximately 203 square feet. Office, employee, and administration space will occupy approximately 572 square feet.

The proposed project will include activities permitted by a Cannabis Retail (Dispensary) and Delivery State License - Type 10 for Medicinal & Adult use, which allows retail sales of cannabis and cannabis products to consumers, either at a brick-and-mortar dispensary or via delivery.

Management will be on call 24 hours a day, 7 days per week, to address any operational or emergency issues.

MERIT BASED REVIEW

LOCAL AND STATE COMPLIANCE

Seitz LLC will follow California Regulations pertaining to allowing returns of purchased cannabis and giving away free under certain restrictions. Applicant will not package or label cannabis goods and not accept, possess or sell cannabis goods that are not packaged as they will be sold at final sale. Cannabis goods purchased at applicants site by a customer shall not leave the retailer's premises unless goods are placed in an opaque exit package. Applicant will not have on-site or on-staff physician to evaluate patients and provide a recommendation for Cannabis. In addition to the retail operations established in this section, the consumption of Cannabis and Cannabis Products on-site shall not be permitted by patients or customers.

Dual State Licensing

Seitz LLC, prior to occupancy, will apply for and receive a type 10 retail license from the Bureau of Cannabis Control. Additionally, all software and staff training to comply with the Track and Trace system regulated by the California Department of Food and Agriculture will be implemented with ongoing training occurring to ensure up to date knowledge of the staff.

Dual EHS Permitting

To achieve the required dual licensing with the Environmental Health Service (EHS) Department, Seitz LLC will apply for and not begin operations until receiving a permit from EHS. To ensure the project is compliant with EHS requirements, these specific features and procedure will be included in the project:

In addition, Seitz LLC proposes to maintain an accurate record of sale for every sale made to a customer and include the information required (CAL. CODE REGS. tit. 16 § 5426). Seitz LLC will only display cannabis goods for inspection and sale in the retail area, and not be visible from outside the licensed premises. Seitz LLC will not make any cannabis goods available for sale or delivery to a customer unless: The cannabis goods were received from a licensed distributor, the retailer has verified that the cannabis goods have not exceeded their expiration or sell-by date if one is provided; and in the case of manufactured cannabis products, the product complies with all requirements of Business and Professions Code section 26130 and all other relevant laws.

Seitz LLC will operate according to CAL. CODE REGS. tit. 16 § 5408, and only sell, only live, immature cannabis that is not flowering, was purchased from a nursery that holds a valid Type-4 license under the Act, and a label is affixed to the plant or package containing any seeds which states "This product has not been tested pursuant to Medicinal and Adult-Use Cannabis Regulation and Safety Act." Seitz LLC will also strictly follow the daily limits pursuant to (CAL. CODE REGS. tit. 16 § 5409).

Storage and Waste

All cannabis products and any cannabis waste will be stored in an area secured with commercial-grade non-residential locks, that is not visible to the public, and that prevents diversion, theft, loss, hazards and nuisance according to Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.050 (G.3). All storage and handling of hazardous materials will occur in code compliant control areas. All vendors will be pre-scheduled in advance and must present valid identification. Vendors will only be granted access to the areas required for removal of waste. All waste removal vendors will be required to document and track all waste materials removed from the site. All edible cannabis waste shall be quarantined and rendered unusable and unrecognizable under video monitoring and will be disposed of by per regulations.

Training and Records

Management will require that employees follow necessary procedures to ensure that cannabis and any related by-products from the project site are not visible or accessible to the public. Every employee will be required to participate in training to learn Seitz LLC's security and safety protocols required for continuous employment. Seitz LLC will mandate that all employees be well versed in all security procedures. As required by state rules, Seitz LLC will maintain up-to-date and current records related to the cannabis operation. Those records will be stored in a secure manner onsite and will include surveillance vendor contracts with schematics of the security zones, name of vendors and monitoring company, and a list of all current authorized employees with access to the surveillance and/or alarm systems. All surveillance equipment, records and recordings will be stored in a secure area that is only accessible to Applicant's management. Finally, Seitz LLC will update the security plan to comply with any new local or state laws and regulations for cannabis licensing.

Menu for Edible Cannabis Products offered for sale at the dispensary: A list of all edible cannabis products will be maintained and submitted to EHS as part of the application process. Should new items be added, EHS will be notified prior to the new product being offered in a manner and timeline that meets any requirements EHS places on the permit.

EHS is requiring toilet facilities that are employee accessible. As such, the project is proposing to improve the existing facilities to meet American with Disabilities Act requirements and will submit plans to EHS showing these improvements when the application is submitted.

EHS is requiring the flooring in areas where cannabis products are stored and in toilet facilities to be smooth, non-permeable and easily cleanable. As such this project will use approved products for flooring in toilet facilities as well as for flooring in the cannabis storage areas. We will utilize Palladio wood flooring.

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SITE MANAGEMENT

CEO

Henry Seitz has a 40+ year career in automotive repair specializing in Mercedes Benz. His business Seitz European was established in 1989 in Sonoma County nearly 30 years ago. Since then he has had the same location and remained a very honest and successful business owner. Henry has worked with all kinds of customers and has built many relationships and an outstanding reputation as a very reliable business owner over the years. As a business owner, Henry has years of experience running a business as well as servicing vehicles. Henry has been a long time member of the ASA, Automotive Service Association. ASA is the leading organization for owners that strive to deliver excellence in service and repairs to customers. Some other memberships are the Chamber of Commerce of Santa Rosa, and the BAR, Bureau of Automotive repair. Henry has also contributed hundreds of hours to the Boy Scouts of America in Santa Rosa and helped his son achieve Eagle Scout status.
Since 2011, Henry has learned about the medicinal benefits of cannabis to help with back pain. He began cultivating his own cannabis in 2012 after applying for a medical card and now has 6 years of experience in horticulture. Through his positive experiences with cannabis, Henry has decided he would like to share this with the greater Santa Rosa community.

COO

Catherine Seitz combines many years of hands-on managerial experience as well accounting, human resources, and event/design experience. Catherine has a B.A. in

Management from St. Mary's College in Moraga. She has 30 years of business and design experience and has worked with an architectural firm for 13 years refining her skills in accounting and interior design. She obtained her event management certification in 2013 and has had the opportunity of working many weddings, catering and golf tournament events. Early on in her career Catherine worked together as a team with Henry Seitz revamping Seitz European Motors which has been in business for nearly 30 years. Catherine has excellent interpersonal relations, collaborative and independent problem solving and team contributions. She has set up and operated both business and put all business protocols and systems in place for companies to run smoothly. Catherine has a 30 year background in accounting, customer service, human resources, and has the added twist of being an extremely creative which brings style and design to a business.

LOCAL AND STATE COMPLIANCE TEAM/CONSULTANTS

Pacific Expeditors
Brian Dombrowski
Brian Dombrowski has over 12 years of consulting experience in the cannabis industry. He has worked with high profile businesses across the United States and has extensive experience in the management of cultivation sites and dispensary operations. He has held the position of President of a medical marijuana dispensary and has assisted others in multiple states in their permit process. Prior to entering the cannabis space, Brian worked for Fortune 10 companies, which gave him a comprehensive background in leading all aspects of business operations including P&L, merchandising, sales, customer service, inventory, human resources, security, and payroll management. Before that, Brian served in the United States Navy where he received two Letters of Appreciation from his Commanding Officers, was awarded Sailor of the Quarter three times, and volunteered with Habitat for Humanity. He has held the position of Director for three Sonoma County Veterans Memorial Buildings, commanded an American Legion Post, is involved with AmVets, The United Veterans Council, and his local Chamber of Commerce.

Business Plan
Seitz LLC will implement a business plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion. See attachment.

Management Plan Training
All staff will receive thorough training on workplace safety, operations, track and trace, and security protocols. In addition to state licensing requirements related to staffing, Seitz LLC will diligently follow all applicable labor and employment laws. The employees will likely be part- and fulltime and will work staggered shifts to accommodate customer flows. All employees hired by Seitz LLC will be over 21 years of age. Seitz LLC is committed to hiring employees locally. Sonoma County and Santa Rosa have a wealth of experienced and dedicated cannabis workforce. Seitz LLC plans to consider

residency when making hiring decisions, will promote the job posting locally, and will use local connections in the cannabis industry to discover new local talent.

We will implement staff training on security procedures to actively engage staff in preventing unauthorized entrance into areas containing cannabis and theft of cannabis products at the dispensary and to ensure that staff is trained in emergency procedures to protect both personal and patient safety.

We will implement training on the use of alarms and panic buttons to ensure that the dispensary is properly monitored for unauthorized entrance, theft, fire, or other emergencies.

We will implement training on the use of security cameras to ensure the proper monitoring of the dispensary building and parking lot against unauthorized entrance or theft.

We will ensure proper maintenance and testing of security and fire-safety systems to ensure all life-safety equipment is regularly tested, is in working order, and is compliant with local, state, and federal laws.

We will conduct window, door, and perimeter checks to create a safe environment for dispensary staff and ensure all cannabis products are secure.

We will maintain security when closed to ensure the facility is secure during non-operational hours.

We will conduct training on procedures for prevention of loitering to prevent nuisance and crime, both inside and outside the facility.

PROFORMANCE TIMELINE

See attached

NEIGHBORHOOD COMPATIBILITY

The location provides an ideal setting for this type of land-use. This project will feature an understated storefront with no advertising that will ensure neighborhood integration and minimize disruptions. Pursuant to Health and Safety Code Section 11362.768 and Santa Rosa Ord. No. ORD -2017-025 the site over 600 feet from any K-12 school. This site is discrete yet has plenty of square foot and dedicated parking to service customers without creating an impact on other business or traffic flow in the neighborhood.

The proposed facility is well-suited to house dispensary operations. The building will be upgraded where necessary to meet ADA compliance standards for persons with disabilities. The existing entrance is visible and there is no existing landscape or adjacent structure that would impact visibility, lighting, or security requirements sent set forth in Santa Rosa Ordinance No. Ord -2017- 025.

Stability and Quality of Surrounding Neighborhood
The new dispensary planned for 112 Commercial Ct, #2, in Santa Rosa will offer a unique combination of retail and delivery as customers will be able to shop in store and then have the products delivered on a weekly or monthly basis. Seitz LLC will work diligently to provide service to each person that walks through their doors and ensure that a sense of community is built within their customer base and neighborhood.

Odor Control Measures
Seitz LLC shall incorporate and maintain adequate odor control measures such that the odors of Cannabis cannot be detected from outside of the structure in which the Business operates. Operational processes and maintenance plan, including activities undertaken to ensure the odor mitigation system will be kept up to date and functional. This will include staff training procedures and engineering controls, which may include carbon filtration or other methods of air cleansing, and evidence that such controls are sufficient to effectively mitigate odors from all odor sources. All odor mitigation systems and plans submitted pursuant to this subsection shall be consistent with accepted and best available industry-specific technologies designed to effectively mitigate cannabis odors. (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.80 H)

Enhanced Experience
Seitz LLC will use quality materials in interior and exterior finishes. See attachment.

Access to Public Transportation
Santa Rosa City Bus Route #3 regularly services the area every 30-60 minutes depending on the time of day, with stops being located in either direction from the facility. The City of Santa Rosa offers next-day ADA paratransit transportation service in the area and provides rides and care to disabled persons. Smart services are located less than a mile away for access to and from Marin and Northern Santa Rosa.

NEIGHBORHOOD ENHANCEMENT

Seitz LLC will be able to add additional parking in front of a roll up door that will be replaced with a window. We will also be adding 24 hour security. Both of these issues were discussed at a neighborhood meeting. See site plan.

Community Benefits/Employment Opportunities
Seitz LLC plans to cover its work schedule with full-time associates eligible for full benefits as much as possible. In addition, we are committed to hire local and stand together to improve the lives & livelihoods of workers, families, and our community.

Estimated Staffing Levels
Seitz LLC estimates that there will be at least 10 associates. There will be up to 5 associates at peak operating hours. Shifts will be created to ensure that associates receive adequate breaks. The GM will be present five days a week and will be on call

for emergencies. Shifts will be from 8am to 10pm. In addition, an outsourced security firm will provide a security guard 24/7.

Associate Acquisition
As a condition of employment, all potential associates must submit fingerprints to an approved Live Scan vendor and pass an electronic background check completed by the DOJ and FBI. We anticipate hiring individuals from the surrounding community and will market its hiring campaigns in order to accomplish this.

Associate Training and Education
All newly hired associates will receive training on all aspects of the business. Staff training will be ongoing, and will cover such topics as: safety awareness, emergency procedures, inventory control, cannabis strains and benefits, and any other job-specific requirements to ensure associates remain compliant with state and local regulations and have opportunities for ongoing professional success.

Weekly associate training sessions will be conducted, which will cover a review of all security and emergency procedures, compliance with state and local regulations, and address any training deficiencies or clarification needed. Associates will not be allowed to work without completing the necessary training. In addition to the company-mandated training, The Company strongly encourages all associates to study dispensing practices and to conduct background research on cannabis in order to fully immerse themselves in this industry. The Company encourages open communication about the industry and best practices.

LOCATION REQUIREMENT

Overconcentration
Seitz LLC will be subject to overconcentration mediation. This plan will show how Seitz LLC will occupy a location that is more compatible with the needs of the neighborhood than other applicants in the immediate 600 ft area.

Distance to schools
Seitz LLC complies with all applicable provisions of the Zoning Code and the City Code. Seitz LLC is not located within 600 feet of a school. "School" means any public or private school providing instruction in kindergarten or grades 1 to 12.

Storefront Entrance
Storefront entrance will be in a visible location with an unobstructed view from the public right of way [Section 20-46.080 (D)].

MEDICINAL/ADULT USE:
Proposed use is Medicinal (dispensary) and Adult Use (retail).

OPERATIONAL PLAN

Employee Register

California employers must report all of their new or rehired employees who work in California to the New Employee Registry within 20 days of their start-of-work date, which is the first day of work. Any employee that is rehired after a separation of at least 60 consecutive days must also be reported within 20 days. Employers who report electronically must submit two files each month that are not less than 12 days and not more than 16 days apart. No report should be submitted if there are no new or rehired employees to report.

Required by law to report the following:
Employer's:

- California employer payroll tax account number
- Branch Code (complete only if employer was assigned a Branch Code number)
- Federal employer identification number
- Business name and address
- Contact person and phone number

Employee's:

- First name, middle initial, and last name.
- Social Security number
- Home address
- Start-of-work date

Recordkeeping

Seitz LLC has a recordkeeping plan in place to maintain, update, and store records related to its operations for a minimum of seven years, as required by state law. The recordkeeping plan will allow Seitz LLC to comply with the City of Santa Rosa audits and inspections.

Seitz LLC will monitor and track inventory. Inventory will be monitored with a real-time, web-based inventory control system, which will track information for each piece of inventory from seed to sale or disposal.

The GM will implement and strictly oversee the real-time, web-based inventory control system, which will be accessible by the City of Santa Rosa 24 hours a day, seven days per week. This system will keep meticulous track of all cannabis onsite until the product is either purchased or Seitz LLC transfers it to a licensed company for destruction and disposal. All cannabis will be entered into the inventory system immediately with all identifying information. This includes the registration number of the agent making the entry, date/time, quantity or weight, strain, and batch number.

Patient Access Protocol

Patient Verification System - https://cannabisverify.com/

Seitz LLC will use a Web-Based Patient Registration system to verify that a patient is properly registered. This verification will be checked twice: once before a patient is allowed into the dispensing room, and again when the patient is purchasing cannabis and cannabis products. The first check will ensure that only currently registered patients and caregivers are allowed into the dispensing room. The verification that occurs during the purchasing period will track the patient's purchases.

Purchases and Denials of Sale

Purchases will be recorded in Seitz LLC's inventory tracking system. The system will document the date a Dispensing Associate makes a sale of cannabis or cannabis products, how much product was sold, the strain, the identity of the patient, and which Associate sold the product. Associates will also document in the event a patient is denied the sale of cannabis. Documentation will include the date of the denial, the identity of the patient, the Associate who denied the sale, and the reason for the denial. Seitz LLC anticipates that denials will typically occur when the product requested is not available. The GM will review denials of sale to confirm that the dispensary has an adequate supply to meet patient requests.

Confidentiality

Seitz LLC associates will be trained to meet California state regulations and HIPAA requirements regarding patient confidentiality. Seitz LLC inventory information and all other records are subject to strict confidentiality requirements. Upon employment, associates are required to complete training and to sign a non-disclosure agreement. Associates who violate confidentiality or allow unqualified persons to view records will be terminated immediately.

Adult Use Access Protocol

Individuals shall be granted access to the retail area only to purchase cannabis goods after the retailer or an employee of the retailer has verified that the individual is at least 21 years of age and has a valid proof of identification. Acceptable forms of identification include the following:

A document issued by a federal, state, county, or municipal government, or a political subdivision or agency thereof, including, but not limited to, a valid motor vehicle operator's license, that contains the name, date of birth, physical description, and picture of the person;

A valid identification card issued to a member of the Armed Forces that includes a date of birth and a picture of the person; or

A valid passport issued by the United States or by a foreign government that clearly indicates the age or birthdate of the individual.

Secured Access and Secured Product Controls
Seitz LLC will provide and install a variety of security devices to ensure that only authorized personnel have access to any location where cannabis is stored, so that employees are safe and secure inside Seitz LLC.

All access points from outside of the facility will have both locks and alarms. All perimeter windows and hatches will remain closed and locked with tamper-proof security devices. They will be equipped with perimeter alarms that will sound if there is any breach of these apparatuses. All external doors will require two (2) levels of security verification to open—something known and something held. This security process means that employees will need a key along with a unique access code to unlock the front as well as back external doors. In the event of any theft or loss of cannabis, these devices will also provide a security log of who accessed the doors for any ensuing investigations.

All doors will also be equipped with an alarm that will sound if they are opened without code and key or if they are damaged. Arming and disarming the security system will require an access code. Both the entry alarm and surveillance alarm will notify the monitoring service if a failure is detected in the system, which will be corrected as soon as possible. If the failure prevents security systems from operating, the facility will take additional security measures until it is fixed.

Alarm systems can also be triggered if an employee presses a panic or duress button. These buttons will be installed in strategic locations only accessible to employees. The panic button should be pressed if there is a theft or breach and the employee or other people would be placed in danger by a loud alarm. The duress button will still notify authorities like a typical alarm, but not make a sound on-site. These security devices will allow employees who are threatened to signal an alarm without escalating the situation.

Access to Retail Area will be limited pursuant to Cal. Code Regs. tit. 16 § 5400 & Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.050(B). Access to the retail area will be limited to individuals who are at least 21 years of age and have a bona fide business reason for entering the premises or to individuals who are at least 18 years of age and have a valid physician's recommendation. Authorized individuals include individuals employed by the retailer as well as any outside vendors, contractors, or other individuals conducting business that requires access to the limited access area. Seitz LLC employees shall be physically present in the retail area at all times when individuals who are not employees of the retailer are in the retail area. An individual in the retailer limited-access area who is not employed by the retailer will be escorted by Seitz LLC's employees at all times within the retailer limited-access area. Seitz LLC will keep a log of all authorized individuals who are not employees that enter the limited access are and will not receive consideration or compensation for permitting an individual to enter the retailer limited-access area.

Storage
EHS requires edible cannabis goods be stored in a building designed to permit control of temperature and humidity and shall prevent the entry of environmental contaminants such as smoke and dust. The area in which edible cannabis goods are stored also may not be exposed to direct sunlight.

The storage area and product display areas of the facility will meet this requirement through mechanical improvements proposed by our mechanical engineer, Andy Souza. Also, no edible cannabis goods will be displayed in an area that receives direct sunlight. The storage area has no exposure to sunlight.

EHS requires that edible cannabis products shall be protected from contamination by storing the products in a clean, dry location, where they are not exposed to splash, dust, vermin or other forms of contamination or adulteration, and at least six inches above the floor. This area must include cleanable shelves. The project storage area will meet these requirements using shelving which gives proper clearance from the floor. Additionally, the daily operating procedures will include janitorial maintenance of the storage area to insure cleanliness.

EHS requires that storage areas must be under continuous video-monitoring and recording and secured in accordance with their Security Plan. All cannabis storage areas will be under 24-hour security camera surveillance with 90-day retention of video footage in compliance with state law.

State License
A copy of issued State License will be displayed per state regulations.

DELIVERY

Vehicle Security
Seitz LLC will have their delivery vehicle housed in an enclosed garage at all times during loading and unloading to ensure safety and security for the operation, delivery drivers, and community.

Delivery Operations
The operation plans to deliver Cannabis and Cannabis Products to patients located outside the Cannabis Retail facility in Sonoma County pursuant to Cal. Code Regs. tit. 16 § 5415 and City of Santa Rosa Ord. No. ORD -2017-025 Chapter 20 § 46.080 (B)). All deliveries of cannabis goods will be performed by a delivery employee (over the age of 21) in a new model hybrid vehicle, as to minimize noise and pollution from delivery operations. All deliveries of cannabis goods shall be made in between the operating hours of 9am-9pm and will not be made using an unmanned vehicle. Employees delivering cannabis will carry a copy of the retailer's current license, the employee's government-issued identification, and an identification badge provided by the employer.

Seitz LLC will maintain an accurate list of the retailer's delivery employees. Delivery will only be offered to a physical address in a jurisdiction where such delivery is permitted, not to an address located on publicly owned land or any address on land or in a building leased by a public agency. Delivery employees, carrying cannabis goods for delivery, shall only travel in an enclosed motor vehicle operated by a delivery employee of the licensee and ensure the cannabis goods are not visible to the public.

The vehicle(s) used for the delivery of cannabis goods will be outfitted with a dedicated Global Positioning System (GPS) device for identifying the geographic location of the delivery vehicle. The device shall be either permanently or temporarily affixed to the delivery vehicle and shall remain active and inside of the delivery vehicle at all times during delivery. At all times, the retailer shall be able to identify the geographic location of all delivery vehicles that are making deliveries for the retailer and shall provide that information to the City or Bureau of Cannabis Control upon request. Upon request by an authorized agent, the retailer will provide information regarding any motor vehicles used for the delivery of cannabis goods, including the vehicle's make, model, color, Vehicle Identification Number, license plate number and Department of Motor Vehicles registration. While making deliveries, Seitz LLC's delivery employee shall not carry cannabis goods worth in excess of $3,000 at any time. This value shall be determined using the current retail price of all cannabis goods. While in transport, all cannabis goods will be enclosed in a locked container.

The delivery service will have a menu available on their website, and existing customers can either place their orders over the phone or online. In order to set up a delivery, a photo or scan of the customer's Government issued ID will be submitted prior to the ordering process. The customer will send over all necessary information and will have a profile created within the point of sale system. The order will go into the system and be pulled by an employee at the retail facility. Once the order is filled it will be placed in an exit bag with a receipt affixed to the bag. The receipt will include: the name of the customer, their assigned ID number, delivery address, description of the cannabis items, total amount paid by the customer including all taxes, name and address of the facility making the delivery, the name and ID number of the employee making the delivery, and the name and ID number of the employee who prepared the delivery. The driver will retain an additional copy of the receipt to be signed by the customer upon receipt of the delivery. There will be space provided to have the date and time written in of when the delivery was made.

While making deliveries of cannabis goods, Seitz LLC's employee shall only travel from the licensed premises to the delivery address; from one delivery address to another delivery address; or from a delivery address back to Seitz LLC's licensed premises. Seitz LLC's delivery employee will not deviate from the delivery paths described in this section, except for necessary rest, fuel, or vehicle repair stops, or because road conditions make continued use of the route unsafe, impossible, or impracticable.

ON-SITE CONSUMPTION:

No on-site Consumption activities proposed. Signs that clearly state that on-site consumption is not tolerated will be posted throughout the facility. Staff will regularly monitor the area surrounding the premises to ensure that consumption is not occurring, and on-site consumption in violation of these rules will result in removal of the customer's ability to purchase future products from Seitz, LLC.

SPECIAL EVENTS:

Special events will not be held on-site

STOREFRONT, SIGNAGE, AND WINDOW TREATMENTS

Applicant will install all signage as required by in Santa Rosa Ordinance No. Ord -2017-025 in accordance with the City's sign permitting process, including the display of the permit (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.80 (F11)) and the state licence during business hours and in a conspicuous place so that the same may be readily seen by all persons entering the facility. Seitz LLC's identification signage will be permitted by the City prior to installation and will not contain any logos or information that identifies, advertises, or lists the specific products or services offered by the dispensary. Signage posted at the entrance will indicate that smoking, ingesting, or consuming cannabis on the premises or in the vicinity of the dispensary is prohibited. Entrance signage will also include a notice indicating that persons under the age of 18 may not enter the premises unless they are a qualified patient accompanied by a parent or guardian. A sign indicating active security camera monitoring will also be posted at the entrance. Window treatment will consist of material that conceals the interior of the business but allows full view of the exterior.

BUILDING AND FIRE CODES

Seitz LLC will ensure the site meets standards established by the City of Santa Rosa and the State of California. We will ensure ingress and egress as well as ADA compliance is followed at the site. There will be proper ventilation throughout the building. We will work closely with the building division to complete all the required documents for the building permits and receive all of the required approvals before commencing operations. Fire sprinklers will be provided to ensure safety for the associates and the community. Signage will be posted throughout the building to highlight any areas that may be hazardous.

SECURITY PLAN

Seitz LLC's security plan is intended to prevent theft or diversion of any cannabis or currency, as well as to discourage loitering, crime, and illegal or nuisance activities. The site security plan is comprised of several layers of systems and protocols, which are discussed in detail below. All the security systems will be capable of remaining fully operational during a power outage. No weapons or firearms will be permitted on the property. All security measures are designed to ensure emergency access is available in compliance with California Fire Code and Santa Rosa Fire Department standards.

Security System

Seitz LLC will provide a comprehensive surveillance system. All cameras will be located strategically throughout the facility and will have resolution to adequately capture images of people and movement throughout Seitz LLC. The extensive surveillance system will be run and monitored by an outside agency. There will be a computer and access center onsite with a video printer to allow local control and to produce a clear still photo from any live or recorded video on demand to provide to law enforcement, in the event of a security breach.

The video surveillance system is configured to allow for the exporting of still images in a variety of standard formats like .jpg or .bmp so that they can be digitally transferred. Digital images will also have data protection that prevents digital alteration and allows for a date/time stamp of both the image and the file creation to be authenticated. Video or still images exported from the system can be viewed on any standard computer operating system, such as Windows or Mac. The onsite system will be located in a secure office area that only the GM and security personnel will be able to access. The images from all cameras will have a date/time stamp to allow verification of video integrity during the life of Seitz LLC.

Security surveillance video cameras shall be installed and maintained in good working order to provide coverage on a twenty-four-hour basis of all internal and exterior areas where Cannabis is stored and dispensed. The security surveillance cameras shall be oriented in a manner that provides clear and certain identification of all individuals within those areas. Cameras shall remain active at all times and shall operate under any lighting condition. Security video will use standard industry format to support criminal investigations and shall be maintained for ninety (90) days. All recordings will be easily accessed for viewing, and Seitz LLC will cooperate with all law enforcement investigations, providing video footage upon request. Seitz LLC will be able to view the surveillance remotely at any time.

In addition to the surveillance system, Seitz LLC will implement a comprehensive electronic security system, including third party monitoring of all surveillance and alarms, intrusion detection electronic alarms, and panic/duress buttons at strategic locations within the facility. The intrusion detection system will use appropriate methods (such as pressure sensitivity, lasers, etc.) to determine if any entrance, exit, or window has been breached without authorization. The duress and panic buttons will be placed in several locations throughout the building.

The security system will include a failure notification system to provide an audible, visual and text notification of any failure in the surveillance or alarm system. The audible and visual notifications will be onsite at the equipment monitoring station. A text alert will go out to designated associates within five minutes after the failure, including the Principal Officers, General Manager (GM), and any shift leaders. These notifications will be in both text message and email form. The message will include the time of failure,

type of failure, cause of failure (if identified), extent of systems malfunctioning, and contact information for the security company.

Seitz LLC will use a battery with sufficient power to supply a minimum of twenty (20) minutes of backup power to video cameras, alarms, sensors, panic buttons and computers in the event of a total power outage. This power backup system will deter theft or diversion by individuals who want to create or take advantage of a power outage.

Only authorized security and appropriate management personnel will be allowed to access the surveillance monitoring and recording area. This secured area contains a terminal at which all of the security devices in the facility can be monitored and adjusted, and the surveillance archive can be viewed and printed. The terminal will be in an isolated area with a locked door that only the Principal Officers, GM, and Security Agents will have access to. Law Enforcement and the City of Santa Rosa will be provided access by authorized personnel, upon request and verification of appropriate organization credentials.

Alarm System
Seitz LLC shall install a professionally monitored alarm system, which provides Seitz LLC with instant notification of any triggering event. The alarm system will be equipped with a failure notification feature that provides prompt notification to Applicant of any prolonged surveillance interruption or system failure. Additionally, Seitz LLC is able to access the alarm system remotely.

Access Controls
The proposed floor plan includes commercial security doors at all entrances, exits, and access points to restricted areas. The entrances will remain locked at all times with commercial grade 1 security locks and will be equipped with a buzz-in electronic entry system to control access during business hours. We will be defining the reception lobby and securing it with walls to allow customers to be checked and age verified in at the counter and wait comfortably for access to retail floor. Once a staff member is ready to serve and advise a qualified customer, they will be granted access through a second buzz-in door between the lobby and the retail area.

Inventory Controls
Seitz LLC will at all times operate in a manner to prevent diversion of Cannabis and shall promptly comply with any track and trace program established by the state (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.050(C)) to ensure that no diversion or loss occurs. In the event of any inventory discrepancies, Seitz LLC will immediately notify regulators and law enforcement within the required time periods. In addition, Seitz LLC will perform a reconciliation of its inventory at least once every 14 days and shall be made available to the California Cannabis Bureau upon request.

LIGHTING

Interior and exterior lighting shall utilize best management practices and technologies for reducing glare, light pollution, and light trespass onto adjacent properties and the following standards:

Exterior lighting systems shall be provided for security purposes in a manner sufficient to provide illumination and clear visibility to all outdoor areas of the premises, including all points of ingress and egress. Exterior lighting shall be stationary, fully shielded, directed away from adjacent properties and public rights of way, and of an intensity compatible with the neighborhood. All exterior lighting shall be Building Code compliant and comply with Section 20-30.080 (Outdoor Lighting.)

Interior light systems shall be fully shielded, including adequate coverings on windows, to confine light and glare to the interior of the structure. (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.80

Lighting: EHS requires shatterproof shields be placed on lights above cannabis product storage. At least 50-foot candles of lighting intensity shall be provided in areas where employees are present.

The lighting requirements will be met through interior improvements that also meet City of Santa Rosa light requirements.

NOISE

Use of air conditioning and ventilation equipment shall comply with the Chapter 17-16 (Noise). The use of generators is prohibited and will not be utilized, except as short-term temporary emergency situations. (Santa Rosa, CA.,ORD-2017-25, Chapter 20§46.80 J)

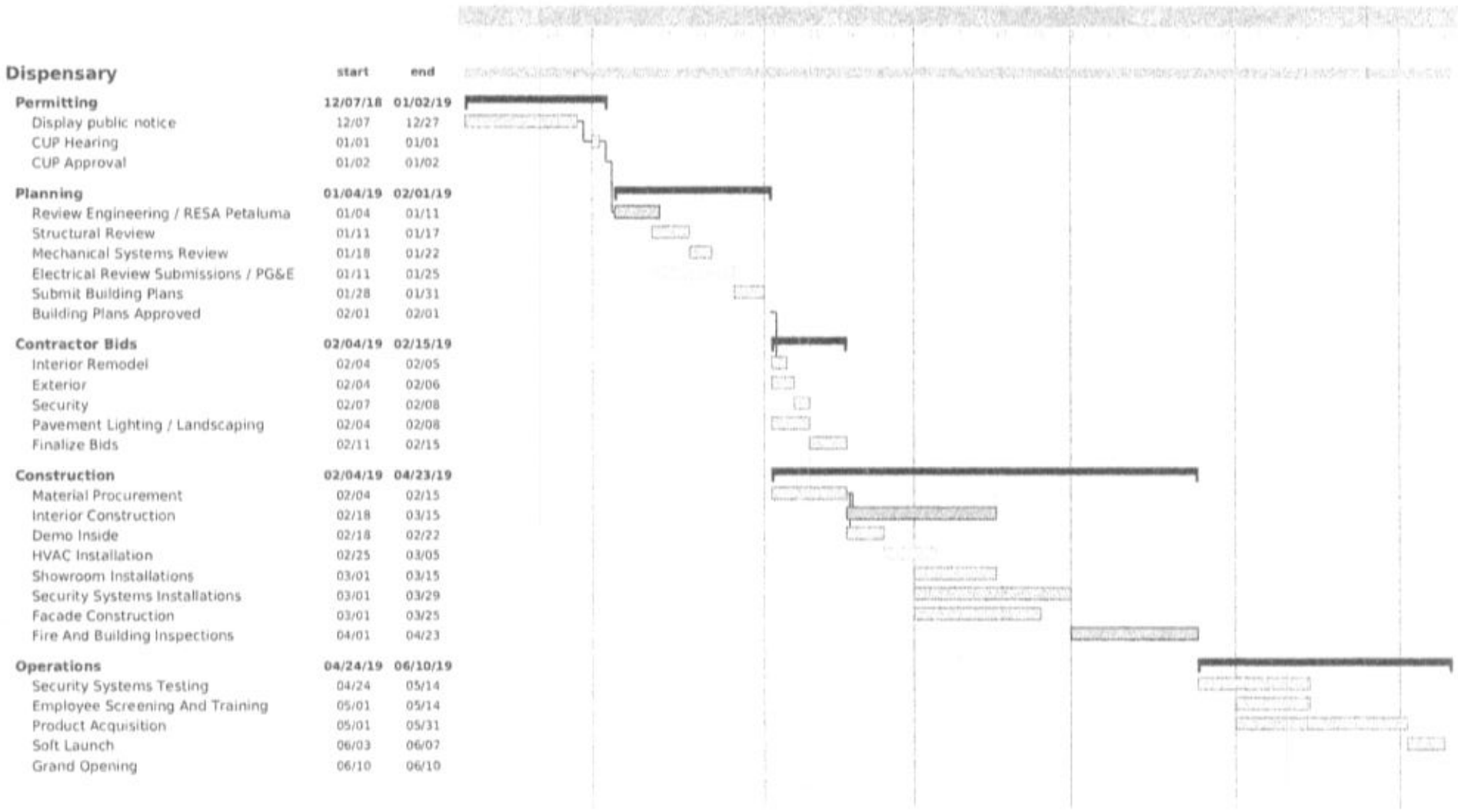
PARKING

The proposed project has **8** dedicated parking spaces, including one ADA space.The project as proposed complies with the City's parking requirements in that Zoning Section 20-36. 040.C which allows a parking reduction of no more than 10 spaces or a 25% overall reduction. The change in use proposed will take place in an existing building, without any enlargement in the space to be occupied by the new use, and therefore qualifies for this provision. Parking areas will be regularly monitored by staff for safety and security. Employee shifts will be staggered to accommodate onsite parking, and employees will be encouraged to utilize biking and public transportation options.

HOURS OF OPERATION

Storefront - Retail operations shall be open to the public between 9am and 9pm seven days a week. (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.050(F-4)) § 5403.

Delivery - All deliveries within the City of Santa Rosa shall be done between 9am and 9pm (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.080(F-4))



Dispensary	start	end
Permitting	**12/07/18**	**01/02/19**
Display public notice	12/07	12/27
CUP Hearing	01/01	01/01
CUP Approval	01/02	01/02
Planning	**01/04/19**	**02/01/19**
Review Engineering / RESA Petaluma	01/04	01/11
Structural Review	01/11	01/17
Mechanical Systems Review	01/18	01/22
Electrical Review Submissions / PG&E	01/11	01/25
Submit Building Plans	01/28	01/31
Building Plans Approved	02/01	02/01
Contractor Bids	**02/04/19**	**02/15/19**
Interior Remodel	02/04	02/05
Exterior	02/04	02/06
Security	02/07	02/08
Pavement Lighting / Landscaping	02/04	02/08
Finalize Bids	02/11	02/15
Construction	**02/04/19**	**04/23/19**
Material Procurement	02/04	02/15
Interior Construction	02/18	03/15
Demo Inside	02/18	02/22
HVAC Installation	02/25	03/05
Showroom Installations	03/01	03/15
Security Systems Installations	03/01	03/29
Facade Construction	03/01	03/25
Fire And Building Inspections	04/01	04/23
Operations	**04/24/19**	**06/10/19**
Security Systems Testing	04/24	05/14
Employee Screening And Training	05/01	05/14
Product Acquisition	05/01	05/31
Soft Launch	06/03	06/07
Grand Opening	06/10	06/10

March 23, 2018

Attn: Brian Dombrowski
Subject: Cannabis Dispensary- Security Bid
Submitted by: Stephen LaFrance

Uniformed licensed private security officer (unarmed) to monitor and enforce policies and procedures. After business hours security will maintain premises by random foot patrols monitored by our electronic guard tour management system.

Coverage will be (24) hours a day and (7) days a week.

The rate would be **$28.00** per hour/per officer

Office: (707)570-1550
lafranceprotectiveservices.com
lafranceprotectiveservices@yahoo.com
CA PPO 14458

TEP Engineering Mechanical Engineers

LETTER OF AGREEMENT

Date: March 23, 2018
Client Name: Henry & Catherine Seitz
Project: Tenant Improvements for Cannabis Dispensary
Address: 112 Commercial Court, Santa Rosa, CA

Thank you for the opportunity to provide the Mechanical Engineering services on this project. Our proposal is based on our emails dated 3/23/18. You've requested that TEP provide a letter addressing three HVAC related permitting requirements: (1)temperature and humidity controlled mechanical systems, smoke and dust filtered ventilation for storage of cannabis products and inventory; (2)an odor control plan letter that is certified by a professional engineer as required to meet the currently accepted industry standard systems for cannabis odor mitigation; and (3)noise related to the use of air conditioning and ventilation equipment, per the City of Santa Rosa's requirements for cannabis retail – conditional use permit applications. For the proposed systems to work effectively and meet the City of Santa Rosa's requirements, they must be sized correctly and properly maintained. System sizing will be provided by Others and shown on the permit submittal.

Our fee is based on four hours of review, research and write-up by an Engineer and one hour review by a Principal. We will have to request additional services, if the City requires additional details, drawings or other follow-up information.

We do not include in our scope of work:

1. Mechanical design, mechanical drawings and mechanical equipment selection.
2. Odor control plan operational processes and maintenance plan, and staff training procedures.

TEP Engineering agrees to provide the Mechanical Engineering services that have been requested by the Client as outlined above, **with a fixed fee amount of $ 915**.

Services required that are not outlined in the scope of work above will be considered extra services.

Our 2018 standard hourly rates: Principal Engineer: $195; Engineer: $180/hr.

Billing / Late Payments:
Payment is required at the time of delivery.

To indicate acceptance of this Agreement, please return a signed and dated copy.

Sincerely,

Andy Souza

TEP Engineering
Andrew Souza, P.E., CPD, GPD, LEED AP BD+C

Signed — Print Name/ Title: ENRIQUE R. SEITZ OWNER / Catherine Seitz, Owner — Date: 3/26/2018

112 Commercial Court #2&3 Santa Rosa, CA 95407
Billing Address (Email or Street)

EMERALD BLOOMS CANNABIS DISPENSARY

PART A: EXECUTIVE SUMMARY

+ Company Summary
+ Products & Services
+ Mission Statement, Goals & Vision
+ Products, Services & Menu

PART B: DISPENSARY ORGANIZATION STATUS

+ Proof of Organizational Status
+ Market Overview
+ Marketing Strategy

PART C: REQUIRED SUPPLEMENTAL INFORMATION

+ Mechanical Engineer Statement Letter
+ Business Plan
+ Financial Plan
+ Organizational Structure
+ Operating Plan

PART D: DISPENSARY DESCRIPTION & LOCATION

+ Neighborhood Compatibility Plan
+ Safety & Security Plan
+ Site Elevation/Photos of Proposed Location
+ Floor Plans

PART E: BONUS SUPPLEMENTAL INFORMATION

+ Enviromental Benefits
+ Labor Employment
  *Intake Management Guide Training
  *Training Manual
  * Empoyee SOP Training Guide

PART A

EXECUTIVE SUMMARY

City of Santa Rosa
APR 20 2018
Planning & Economic
Development Department

PART A

EXECUTIVE SUMMARY

Executive Summary

COMPANY SUMMARY

Emerald Blooms Cannabis is a brand of cannabis dispensary that will provide an unparalleled patient shopping experience.

Our dispensary will be located at 112 Commercial Court, Santa Rosa, 95407. The proposed project would operate from 9:00 AM to 9:00 PM, 7 days a week, with up to 12 employees initially. Management will be on call 24 hours a day, 7 days per week, to address any operational or emergency issues. Minor changes will be made to the existing building, which is currently an automotive repair shop. The facility is well positioned, and it matches the ideal picture of a dispensary location. Although the business is launching with just one outlet in Santa Rosa, we have plans to open other outlets in key locations all around California

Our knowledgeable budtenders will navigate and guide our customers through our vast product variety featuring locally sourced product along with our core product line of the highest quality cannabis flowers, concentrates, edibles and more.

Emerald Bloom Cannabis is to be organized as a Limited Liability Company (LLC) and will be led by Enrique Seitz & Catherine Seitz who will serve as CEO / Owners.

OUR MISSION

To provide high quality cannabis to customers with a product and service they can trust. To build our brand on the core values of customer service and care, hospitality, highest standards of quality, honesty, integrity and community outreach.

VISION Be the number one cannabis dispensary in Sonoma County.

GOAL Our primary goal is to advocate and support a proactive approach to health management by providing a local and safe environment to dispense cannabis and cannabis products.

MANAGEMENT

ENRIQUE SEITZ has several years' experience, and will develop strong vendor relationships and many strategic with a 40+ year career in Mercedes Benz and repair specializing on all models of Mercedes Benz. Seitz European was established in 1989 in Sonoma County over 30 years ago; He has the same location and has been a very successful business owner. Henry has worked with all kinds of customers and has built many relationships and an outstanding reputation as a very reliable business owner over the years. As a business owner, Henry has all the years of experience of running a business as well as doing all the repairs. Henry has been a long time member of the ASA, Automotive Service Association. ASA is the leading organization for owners that strive to deliver excellence in service and repairs to customers. Some other memberships are the Chamber of Commerce of Santa Rosa, and the BAR, Bureau of Automotive repair. Henry also has contributed hundreds of hours to the Boy Scouts of America in Santa Rosa and helped his son achieve Eagle Scout status.

CATHERINE SEITZ combines many years of hands-on managerial experience as well accounting, human resources, and event/design experience. Catherine has B.A. in Management from St. Mary's College in Moraga. Catherine has 30 years of business and design experience and has worked for an architectural company for 13 years refining her skills in accounting and interior design. She obtained her event management certification in 2013 and has had the opportunity unity to work many wedding event, catering, golf tournament events. Early on in her career Catherine worked together as a team with Henry Seitz revamping Seitz European Motors which has been in business for 35 years. Catherine has excellent interpersonal relations, collaborative and independent problem solving and team contributions. She has set up and operated both business and put all business protocols and systems in place for companies to run smoothly. Catherine has a 30 year background in accounting, customer service, human resources, and has the added twist of being an extremely creative which brings style and design to a business.

STARTUP ACTIVITIES AND TIMELINE

The table below identifies the significant mile-stones that will be met before operating as a fully functional MCD. With Emerald Blooms diligent leadership, all milestones will managed and monitored to keep the project on track and operational 90 days after being awarded an MCD license.

CONSTRUCTION AND IMPROVEMENTS

This Startup Plan will be managed by Emerald Blooms principals and team members that have experience in construction and in a partnership with the designers, contractors, suppliers, and vendors.

+ **Permitting**:Emerald Blooms Startup Plan includes applying for the city's CUP permit, and MCD license. All standard review times have been considered as well as time for a Design Review for the alterations to the exterior façade.

+ **Demolition**: Minor demolition will be completed insided the space in prepration for the new floor plan. The existing storefront will also have some minor changes.

The bew elevtion will be built within the confines of the existing storefront frames so this change will be minimal.

+ **Equipment and Material Procurement**: Emerald Blooms will procure the equipment needed for the fit-out and functional requirementsof the dispensary early to ensure on-time delivery. This will include MEP Equipment and fixtures, security hardware and millwork.

+ **Façade**: EB has re-designed the exterior of the building to include a new storefront, architectural millwork and an awning. The framing for the doors, windows and millwork will be completed followed by placing the windows and doors, trimming out the rest the façade and then painting the exterior. he exterior façade.

+ **Interior Construction**: New walls and dropped ceilings will be built to separate the back of the house from the front of the house as well divide the waiting area from the service area. These walls and ceiling will first be framed for MEP rough-ins to be installed and then closed up and painted after all other installations in the space are completed.

+ **MEP Installations**: The rough-ins for the MEPs will be installed as the interior walls are built. The rough-ins for MEP will be minimal and the majority of the work required is associate with the new high efficiency equipment that is being installed. Trades

Milestone	Completion Date
Building Purchased	1989
Submit Application for CUP & MCD License	4/20/2018
Awarded MCD License	6/1/18 -3/20/18
Submit Business License Application to the City	1 week post CD license award
Receive Business License from the City	30 days post CD license award
Complete Design Review and Receive Building Permit	60 days post CD license award
Begin improvements on proposed dispensary location	60 days post CD license award
Complete improvements on proposed dispensary location	150 days post CD license award
Hire, train and register initial staff	60 days post CD license award
Open for business	150 days post CD license award

will coordinate to assure all systems are accounted for.

+ **Security System Installations:** At the same time as the MEP systems are being roughed in, so are the security cameras and alarms. The security integrator will install and program these systems alongside the electrician.
+ **Finishes:** As the MEP installations are complete, finishes can start to be installed including flooring, cabinetry and eventually doors and hardware. Paint and other finishes will be applied to surfaces providing the desired look and feel of the facility.
+ **Furniture:** The various spaces can then be fit out with furniture, fixtures and equipment that are needed for the spaces to be operational. These include work stations, scales, storage cabinets, recycling bins, chairs and safes.

MANAGEMENT ACTIVITIES

Besides construction activities, Emerald Blooms must complete numerous management activities before being operational.

+ **Hiring and Training:** One of the first activities Emerald Blooms will perform after being awarded an CD license is the development of initial staff members. This will include outreach throughout Sonoma County and the neighboring cities as well outreach within Owners existing network. Once staff members are selected, Emerald Blooms will proceed with background checks and begin the employee training program explained in Appendix 2 and 3.
+ **Vendor Management:** EB will get all of our vendors registered within the collective. EB anticipates using new vendors with solid business ethics.
+ **Information Technology:** EB will launch the businesses website before starting operations and populate the online menu. Additional IT responsibilities will include installing and creating user profiles on the POS system.

Construction Schedule

Activity	Number of Days	90 days of construction
Equipment and Material Procurement	21	DAY 7 – DAY 28
Demolition	10	DAY 14 – DAY 24
Interior Construction	50	DAY 18 – DAY 68
Façade Reconstruction	30	DAY 26 – DAY 56
MEP Installations	40	DAY 22 – DAY 62
Security System Installations	30	DAY 35 – DAY 65
Finishes	20	DAY 60 – DAY 80
Furniture Installatin	7	DAY 80 – 87

PRODUCTS SERVICES
&
MENU

PRODUCTS & SERVICES

Aside from the dispensing of cannabis plant material and concentrates which is our core product, Emerald Blooms Cannabis will sell a wide range of additional Medicinal Cannabis Infused products such as edibles and topical's. We will also engage in the sale of limited accessories and supplies related to concentrate delivery methods.

Emerald Blooms Cannabis Dispensary will ensure that all our customers are given first class treatment whenever they visit our dispensary. We will have CRM software that will enable us to manage a one-on-one relationship with our customers no matter how large our customer base grows. We will ensure that we get our customers involved in their own personal health decisions to make the right choices for their unique medicinal needs.

PROPERTIES / PRODUCTS AND PLANT GENETICS AND MEDICINAL PRICING

Emerald Blooms will focus on acquiring products that meet the palliative needs and personal preferences of our members. Our medical cannabis offerings will include a wide range of cannabinoid profiles with favorable medicinal benefits including high-CBD, low-THC, fifty-fifty ratios, and high-THC products.

Cannabis Sativa genetics usually are a longer flowering, taller growing plant from tropical type climates and origin. Sativa strains are usually higher in THC content and produce more of a euphoric effect. Cannabis Indica genetics usually are a shorter flowering, bushier plant from mountainous type climates and origin.

indica strains are usually higher in CBD content and produce more of a body numbing effect and are better suited for treating pain conditions and many other conditions; however, several indica strains produce high levels of THC and other cannabinoids to allow it to treat even wider varieties of medical conditions.

The table on the following page lists different cannabinoids and their reported therapeutic effects.

PRODUCTS AND SERVICES

PLANT GENETICS AND MEDICINAL PROPERTIES / PRODUCTS AND PRICING

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The table on the following page lists different cannabinoids and their reported therapeutic effects.

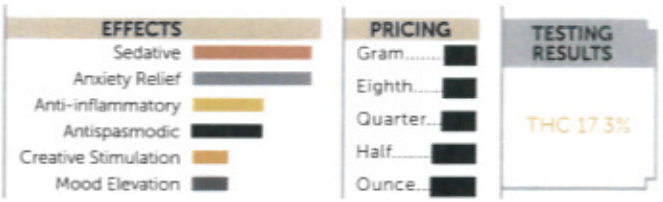
Category	Description
Flower	Dried cannabis plant matter in the form of 'buds' that will include a variety of strains providing a broad range of indica, sativa, and hybrid options for patients. Flowers will be sold by weight, in the following measurements: + Gram + Eighth + Quarter ounce + Half ounce + Ounce
Extract	Extracts such as hashish are manufactured by separating the trichomes (semi-transparent granular hair-like outgrowths) from the cannabis flowers to create a concentrated dose of this specific part of the cannabis plant. Examples of extracts include: + Hash + Oil + Wax + Tinctures + Topical salves
Edibles	Edibles are foods cooked with butter or oil that have been infused with cannabis. Examples of edibles include: + Baked goods + Confections + Savory snacks
Other	Approved products such as: + Sublingual strips + Capsules

ALL PURCHASES
ARE SUBJECT TO
8.75% SALES TAX

BLACKBERRY KUSH

Indica

A cross between Blueberry Kush and Afghani. Frosty flowers with purple undertones and a sweet kushy aroma. These crystalline gems are excellent for releasing intense stress and quieting the mind and body.



PURPLE ALIEN OG

Indica

A cross between Las Vegas Purple Kush and Alien OG. Round, dense flowers painted in violet, lime green and dusted in trichomes. These creatures have the sweet dark aroma of grape, black currant, and black tea.



WHITE OG

NEW

Indica Dominant Hybrid

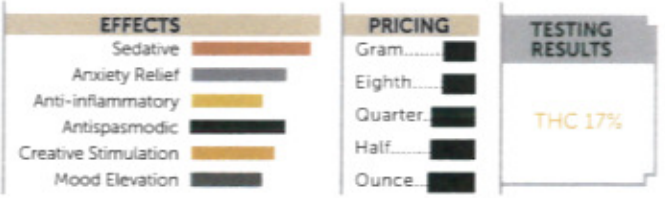
A cross between The White & SFV OG. Super frosty, resinous flowers with beautiful amber hairs & an earthy, citrus infused kush aroma. This soothing indica dominant strain is ready to alleviate pain, inflammation & anxiety.



FIRE OG

Indica Dominant Hybrid

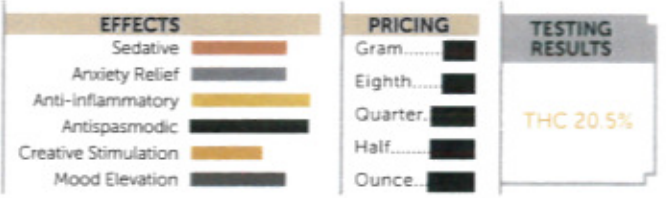
A cross between OG Kush & San Fernando Valley OG3. These savory buds have a strong Kush aroma & are covered in fiery hairs. This potent medication provides deep body and mind relief - perfect for kicking back outdoors & staring at the stars.



GODFATHER OG

Indica Dominant Hybrid

A cross between Grand Daddy Purple & OG Kush. Chunky flowers covered in dusty orange hairs. This old man smells like deep, rich OG Kush with a taste of fruit cocktail. Dreamy & peaceful – ideal for both daydreamers and overachievers.

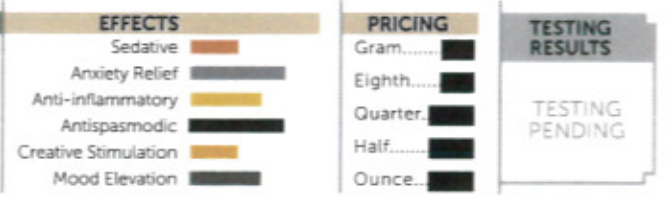


MADMEN OG

NEW

Indica Dominant Hybrid

An exquisite, much sought agter OG Kush Phenotype. Well-developed, sticky, sparkly gems with deep aromas of pine, lime zest and fines herbs, finished with a pleasant dill flavor. This stress relieving flower is perfect for treating social anxiety & relieving moderate pain.



Our menu is proudly printed on 50% post-consumer recycled fibers. We reuse and recycle our menu cards!

ALL PURCHASES ARE SUBJECT TO 8.75% SALES TAX

PINEAPPLE OG

NEW

Indica Dominant Hybrid

A classic strain with unknown genetics. These golden buds look, smell & taste like sweet pineapple & tropical fruit. Quickly relieves anxiety & muscle spasms. Great for social situations.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

TESTING PENDING

CLOUD 9

Indica Dominant Hybrid

A blend of Milky Way & New York City Diesel. Fleecy round nuggets with sweet powdery aromas of green tea & linden blossom. Great for afternoon relaxation, meditation, or any other time that you just need to float off.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

THC 17%

SFV OG

Indica Dominant Hybrid

A blend of Lemon Thai, Hindu Kush & Chemdawg. Genetics aside, these sticky BUDS are full of pine & lemon aromas. This heavy OG is great for pain & anxiety.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

THC 22%

PRIVATE RESERVE OG

NEW

Hybrid

Pristine OG Kush Genetics shine in this focused, private reserve strain. Everything you love about OG Kush, but bolder. Intense aromas of deep evergreen & sharp clementine entice; fully develped calyxes covered in sticky trichomes. This beauty is relaxing, introspective & care free.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

TESTING PENDING

CANNATONIC

NEW

***CBD* Hybrid**

A cross between MK Ultra & G13 Haze. Fuzzy flowers with sweet citrusy aromas. This potent medication definitely puts out! Expect the soothing, calming, tranquil effects of CBD; nicely balanced out by THC which can help to mitigate lethargy.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

THC 22%
CBD 7.1%
MYRCENE 1.2%

KEY LIME PIE

Hybrid

A cross between Key Lime Kush & Cherry Pie. Trichome covered lime green buds with familiar sweet aroma of the Cherry Pie strain, sharp citrusy notes & a sweet spicy flavor. Great for appetite stimulation, daytime pain relief, and easing social anxieties.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

THC 16.9%

FRUIT PUNCH

Hybrid

A blend of Guava & Agent Orange. Deep emerald hued cannabis with rudish hairs. Aromas of sweet tropical fruit & candied orange. Expect a big fruit flavor with a balanced, optomistic & social buzz.

EFFECTS
- Sedative
- Anxiety Relief
- Anti-inflammatory
- Antispasmodic
- Creative Stimulation
- Mood Elevation

PRICING
- Gram
- Eighth
- Quarter
- Half
- Ounce

TESTING RESULTS

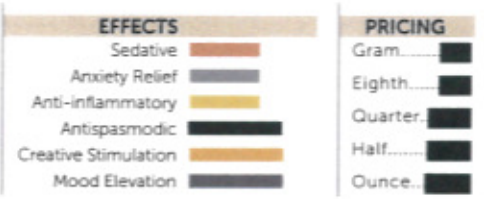
THC 19.2%
MYRCENE 1.7%

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GIRL SCOUT COOKIES

Sativa Dominant Hybrid

A blend of Durban Poison, OG Kush & Granddaddy Purple. It's known for its densely resinated, purple, green & orange flowers. Uniquely sweet & spicy. After one taste of this fragrant flower, you'll know what the entire buzz is about!

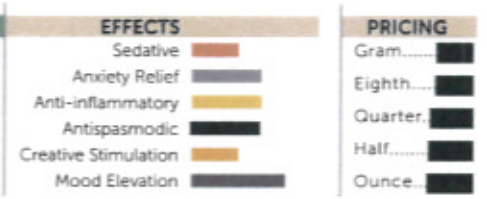


SOUR LEMON OG

NEW

Sativa Dominant Hybrid

This hybrid is a cross of Cali Sour & Lemon OG. Nose is sour, lemony with some pepper. Taste is grassy, sour, with a hint of lemon. Great senese of euphoria that will help with your social anxieties.

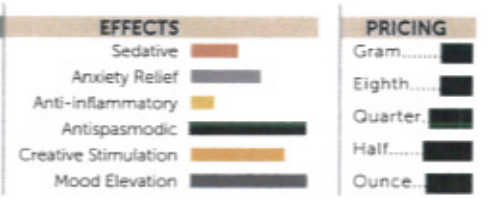


GHOST TRAIN HAZE

NEW

Sativa Dominant Hybrid

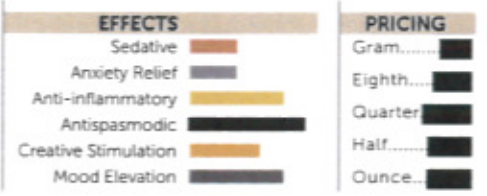
A blend of Ghost OG & Neville's Wreck. Sticky, smooth smoking buds with strong aromas of sweet spice & sharp citrus that tingles the nose. This charged flower exhibits her rushy sativa dominant charachteristics right out the gate.



HAWAIIAN GOLD

Sativa Dominant Hybrid

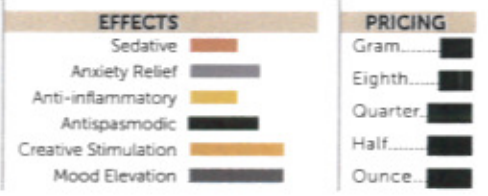
A blend of Guava, Agent Orange & Super Lemon Haze. Sticky, sparkly trees dripping with aromas of tangy citrus & sweeet tropical fruit. A cerebrally stimulating, trippy flower with a nice body buzz – fit for fun times in the sun.



AK

Sativa Dominant Hybrid

A blend of Colombian, Mexican, Thai Sativas with Afghani Indica. Light green trees, with mild floral aromas & a touch of lemon balm. Stimulating yet mellow and relaxing, this Sativa dominant hybrid is great for letting go of stress.

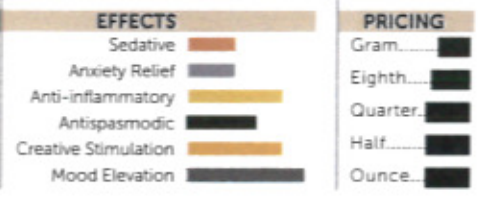


XJ-13

NEW

Sativa Dominant Hybrid

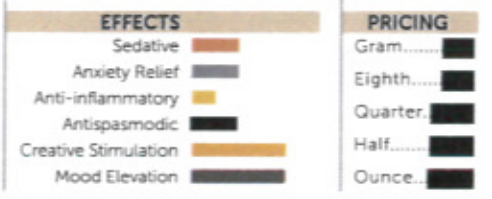
A blend of Jack Herer & the Legendary G13. Sparkly, trichome dusted flowers with coppery hairs & the unmistakable aroma of Jack. Notes of lime & evergreen layered on top of woody spice – truly a delight! Great for mental clarity & direction, this uplifting, inspiring strain is mid-day's best friend.



LAMBS BREAD

Sativa

Jamaican Landrace with unknown genetics. Golden-green buds with signature dread & a faint aroma of fresh grass & cheese. Great for creative, heady endeavors. This classic Sativa is clear headed & upbeat – Fit for getting lost in your favorite creative endevours.



Our menu is restaurant quality crafted of 80% post-consumer recycled fibers. We reuse and recycle our menus daily!

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JACK HERER

Sativa

A blend of Haze with Shiva Skunk & Northern Lights #5. Evergreen buds with coppery red hairs, a sweet syrupy aroma of evergreen & lime. Expect a clear, energizing buzz that is perfect for getting work done & well suited to social situations.



DURBAN POISON

NEW

Sativa

Pure South African Sativa. Crunchy, sparkly, dusty-green nuggets with an electric charge to them. Strong aromas of lime leaf and sweet spring jasmine. Perfect for tying up loose ends... and then making more string.



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Organic Vegan
Sugar-Free Gluten-Free

EDIBLES DOSING GUIDE

ENRIQUE'S Picks
N/R = NOT RECOMMENDED

JOLLY LOLLY			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Cbd-oos CBD Choose from Ginger, Tangerine, & Strawberry	CBD	30mg CBD; 5mg THC		1 CUBE	2 CUBES	3 CUBES	4 CUBES
Good-Ez CBD Available in Strawberry	CBD			½ ROSE	1 ROSE	1 ½ ROSES	2 ROSES
Good-Ez Available in Strawberry	Indica or Sativa	50mg THC; 5mg CBD		½ ROSE	1-1½ ROSE	2 ROSES	N/R
Qu-oobs Choose from Ginger, Tangerine, & Strawberry	Indica or Sativa	50mg THC; 5mg CBD		1 CUBE	2-3 CUBES	4 CUBES	N/R
Lollipops Choose from Raspberry, Green Apple, Pineapple, & Cherry	Indica or Sativa	50mg THC; 5mg CBD		LOLLIPOP	½ LOLLIPOP	1 LOLLIPOP	N/R

GUMMI CARES			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Gummi CBD Available in Fruit Flavor	CBD	29mg CBD; 8mg THC		/3 GUMMY	2/3+ GUMMY	1+ GUMMY	N/R
Gummi CBD X-TREME Available in Orange Flavor	CBD	TEST PENDING		1/3 GUMMY	2/3GUMMY	1 GUMMY	1+ GUMMY
Gummi Available in Black Cherry Sativa or Fruit Indica	Indica or Sativa Single or 6-Pack	35mg THC		1/3 GUMMY	2/3+ GUMMY	1+ GUMMY	N/R

KIVA CONFECTIONS			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Terra Bites Chocolate covered Espresso beans	Hybrid	120mg THC		2-3 BEANS	5-7 BEANS	9-11 BEANS	14+ BEANS
Original Chocolate Bar Choose from Milk or Dark Chocolate	Hybrid	60mg THC		1 SQUARE	2 SQUARES	3 SQUARES	WHOLE BAR
Triple Strength Chocolate Bar Choose from Tangerine, Blackberry Dark, & Mint or Vanilla Chai Milk Chocolate	Hybrid	180mg THC		N/R	½+ SQUARE	1+ SQUARE	1 ½+ SQUARE

Organic Vegan
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TROKIE CONFECTIONS				Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Mint Chocolate Square	NEW	Indica or Sativa	20mg THC		½ SQUARE	1+ SQUARE	N/R	N/R
Stroop Waffle		Indica or Sativa	76mg THC; 12mg CBN; 4mg THCV		N/R	1/2 WAFFLE	2/3 WAFFLE	1 WAFFLE
Stroop Waffle		Indica or Sativa	240mg THC		N/R	N/R	1/5 WAFFLE	2/5 WAFFLE
Peanut Butter Crisp		Indica or Sativa	43mg THC; 4mg CBD		1/3 CRISP	2/3 CRISP	1 CRISP	N/R
Peanut Butter Crisp		Indica or Sativa	160mg THC		N/R	N/R	¼ CRISP	½ CRISP
Banana Bread		Indica or Sativa	60mg THC		¼ LOAF	½ LOAF	¾ LOAF	1 LOAF
Chocolate Truffle Choose from Raspberry or Almond Coconut		Indica or Sativa	72mg THC; 3mg CBG		N/R	N/R	< 1 TRUFFLE	1 TRUFFLE

TRICHOME HEALTH COMPANY			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Peanut Butter Cookie	Sativa	69mg THC		½ COOKIE	1 COOKIE	1½ COOKIE	2 COOKIES
Everything Cookie	Sativa	74mg THC; 3mg CBG		½ COOKIE	1 COOKIE	1½ COOKIE	2 COOKIES
Honey Granola	Sativa	83mg THC		½ SLEEVE	1 SLEEVE	1 ½ SLEEVE	2 SLEEVES
Trail Mix	Sativa	83mg THC		½ SLEEVE	1 SLEEVE	1 ½ SLEEVE	2 SLEEVES

BLISS EDIBLES			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Mocha Bar	Hybrid	120mg THC		N/R	¼ PACKAGE	< ½ PACKAGE	3/5 PACKAGE
Chocolate Almond Macaroon	Hybrid	125mg THC		N/R	1 MACAROON	2 MACAROONS	3 MACAROONS
Peanut Butter Cookie Cake	Hybrid	125mg THC		N/R	N/R	< ½ CAKE	½+ CAKE
Peanut Butter Bites	Hybrid	125mg THC		N/R	1 BITE	2 BITES	3 BITES
Turtle Bar	Hybrid	220mg THC; 8mg CBC		N/R	N/R	½ BAR	¾ BAR
Vanilla Mint Chocolate Cupcake	Hybrid	220mg THC		N/R	N/R	N/R	< ½ CAKE

DA KINE GOODS			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Lemon Ginger Cookie CBD	CBD	30mg THC; 6mg CBD	[redacted]	1/3 COOKIE	2/3 COOKIE	1 COOKIE	1 COOKIE
Chocolate Chip Cookie CBD	CBD	30mg THC; 6mg CBD	[redacted]	1/3 COOKIE	2/3 COOKIE	1 COOKIE	1 COOKIE
Lemon Ginger Cookie	Hybrid	125mg THC	[redacted]	N/R	N/R	½ COOKIE	¾+ COOKIE
Chocolate Chip Cookie	Hybrid	120mg THC; 37mg THC-A	[redacted]	N/R	N/R	½ COOKIE	¾+ COOKIE

AUNTIE DOLORES			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Chocolate Chip Cookie Bite	Hybrid	50mg THC	[redacted]	N/R	½ BITE	1 BITE	N/R
Chili Lime Peanuts	Hybrid	70mg THC	[redacted]	1/5 PACKAGE	2/5 PACK-AGE	3/5+ PACKAGE	1 PACKAGE
Glazed Pecans	Hybrid	70mg THC	[redacted]	1/10 PACKAGE	2/10 PACKAGE	½ PACKAGE	1 PACKAGE
Toffee Bite	Hybrid	80mg THC; 6mg CBG; 2mg CBD	[redacted]	N/R	N/R	N/R	1 BITE
Caramel Popcorn	Hybrid	120mg THC	[redacted]	1/8 PACKAGE	¼ PACKAGE	< ½ PACKAGE	3/5+ PACKAGE
Savory Pretzels	Hybrid	120mg THC	[redacted]	1/8 PACKAGE	¼ PACKAGE	< ½ PACKAGE	3/5+ PACKAGE
Sparkle Cookies	Hybrid	30mg x 20 cookies = 600mg THC	[redacted]	N/R	1 COOKIE	< 2 COOKIES	2+ COOKIES

LIFTED EDIBLES			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Pineapple Delight Bites	Indica	TEST PENDING	[redacted]	N/R	¼ BITE	½ BITE	¾+ BITE
Blueberry Bites	Hybrid	TEST PENDING	[redacted]	N/R	¼ BITE	½ BITE	¾+ BITE
Superfood Brownie Bites	Hybrid	TEST PENDING	[redacted]	N/R	¼ BITE	½ BITE	¾+ BITE
Ginger Bites	Sativa	TEST PENDING	[redacted]	N/R	¼ BITE	½ BITE	¾+ BITE
Peach Banana Bites	Sativa	TEST PENDING	[redacted]	N/R	N/R	N/R	< ½ BITE

TETRALABS		Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
GoldMist 2x Sublingual Spray	300 mg PUREGOLD	[redacted]	N/R	1 CAPSULE	1+ CAPSULES	2+ CAPSULES
GoldCaps Soft Gels	25mg x 5 caps = 125mgPUREGOLD	[redacted]	N/R	1 CAPSULE	1+ CAPSULES	2+ CAPSULES

Our menu is regularly updated. Please ask your budtender for the most up-to-date menu.

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Sugar-Free Gluten-Free

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ALTA CALIFORNIA BOTANICALS		Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Anxiety Relief Tincture	135mg CBD; 15mg THC (9:1) 5ml	[redacted]	1-2 DROPPERS	2-3 DROP-PERS	3-4 DROPPERS	4+ DROPPERS
Spasm Relief Tincture	75mg CBD; 75mg THC (1:1) 5ml	[redacted]	1-2 DROPPERS	2-3 DROPPERS	3-4 DROPPERS	4+ DROPPERS
Stress Relief Tincture	15mg CBD; 135mg THC (1:9) 5ml	[redacted]	1 DROPPER	2-3 DROPPERS	4-5 DROPPERS	6+ DROPPERS
Pain Relief Tincture	15mg THC-A 5ml	[redacted]	1-2 DROPPERS	2-3 DROPPERS	3-4 DROPPERS	4+ DROPPERS

CARE BY DESIGN		Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
1:1 Ratio CBD:THC	80mg CBD; 80mg THC 5ml	[redacted]	2-3 SPRAYS	5-6 SPRAYS	8-9 SPRAYS	10-12 SPRAYS
4:1 Ratio CBD:THC	80mg CBD; 20mg THC 5ml	[redacted]	2-3 SPRAYS	4-5 SPRAYS	6-8 SPRAYS	9-10 SPRAYS
8:1 Ratio CBD:THC	80mg CBD; 10mg THC 5ml	[redacted]	2-3 SPRAYS	4-5 SPRAYS	6-7 SPRAYS	8-9 SPRAYS
18:1 Ratio CBD:THC	90mg CBD; 5mg THC 5ml / 15ml	[redacted]	2 SPRAYS	4 SPRAYS	6 SPRAYS	9 SPRAYS

KIND CAPS		Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
AM/PM, 4-Pack	30mg x 4 capsules = 120mg THC	[redacted]	N/R	1 CAPSULE	1+ CAPSULES	2+ CAPSULES
Indica or Sativa, 12-Pack	30mg x 12 = 360mg THC	[redacted]	N/R	1 CAPSULE	1+ CAPSULES	2+ CAPSULES
CBD, 4-Park or 12-Pack	13mg CBD; 7.6mg THC	[redacted]	1 CAPSULE	1+ CAPSULES	2 CAPSULES	2+ CAPSULES

ALTERNATIVES			Price	Regular (10-15mg)	Medium (25-35mg)	Strong (45-55mg)	Heavy (70+mg)
Trokie 60	Hybrid	15mg x 4 scored cubes = 67 mg THC; 5mg CBD	[redacted]	¼ TROCHE	½ TROCHE	¾+ TROCHE	1+ TROCHE
Trokie 120	Hybrid	30mg x 4 scored cubes = 120 mg THC; 10mg CBD	[redacted]	N/R	¼ TROCHE	½ TROCHE	¾+ TROCHE
Cannastripes Max	Sativa	180mg THC	[redacted]	N/R	N/R	½STRIPS	¾ STRIP
Cannastripes NEW	CBD	36mg CBD	[redacted]	½ STRIP	1 STRIP	1 ½ STRIPS	2 STRIPS
Canna-Doo Honey	Indica or Sativa	200mg THC	[redacted]	1/2 TSP.	1 TSP.	2 TSP.	3 TSP.

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New Staff Pick

PRE-ROLLS

Alien OG Mini Cone	Indica/Sativa	[redacted]
Alien OG w/Pineapple Express Mini Cone	Indica/Sativa	[redacted]
Candy Jack Cone	Sativa/Indica	[redacted]
Dream Queen Premium Cone	Sativa/Indica	[redacted]

PRE-ROLL PACKS

12 Pack "Triple J" Mini's	Hybrid	[redacted]

TOPICALS

Kind Rub Organic Roll-On Infused in organic extra virgin olive oil	10ml	[redacted]
Kind Rub Organic Menthol Cannabis-infused organic extra virgin olive oil, wintergreen eucalyptus and beeswax	25/ 50ml	[redacted]
Xternal Spray Light spray contains cannabinoids, ethyl alcohol, aloe vera eucalyptus oil, apple cider vinegar	60/ 240ml	[redacted]
Xternal Soak Bath soak with dead sea salts, essential oils, and cannabinoids	180ml	[redacted]
Gemmy's Cannabis Oil Healing cannabis oil for topical and oral use THC 60%, CBN 2.5%, CBG 1.7%, CBC 1.6%, THCV 0.6% *67% TOTAL CANNABINOIDS*	10ml	[redacted]

CBD OILS

Harley-Tsu CDB Oil	Hybrid	THC 36.1%; CBG 20%	[redacted]
ACDC/Cannatonic CDB Oil	Hybrid	CBD 46.3%; THC 29.4%	[redacted]

BATTERY, REFILLS, THC LIQUID

Kangertech Pro-Tank 1.5 ml refillable Pyrex tank with replacement heating coil	[redacted]
Apollo 420 Refill Liquid Bottles Grand Daddy Purple Indica, Blue Dream Hybrid, Sour Diesel Sativa	[redacted]

SINGLE USE CARTRIDGES

Highlighter Kit	Sativa or Indica	[redacted]
Highlighter Cartridge	Sativa or Indica	[redacted]
GoldCart Cartridge	Butane, Glycol, and Glycerin Free Cartridge	[redacted]
Jay-Go Disposable Tanks	Holy Moly Indica/Sativa, Hurley Burley Sativa/Indica	[redacted]
Apollo 420 Disposable Tanks	Blue Dream Hybrid	[redacted]

WATER HASH

Kashmir	Indica	Mixed Micron	[redacted]
Woody Kush	Indica	THC-A 12%;THC 3.5%	[redacted]
Fire OG	Indica/Sativa	Mixed Micron *Fire King*	[redacted]
Pink Lemonade	Hybrid	Mixed Micron	[redacted]
Jack Berry	Hybrid	73m *Fire King* THC-A 9%, THC 46.7%	[redacted]
Sour Pineapple	Hybrid	70m *Fire King*	[redacted]
Black Lime	Hybrid	Mixed Micron	[redacted]
Sour Mango	Hybrid	120m *Fire King*	[redacted]
Underdog OG	Hybrid	120m *Fire King*	[redacted]
Dream Queen	Sativa/Indica	Mixed Micron	[redacted]

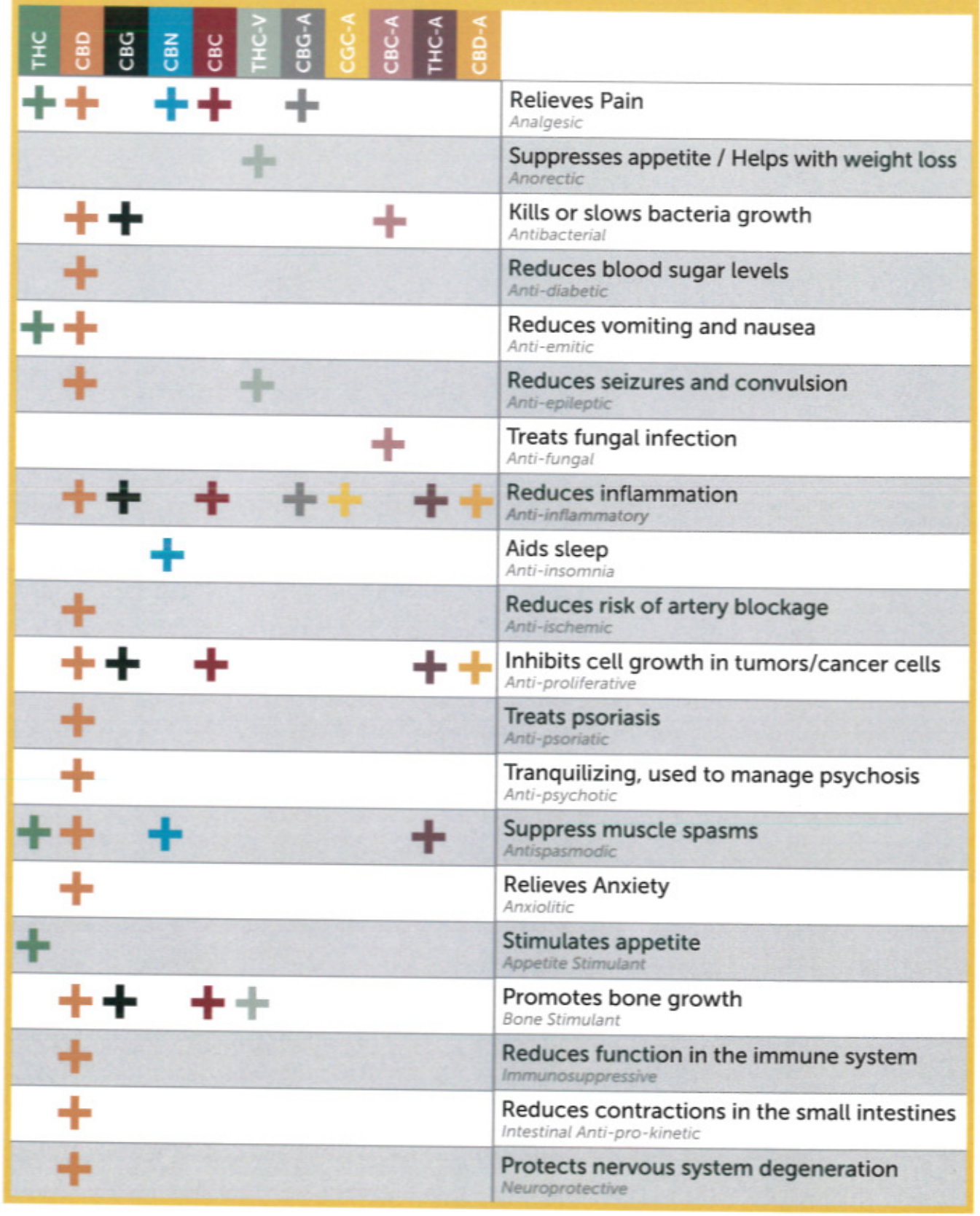
KIEF

3:1 THC:CBD	Hybrid	THC-A 29%,THC 12%, CBD-A 8.4%; CBD 3.3%	[redacted]
Cali Widow	Sativa/Indica		[redacted]

WAX, ETC.

Headband Wax	Indica/Sativa	THC-A 71%; THC 3%	[redacted]
Berry White Wax	Indica/Sativa	*Nug Run*	[redacted]
OG Kush Budder	Hybrid	*Nug Run*	[redacted]
Jet OG Budder	Hybrid	THC-A 77%; THC 6.7%; CBD-A 1.1%	[redacted]
Rainbow Wax	Hybrid		[redacted]
Chem Dawg Wax	Hybrid	*Nug Run* THC-A 76%; THC 1.4%	[redacted]
Snowcap Wax	Sativa/Indica	THC-A 70%; THC 2.4%	[redacted]
Original Diesel Wax	Sativa/Indica		[redacted]
Atheist OG Wax	Sativa/Indica		[redacted]
Champagne Afgoo Wax	Sativa/Indica	*Nug Run*	[redacted]
Blackberry Kush Wax	Indica	*Nug Run*	[redacted]
Pineapple	Indica/Sativa		[redacted]
Fire OG Kush Wax	Indica/Sativa	*Nug Run* THC-A 82%; THC 4.2% CBN 1.5%	[redacted]
Mango Kush Wax	Hybrid	*Bliss Extracts*	[redacted]
White Widow Wax	Hybrid	THC-A 77%; THC 2.6%; CBN 1.4%	[redacted]
Blue Dream Wax	Hybrid	*Nug Run*	[redacted]
Strawberry Cough Wax	Sativa/Indica	*Nug Run*	[redacted]
Trainwreck Wax	Sativa/Indica	*Nug Run* THC-A 82%; THC 4.9%	[redacted]

Medical Effects of Various Cannabinoids



PART B

Dispensary Organization Status

City of Santa Rosa
APR 20 2018
Planning & Economic
Development Department

PART B

Dispensary Organization Status

Seitz Family Estate LLC doing business as Emerald Blooms in Santa Rosa is organized as a limited liability company (LLC) and registered with the Secretary of State.

The company will operate on a strictly not-for-profit basis. Dividends will never be paid on any shares of the LLC, nor will any shareholder ever receive any dividend, nor will any person receive any draw upon the earnings of the LL . The company's property (including its retained earnings) will be irrevocably dedicated to public and charitable purposes. No part of the net income or assets of the corporation will ever inure to the benefit of any director, officer, or shareholder of the corporation or to the benefit of any private person.

All of the LLC's revenue in excess of its expenses will be given to charity or will remain in the LLC, itself. Upon the dissolution of the LLC's its assets remaining after payment, or provision for payment, of all debts and liabilities will be distributed to one or more nonprofit funds, foundations, or corporations organized and operated exclusively for public, charitable, scientific, or educational purposes.

PART B

PROOF ORGANIZATION STATUS

Secretary of State
Articles of Organization
Limited Liability Company (LLC)

LLC-1

201809610072

IMPORTANT — Read Instructions before completing this form.

Filing Fee – $70.00

Copy Fees – First page $1.00; each attachment page $0.50; Certification Fee - $5.00

Note: LLCs may have to pay minimum $800 tax to the California Franchise Tax Board each year. For more information, go to *https://www.ftb.ca.gov.*

FILED PSI
Secretary of State
State of California
APR 05 2018 HC

1CC **This Space For Office Use Only**

1. Limited Liability Company Name (See Instructions – Must contain an LLC ending such as LLC or L.L.C. "LLC" will be added, if not included.)

SEITZ FAMILY ESTATE LLC

2. Business Addresses

a. Initial Street Address of Designated Office in California - Do not enter a P.O. Box	City (no abbreviations)	State	Zip Code
112 COMMERCIAL COURT, SUITE 2 & 3	SANTA ROSA	CA	95407
b. Initial Mailing Address of LLC, if different than item 2a	City (no abbreviations)	State	Zip Code

3. Service of Process (Must provide either Individual OR Corporation.)

INDIVIDUAL – Complete Items 3a and 3b only. Must include agent's full name and California street address.

a. California Agent's First Name (if agent is not a corporation)	Middle Name	Last Name	Suffix
ENRIQUE	RODOLFO	SEITZ	

b. Street Address (if agent is not a corporation) - Do not enter a P.O. Box	City (no abbreviations)	State	Zip Code
112 COMMERCIAL COURT, SUITE 2 & 3	SANTA ROSA	CA	95407

CORPORATION – Complete Item 3c. Only include the name of the registered agent Corporation.

c. California Registered Corporate Agent's Name (if agent is a corporation) – Do not complete Item 3a or 3b

4. Management (Select **only** one box)

The LLC will be managed by:

☐ One Manager ☑ More than One Manager ☐ All LLC Member(s)

5. Purpose Statement (Do not alter Purpose Statement)

The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

6. The information contained herein, including in any attachments, is true and correct.

Enrique R. Seitz
Organizer sign here

ENRIQUE R. SEITZ
Print your name here

I hereby certify that the foregoing transcript of 1 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

APR 06 2018

Date:

ALEX PADILLA, Secretary of State

PART B

MARKET OVERVIEW

Market Overview

North American Cannabis Market

Although the federal government still considers the use of cannabis a criminal offence, more than half the states of America have legalized it in some form. Most states sell it only for medical purposes, often broadly defined. But eight states – Alaska, California, Colorado, Maine, Nevada, Massachusetts, Oregon and Washington – and the country's capital have gone further, legalizing the recreational use. Legal weed is more high-priced than the black market variety, but it is better value: three times more potent and only about 50% more expensive[1].

Legal cannabis sales reached almost $10 billion in North America in 2017, according to a new report from cannabis industry analysts Arcview Market Research, in partnership with BDS Analytics. That represents an unprecedented 33% increase over 2016.

The report further predicts the entire legal cannabis market to reach $24.5 billion in sales – a 28% annual growth rate by 2021 – as more states legalize cannabis for recreational use and existing markets mature.

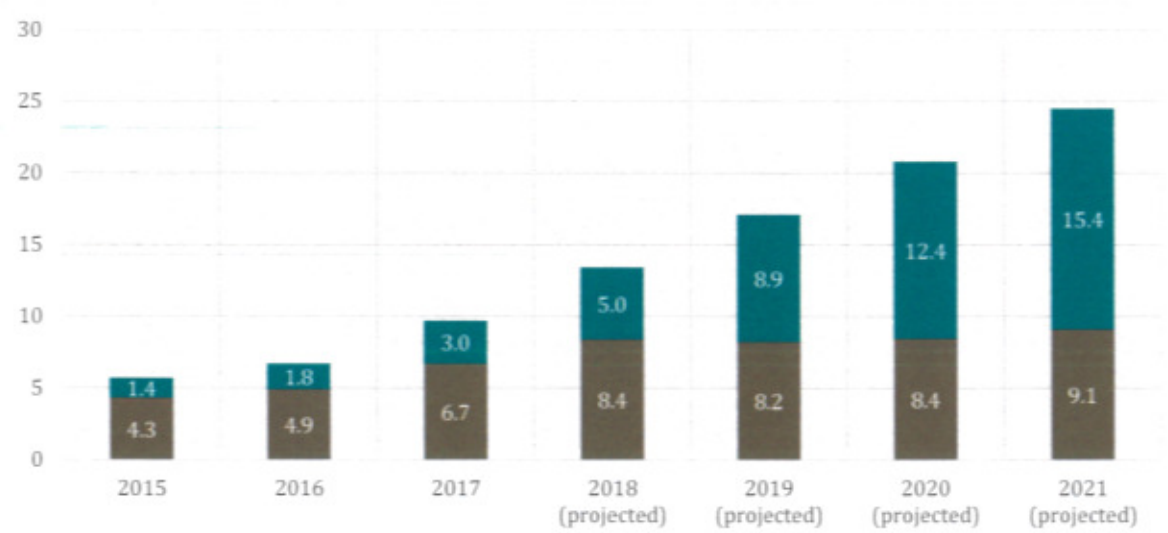


Figure 2. Medical and recreational cannabis sales forecast, billion $

[1] http://www.economist.com/blogs/graphicdetail/2016/02/daily-chart-10

Thirty states and the District of Columbia currently have laws legalizing marijuana in some form.



Figure 3. U.S. legalization map

60% of the U.S. population now lives in states that have legalized some form of cannabis use and sales, illustrating the rising acceptance of cannabis nationwide and highlighting the industry's immense potential for future growth.

9 November 2016 three new states approved cannabis medical using: Arkansas, Florida and North Dakota. Four others that already had medical cannabis laws, legalized recreational. New markets could create $7 billion to $8 billion in additional retail revenue for the industry, according to estimates by Marijuana Business Daily.

As at January 2018, there are 30 States that now allow cannabis for medical use, 16 States allow Cannabidiol (CBD), 9 States and the District of Columbia now allow for recreational cannabis use.

There are 9,397 active licenses for cannabis businesses in the U.S., according to Ed Keating, chief data officer for Cannabiz Media, which tracks cannabis licenses. This includes cultivators, manufacturers, retailers, distributors, deliverers and test labs.

The industry employed 121,000 people in 2017. If cannabis continues its growth trajectory, the number of workers in that field could reach 292,000 by 2021, according to BDS Analytics.

Market Opportunities

60% of the U.S. population now lives in states that have legalized some form of cannabis use and sales, illustrating the rising acceptance of cannabis nationwide and highlighting the industry's immense potential for future growth.

The passage of initiatives in California, Nevada, Massachusetts, Maine, Florida, Arkansas, Montana, North Dakota, and West Virginia will add $7.4 billion to the 2021 market forecast bringing the overall market projection for legal adult-use and medical sales in North America to $24.5 billion by 2021. That brings the compound annual growth rate (CAGR) to 28%.

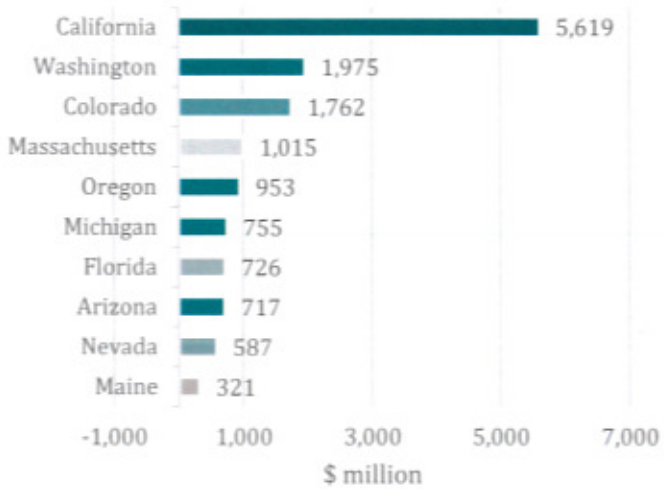


Figure 1. Medical and recreational cannabis sales in top states, 2020

In 2015, California lawmakers and the governor approved legislation creating the Medical Cannabis Regulation and Safety Act (MCRSA) to regulate the state's MMJ industry, which has been governed by a patchwork of local rules. The MCRSA took effect in January 2016, and the government has until Jan. 1, 2018, to develop statewide rules.

8th November 2016 California voters have approved cannabis for recreational use. The California Legislature passed and the Governor signed into law the Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA), which creates the general framework for the regulation of both commercial medicinal and adult-use (recreational) cannabis. Under MAUCRSA, the California cannabis industry is regulated by three state agencies: Bureau of Cannabis Control (distribution, testing, retail and microbusiness), Department of Food and Agriculture (cultivation), Department of Public Health (manufacturing).

Recreational cannabis sales officially began in California and the agency had issued 404 temporary business licenses for cannabis companies as of Jan. 1

Over the next five years the total California market to grow at a compounded annual rate of 18.5% to $5.6 billion by 2020 according to the Arcview Market Research projections.

U.S. Cannabis Retail Market

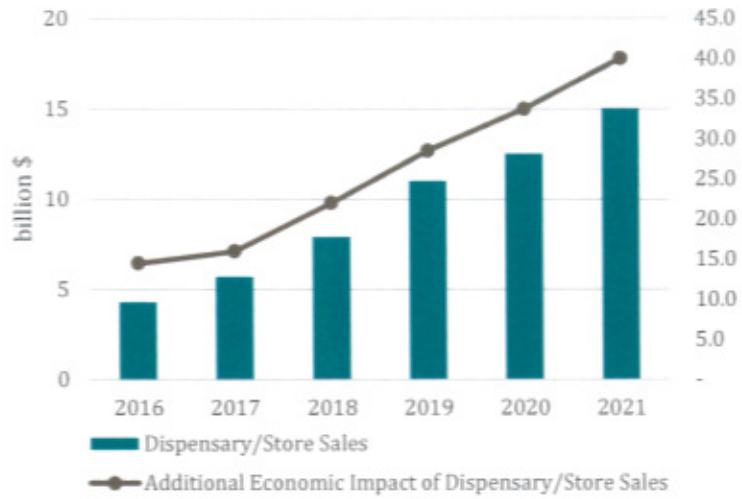


Figure 4. Cannabis retail industry economic impact

BDS Analytics estimates that the retail sector owed $1 billion in state taxes in 2016 and owes another $1.4 billion for 2017.

In 2017, overall cannabis sales in the United States at the retail level to soar by 31.5%, hitting $5.7 billion on the back of continued growth in existing recreational cannabis markets.

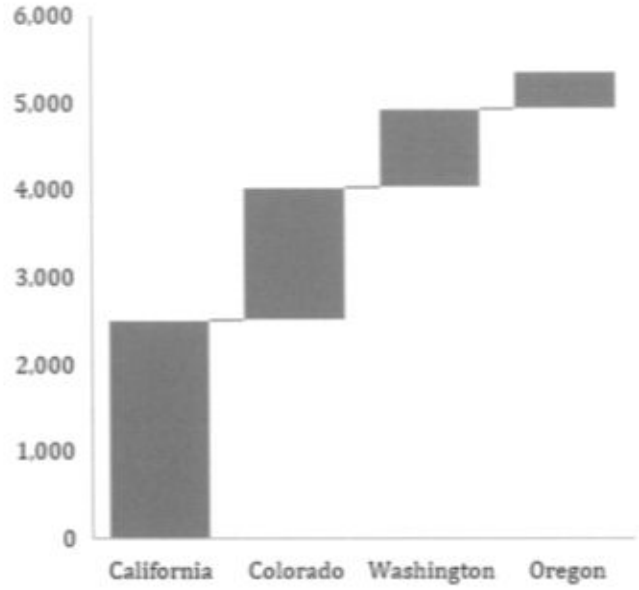
In fact, rec sales are expected to surpass medical next year for the first time ever. Medical marijuana sales also are expected to buoy the industry, fueled in part by the expected launch of MMJ markets in Maryland and Hawaii. At the same time, fledging medical marijuana programs in states such as Illinois, Nevada and New York could post impressive growth last year.

The expected growth comes after a solid 2016, when recreational cannabis sales jumped by 80% to hit $1.8 billion. Colorado and Washington led the charge, while Oregon's adult-use market posted strong sales gains in its first full calendar year of operation. The industry also saw a spike in medical marijuana sales last year, as patient counts rose in new MMJ states and continued climbing in mature markets like Arizona and Michigan.

The increase in retail sales over the next five years will provide a substantial economic boost for the United States. The total economic output from legal cannabis will grow 150% from $16 billion in 2017 to $40 billion by 2021, according to the "US Legal Cannabis: Driving $40 Billion Economic Output" report released by Arcview Market Research, in partnership with BDS Analytics.

The level of sophistication and involvement among investors in the marijuana industry varies quite widely, as some belong to cannabis-specific venture capital firms while others have taken a material interest in a friend or family member's cannabis business. For example, only a handful of investors in our survey indicated they intend to invest over $25 million in cannabis companies, whereas a large portion of respondents plan to invest less than $20,000.

But in general, more investors are pumping money into the cannabis industry than ever before, and they're also increasing the size of their capital placements. The average investor/investment firm involved in the cannabis industry has placed $450,000 in cannabis companies.



Target Market

Legalization

In 1996, California became the first state to allow for medical marijuana use. State voters approved Proposition 215, the law that made it legal for doctors to recommend cannabis to patients.

California has 482 cities and 58 counties, all with the power to govern their own medical marijuana industries. The methods they choose vary throughout the state. Some local governments have rules limiting the number of dispensaries and where they can open. Others passed ordinances banning all marijuana cultivation.

Figure 5. Medical and recreational cannabis sales in top states, 2017

In California, the weather conditions are ideal for cultivating cannabis outside, while a lot of marijuana is also grown indoors in massive warehouses. The state's marketplace is also known for its decades-long experience developing cannabis strains. Third-generation growers and breeders have some unparalleled knowledge of the plant and of the related regulatory environment compared to other states.

In the years since medical legalization, consumers have become more educated and sophisticated about products, and the state's medical market is relatively saturated. Consumers have high expectations for quality, according to ArcView research.

In 2015 Gov. Jerry Brown signed three bills that toughened regulations for medical cannabis businesses and sought standards for documentation and testing. The bills are known as the Medical Marijuana Regulation and Safety Act, or MMRSA for short. Collectively, the legislation also paved the way for medical cannabis businesses to turn a profit. The legislation is impacting marijuana business models in other ways. The laws have eliminated the idea of home-based dispensaries.

On November 8, 2016, California voters have approved cannabis for recreational use.

On November 16, 2017, California published rules and regulations to implement voter approved Proposition 64, the Adult Use of Cannabis Act of 2016, which legalized adult use of cannabis in the State of California. The California Legislature passed and the Governor signed into law the Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA), which creates the general framework for the regulation of both commercial medicinal and adult-use (recreational) cannabis. Under MAUCRSA, the California cannabis industry is regulated by three state agencies: Bureau of

(distribution, testing, retail and microbusiness), Department of Food and Agriculture (cultivation), Department of Public Health (manufacturing).

Recreational cannabis sales officially began in California and the agency had issued 404 temporary business licenses for cannabis companies as of Jan. 1:

- 140 medical and 94 adult-use retail licenses
- 21 medical and 18 adult-use microbusiness licenses
- 49 medical and 40 adult-use distributor licenses, along with another four medical and five adult-use that are transport-only
- 12 medical and nine adult-use retail non-storefront retail licenses (for delivery companies)
- 12 testing labs

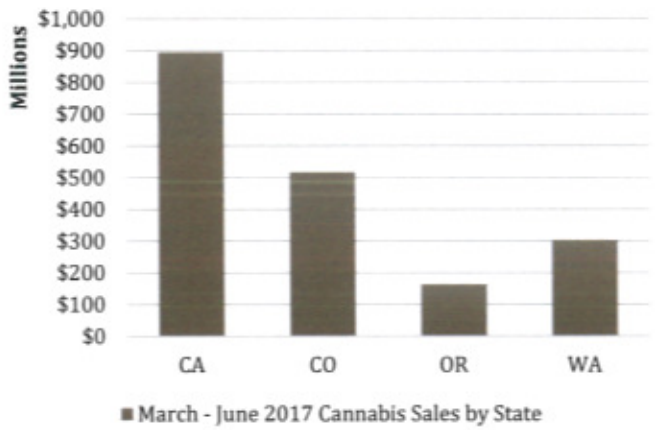


Figure 6. March - June 2017 Cannabis Sales by State

Market

In 2017, California's regulatory regime allowed only holding state-issued medical cannabis cards to legally purchase cannabis. But that hasn't stopped sales in the state from eclipsing the other states with recreational sales.

In the four months of March through June of 2017, CA state dispensaries sold $894.85 million worth of cannabis products (annualized to $2.68 billion), compared to $516.39 million in Colorado's robust cannabis marketplace, $163.07 million in Oregon, and $302.77 million in Washington.

In fact, sales in California represent about 34 percent of legal sales in the United States. In comparison, combined sales in Colorado, Washington and Oregon represent 41 percent of U.S. sales according to BDS Analytics report.

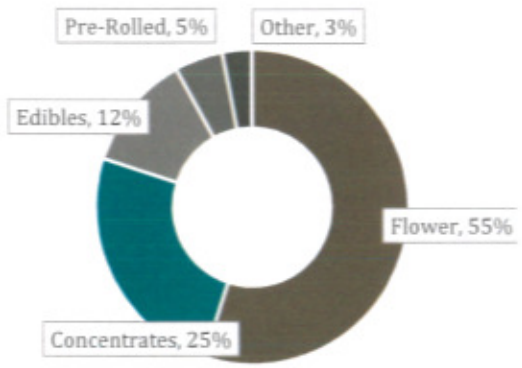


Figure 7. Cannabis products sales structure

Californians spend most of their dollars (55 percent) on flower. Concentrates, the next largest slice of the cannabis pie, captures 25 percent of the market. Edibles, with 12 percent, come in third. Pre-rolled joints grab 5 percent of the market, and non-THC items like apparel and devices represent much smaller slivers of the marketplace.

According to a study by the University of California Agricultural Issues Center, California's recreational cannabis market could be worth more than $5 billion;

According to a study by the University of California Agricultural Issues Center, California's recreational cannabis market could be worth more than $5 billion; however, the benchmark will only be achieved once cannabis consumers fully embrace the state's legal market. While recreational cannabis market is expected to grow, medical cannabis sales are expected to decline down to $600 million as people migrate toward the adult-use market to avoid medical cannabis ID fees. After the state adopts regulations, legal recreational use will make up 61.5 percent of the overall market, illegally purchased marijuana will make up about 29.5 percent of the market and legal medical marijuana use will be about 9 percent of the overall market, the analysis estimated.

A report from the cannabis industry research firm BDS Analytics estimates sales of cannabis to hit $3.7 billion in 2018 alone and predict that number will increase to $5.1 billion in 2019 as more dispensaries come online.

SWOT Analyses

S	W	O	T
• Building of dependable relationships with indoor and outdoor cultivators, concentrates and edibles manufactures across northern and southern California • Diversified, Strategic Partnerships • Extensive industry knowledge	• Enhanced risk of banking / financial / IRS scrutiny • Difficulties with finding employees • High starting capital • Competitive market	• High growth industry • Growing interest and demand for natural, alternative medicine • Trend toward greater cannabis legalization, including the use of cannabis for recreational purposes • A significant drop in wholesale pricing • Global Market	• Enforcement of federal law • Possible cannabis law changing • Indicators of a slowed global economy • Large companies entering the market

STRATEGY SUMMARY

In order to identify our proposed location and ensure the successful expansion of The Emerald Blooms, Emerald Blooms conducted a thorough strategy review. Our analysis outlined below will help Emedrald Blooms ensure the long-term viability of our brand in Berkeley.

S.W.O.T. ANALYSIS

The Strengths Weaknesses Opportunities and Threats (S.W.O.T.) analysis provides Emerald Blooms with an opportunity to examine internal strengths and weaknesses. This type of analysis permits Emerald Blooms to review opportunities in addition to potential threats that lie beyond its control.

STRENGTHS	WEAKNESSES
The following strengths are internal to Emerald Blooms: 1. Professional dispensary operating experience in Santa Rosa that includes managing employees, building patient loyalty, managing supply chain, selecting high quality products, authoring SOPs, etc. 2. A qualified management team with backgrounds in business, community service, research, medicine, medical cannabis cultivation and dispensary management. 3. A patient-centered approach with strong emphasis on health and wellness. 4. A well-trained staff that embodies patient-centered values. 5. Operators of a sophisticated cultivation facility built on eco-friendly principles. 6. Professional packaging and high-quality products with affordability measures. 7. Ideal location for downtown and South Berkeley patients with special needs or other mobility handicaps. 8. Comprehensive internal and external security protocol. 9. Deep "bench" of talent 10. Implementation of state-of-the-art operations software (e.g. QuickBooks, M.J. Freeway) 11. Fully capitalized. 12. Ability to process credit and debit card payments, unlike many "cash only" dispensaries.	The following weaknesses may impact Emerald Blooms success: 1. Limited current recognition in the Sonoma County area. 2. Limited previous experience with certain unique cultural aspects of Berkeley 3. Limited experience with union shop environment 4. Limited current connection to East Bay communities of color. 5. Proposed location is in a block that's been somewhat overlooked by City residents; however, recent development efforts should encourage more visibility.

OPPORTUNITIES	THREATS
1. New scientific research validating the therapeutic health benefits of medical cannabis. 2. A professional medical cannabis industry is emerging following the approved legal status of the plant in the many states. 3. An opportunity to establish an exemplary business model for the professional dispensation of medical cannabis products in Berkeley. 4. TAB can to build alliances with medical providers (AIDS, cancer and general health), counselors and other health leaders. 5. The need for non-habit forming, natural pain management for recovering prescription pain pill and opiate addicts. 6. Partnerships with our neighbors providing holistic health services that will provide a wide range of opportunities for our patients to improve overall well-being.	1. Opponents of the medical cannabis movement may release false advertising and propaganda dismissing the therapeutic benefits of the plant. 2. Industries that benefit from the illegal status of medical cannabis such as the pharmaceutical, private prison, and law enforcement industries/ lobbyists. 3. The dynamic tension between federal and state government regarding legalities of medical cannabis is not fully resolved.

PART B

MARKETING STRATEGY

Marketing Strategy

Marketing Plan

Because cannabis is illegal under federal law, state governments and online advertising platforms are placing strict rules on how companies can market their products.

Google, Facebook and Twitter all have advertising policies that restrict the promotion of the sale of cannabis. Google's policy prohibits ads that promote "substances that alter mental state for the purpose of recreation." Facebook restricts any "illegal, prescription, or recreational drugs." And Twitter bans "illegal drugs" as well as substances that cause "legal highs." Instagram and Facebook have decided to go a step further by removing pages of cannabis related businesses.

The most effective strategies for legal marijuana companies are direct marketing at industry conferences and other events, building communities around marijuana -related concerns such as health and wellness. The marketing and sales strategy of Emerald Blooms Dispensary/Store will be based on generating long-term personalized relationships with growers and manufactures.

Marketing and advertising campaign includes:

- Meeting with growers and manufactures
- E-mail Marketing
- Advertising and articles in the thematic Magazines, including:
    - Cannabis Now
    - 420 Magazine
    - Marijuana Venture
    - MG Magazine
- Business events and conferences
- Business and industry associations
- Brand development
- Brochures
- Website development with search engine optimization
    - Keywords
    - Fresh content
- Mantis, 420 Network, 420 Click.
    - Community Events/Donations to Displaced Pet Foundations

Table 3. Cannabis business directories

WEEDMAP		
LEAFY https://www.leafly.com/	Leafy is a cannabis information resource for finding the right strains and products. Services include: cannabis finder, online store, branding, doctors' portal.	Leafy has 226.27 thousand total visits each month.
https://www.cannasaver.com/	Canna-Saver is website for cannabis and related coupons, devoted to marijuana deals and savings. Offers a constant flow of deals and savings from the top cannabis and marijuana retailers.	Cannasaver has 310.04 thousand total visits each month.
http://cannabiscouponcodes.com/	Website with cannabis coupon codes.	Cannabiscouponcodes has 81.49 thousand total visits each month.

Target Customers

Aside from the cannabis which is our core product, Emerald Blooms will retail a wide range of Medicinal Cannabis Infused to customers who are based in Santa Rosa and every other city where our stores will be opened. We will also engage in the sale of accessories such as pipes, lighters, apparel, etc.

Emerald Blooms will ensure that all our customers are given first class treatment whenever they visit our store. We have a CRM software that will enable us to manage a one-on-one relationship with our customers no matter how large our patient base grows. We will ensure that we get our customers involved in their own personal health decisions to make the right choices for their unique medicinal needs.

Medical Marijuana patients come from diverse groups, ages, races and socioeconomic backgrounds. Ranging from young to old, treating chronic and terminal illnesses such as cancer, epilepsy, HIV/AIDS, and beyond.

The types of patients the law covered are cancer, anorexia, AIDS, chronic pain, spasticity, glaucoma, arthritis, migraine, or any other illness for which marijuana provides relief. Physicians have recommended marijuana for hundreds of indications, including such common complaints as insomnia, PMS, post-traumatic stress, depression, and substance abuse.

The market potential for cannabis products in California is estimated between 15 million and 21 million adults over 21 years of age. While 39% of Californians already use cannabis, another 44% are non-users interested in trying it now that it's recreationally legal.

- 83% of California residents are willing to try or use Cannabis Consumers' top health issues that medical marijuana can alleviate include Pain (58%), Stress (54%) and Insomnia (49%)
- Cannabis brand awareness remains very low (49% didn't know any brands)
- Most consumers are interested in edible (62%) and topical products (44%), though heavy users (use daily or almost every day) still prefer smoking (75%)
- The large majority of target customers use or plan to use medical marijuana, while a smaller group will use cannabis recreationally

Market Opportunities

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The passage of initiatives in California, Nevada, Massachusetts, Maine, Florida, Arkansas, Montana, North Dakota, and West Virginia will add $7.4 billion to the 2021 market forecast bringing the overall market projection for legal adult-use and medical sales in North America to $24.5 billion by 2021. That brings the compound annual growth rate (CAGR) to 28%.

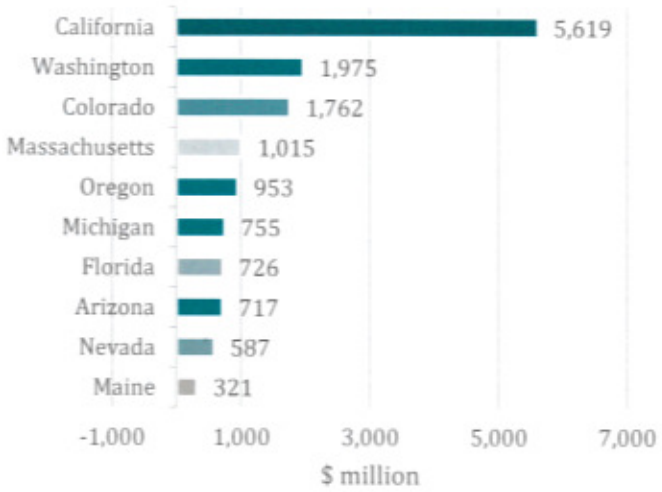


Figure 1. Medical and recreational cannabis sales in top states, 2020

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Over the next five years the total California market to grow at a compounded annual rate of 18.5% to $5.6 billion by 2020 according to the Arcview Market Research projections.

Marketing Strategy

Sales Forecast

Assumptions

During the first year, Company intends to launch sales of the vendors' product line and it is expected to generate $3,000,000 in revenue.

From the second year Company will generate income from $8,000-$10,500 a day for the first few months with increasing to about $20,000 a day within 1-2 years of the dispensary Grand Opening.

From the third year Emerald Blooms Cannabis expects a healthy annual increase in retail revenue.

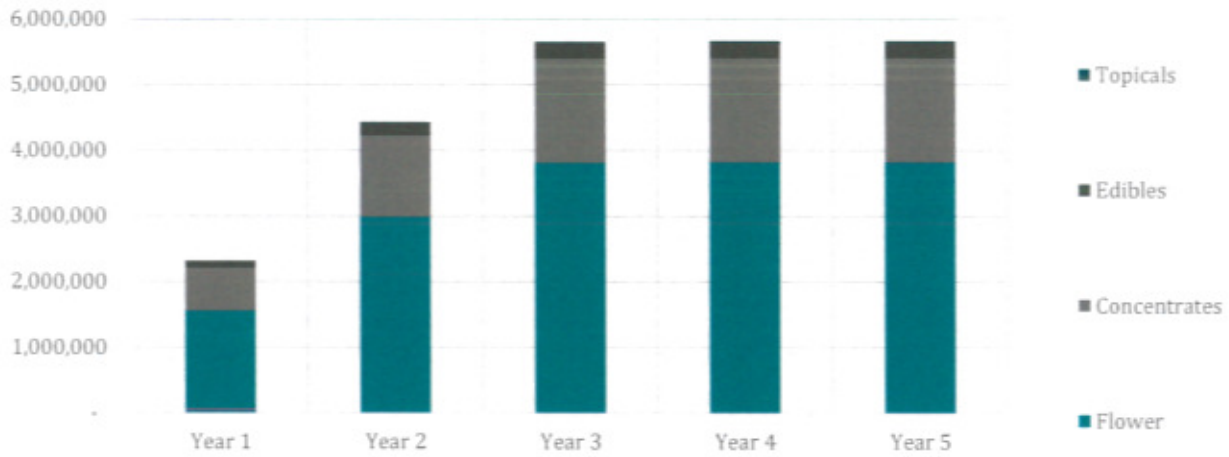


Figure 8. Sales forecast, $

TEP Engineering

Mechanical Engineers

March 28, 2018

City of Santa Rosa

APR 20 2018

Planning & Economic Development Department

Re: Seitz LLC
112 Commercial Court #2,
Santa Rosa, CA 95407
Cannabis Retail -
City of Santa Rosa –
Conditional Use Permit Application

As required by the City of Santa Rosa's Cannabis Retail – Conditional Use Permit Application, the Owner has hired TEP Engineering to address three items regarding HVAC filtration and noise. These three items are "Storage of Cannabis Products/Inventory", "Odor Control – Engineering Controls" and "Noise".

Dual EHS Permitting - Storage of Cannabis Products/Inventory

Seitz LLC will store and display packaged edible cannabis goods in spaces that have temperature and humidity controlled heating, ventilation and air conditioning (HVAC) systems. The outside and recirculated air for these HVAC systems will include filters that mitigate environmental contaminants such as smoke and dust. These filtration systems must be specified and sized properly by a Professional Mechanical Engineer and maintained by the Owner per the manufacturer's instructions. The area in which edible medical cannabis goods are stored also may not be exposed to direct sunlight.

Odor Control – "Engineering Controls"

The industry accepted method to remove cannabis odors for exhaust airstreams is activated carbon filtration.

Seitz LLC will install activated carbon filter canisters or inline filters on their exhaust systems serving spaces at risk for emitting cannabis odors. Seitz LLC will also install activated carbon inline filters on their recirculating air systems serving spaces at risk for emitting cannabis odors. These carbon filters are designed for the control of VOC's, odors and other gaseous contaminants. The spaces at risk for emitting cannabis odors are noted on the odor-control floor plan provided by Seitz LLC; these areas include the retail and storage spaces. The exhaust and recirculated air for these spaces will pass through an activated carbon filter, which utilizes molecular filtration to remove organic compounds from the airstream. These organic compounds (terpenes and terpenoids) carrying the cannabis odor are captured through a process of adsorption in the microporous carbon. The activated carbon filtration systems must be sized properly by a Professional Mechanical Engineer and maintained by the Owner per the manufacturer's instructions. Suitable activated carbon filters manufacturers include: Camfil, Can-Filters Canada, Purafil or approved equivalent by a Professional Engineer.

Noise

HVAC equipment shall comply with the City of Santa Rosa's Chapter 17- 16 (Noise) requirements. These HVAC systems must be specified and sized properly by a Professional Mechanical Engineer and maintained by the Owner per the manufacturer's instructions.

Sincerely,

Andy Souza

TEP Engineering
Andrew Souza, P.E., CPD, GPD, LEED AP BD+C



880 Second Street • Santa Rosa, CA 95404-4610 • 707-538-0400 • 707-538-0406 fax

PART C

BUSINESS PLAN

PART C
BUSINESS PLAN

COMPANY SUMMARY

EMERALD BLOOMS ENTITY

Emerald Blooms will operate on a strictly not-for-profit basis. Dividends will never be paid on any shares of the LLC nor will any shareholder ever receive any dividend, nor will any person receive any draw upon the earnings of the LLC. Emerald Blooms property (including its retained earnings) will be irrevocably dedicated to public and charitable purposes. No part of the net income or assets of the corporation will ever inure to the benefit of any director, officer, or shareholder of the corporation or to the benefit of any private person.

All of the corporation's revenue in excess of its expenses will be given to charity or will remain in the LLC itself. Upon the dissolution or winding up of the LLC, its assets remaining after payment, or provision for payment, of all debts and liabilities will be distributed to one or more nonprofit funds, foundations, or corporations organized and operated exclusively for public, charitable, scientific, or educational purposes.

MISSION

To provide a professional environment in which Sonoma County customers may safely access medical cannabis therapeutics, obtain product knowledge, and participate in integrated health programs to promote wellness within the patient collective.

OBJECTIVES

To provide high quality cannabis to customers with a product and service they can trust. To build our company on core values of customer service and car, hospitality, highest standards of quality, honesty, integrity and community outreach.

LEGAL AND REGULATORY COMPLIANCE

The following demonstrates Emerald Blooms understanding and compliance with the Medical Marijuana Laws of the State of California and related City of Santa Rosa regulatory ordinances.

Emerald Blooms is committed to working with the City of Santa Rosa to ensure a secure source of medical cannabis to qualified patients. Emerald Bloomscan demonstrate a method of sourcing medical cannabis to maximize resources and options for its member patients, while complying with the dynamics of applicable law relating to the acquisition and distribution of medical cannabis. Emerald Blooms will implement controls to acquire, process, transport, and distribute medical cannabis to and from patient members as part of a closed-circuit system of marijuana cultivation and consumption.

EMERALD BLOOMS has a clear and concise understanding of City of Santa Rosa Regulations, California Statutes, and case law, to ensure strict compliance with those provisions. In the narrative below, EMERALD BLOOMS identifies two models derived from the legislative and case law in the acquisition of medical cannabis as part of a closed circuit system. EMERALD BLOOMS will implement both models within its operations to ensure strict compliance with applicable law, and to securely provide the best services and options for its member patients.

PROP 215

On November 6, 1996, California voters passed Proposition 215, the California Compassionate Use Act, subsequently codified as California Health and Safety Code §11362.5. The Compassionate Use Act modified existing California Health and Safety Code §11357 and §11357 relating, respectively, to the possession of marijuana, and to the cultivation of marijuana. The Compassionate Use Act provided an exemption to patients and their primary caregiver from criminal prosecution for cultivation and possession of marijuana, if a physician recommends use of marijuana for the patient's condition.

A caregiver under the Compassionate Use Act section 11362.5 is defined as "the individual designated by the person exempted under this section who has consistently assumed responsibility for the housing, health, or safety of that person." The Compassionate Use Act also directed the legislature to "implement a plan to provide for the safe and affordable distribution of marijuana to all patients in medical need of marijuana."

SENATE BILL 420

In 2003 the Legislature passed Senate Bill 420,
the Medical Marijuana Program Act, effective January 1, 2004, adding sections 11362.5 through 11362.83 to the California Health and Safety Code. The law represented a dramatic change in the use, distribution, and cultivation of marijuana for persons who are qualified patients or primary caregivers. "Its specific itemization of marijuana sales laws indicates it contemplates the formation and operation of medical marijuana cooperatives that would receive reimbursement for marijuana and the services provided in conjunction with the provision of that marijuana." People v. Urziceanu (2005) 132 Cal. App. 4th 747, 785, 33 Cal. Rptr. 3rd 859. The Medical Marijuana Program Act allows for qualified patients and their caregivers to associate together collectively and cooperatively to grow medicine for patient members. The Medical Marijuana Program Act allows reasonable compensation for the time, expertise, and expense for the patient/caregiver/grower of the collective, but specifically prohibits profits from the sale of marijuana.

ATTORNEY GENERAL GUIDELINES

The Medical Marijuana Program Act states that "the Attorney General shall develop and adopt appropriate guidelines to ensure the security and non-diversion of marijuana grown for medical use by patients qualified under the Compassionate Use Act." §11362.81. In August 2008, then California Attorney General Jerry Brown published guidelines for legally qualified patients and state law enforcement about how to comply with California Medical Cannabis Laws. The publication acknowledges that "a properly organized and operated collective or cooperative that dispenses medical marijuana through a storefront may be lawful under California law."

Non-Profit Operation

In the implementation of the guidelines, the California Secretary of State will only accept Articles of Incorporation from a Medical Marijuana Collective seeking to register as a business entity only if it is a Non-Profit Mutual Benefits Corporation or a Not-for-Profit Unincorporated Association.

Emerald Blooms is incorporated as a Non-Profit Mutual Benefits Corporation under the laws of California. Emerald Blooms is committed to operating as a not for profit organization. As such, Emerald Blooms will use any and all excess revenues to providing more services to its patient members and to contributing to community programs as described in this proposal.

Emerald Blooms is committed to ensuring that all vendors who may associate with Emerald Blooms to distribute cannabis produced by their organization also operate as a Non-Profit Organization. Emerald Blooms will only work with vendors who are organized under California Law as a Not-for-Profit Organization, and will verify all vendor's Articles of Incorporation with the Secretary of State of California. If a vendor is not properly organized as a Not-for-Profit, Emerald Blooms will instruct them on how to file and can provide referrals to attorneys who can help them organize properly. Emerald Blooms will refuse to do business with vendors who are not legally operating as nonprofit organizations.

Business Licenses, Sales Tax, and Seller's Permit

Emerald Blooms is committed to working with the City of Santa Rosa and its licensing agencies, as the City Council works to a licensing process for the cultivation of cannabis within the city limits of Santa Rosa. When such licensing processes are complete, Emerald Blooms will promptly make application to qualify for a license to cultivate cannabis in the City of Santa Rosa. Further, Emerald Blooms will try to purchase an appropriate amount of its medical cannabis from vendors and facilities that will be licensed by the City of Santa Rosa to cultivate medical cannabis as a business. Emerald Blooms will require that all vendors provide Federal and State Tax Payer identification number for their organization, to ensure proper reporting to applicable state and city agencies.

Membership Application and Verification

Membership applications and verification of member applicants as qualified patients under the Compassionate Use Act is described in detail under the operating procedures. Each vendor desiring to transact business with Emerald Blooms must join as a member and be verified as a member patient. Any individual member of a vendor collective whose doctor's recommendation has expired will be disqualified from doing business with Emerald Blooms until their membership has been renewed and verified.

Collectives Should Acquire, Possess, and Distribute Only Lawfully Cultivated Marijuana

Emerald Blooms will make every effort to ensure that the medical cannabis it obtains from vendors complies with the State Attorney. Emerald Blooms goal is to provide a closed-circuit model of marijuana cultivation for consumption, while precluding diversion of marijuana to a non-member. All vendors, sources, and acquisition of medical cannabis must first go through the verification procedures to qualify as a member of Emerald Blooms.

Emerald Blooms will acquire medical cannabis from outside registered not for profit vendors that specialize in certain stains or products required by member patients for their illness. All such vendors who work with Emerald Blooms must be organized and comply with the Attorney General Guidelines. Should Emerald Blooms become aware that a vendor organization is not in compliance with the Attorney General Guidelines and/or with City of Santa Rosa ordinances, Emerald Blooms will immediately terminate any further business with such vendor until the vendor demonstrates compliance.

Emerald Blooms wants to provide the largest variety of medical cannabis for patient specific needs, and is committed to associating with other legally formed not for profit collectives to share skills and strains their members have perfected for a particular class of patient members. Through such inter-association with other dispensaries Emerald Blooms can better serve the diversity of medical needs and uses of medical marijuana for its member patients.

Emerald Blooms is committed to the closed-circuit system of accountability, tracking, and reporting of revenues for all its sources of medical cannabis. Emerald Blooms will ensure the safety and legality of the medical cannabis product acquired from vendors. The below enumerated security protocols developed by Emerald Blooms will require that new vendor organizations:

a) are verified as medical cannabis patients;
b) become a member of Emerald Blooms;
c) show articles of incorporation as a non for profit mutual benefits corporation or registration as a not for profit unincorporated association recorded with the Secretary of State of California;
d) the intake staff for Emerald Blooms will verify with the Secretary of State of California that the organization is in good standing with the Secretary of State of California;
e) the collective representative must provide a federal tax payer identification number and state tax payer identification number for the organization;
f) if the vendor is a City of Santa Rosa business, then a copy of the City of Santa Rosa license and verification that they are current with their local taxes;
g) the vendor may be asked about their grow location, procedures, testing, and operations to ensure compliance state and local laws;
Depending on the circumstances a representative my go to the collective grow location and place of business to inspect their operations to ensure product safety and proper growing practices, and
h) the vendor would be given a unique number to track his entire product and the monies paid to the organization. At the end of the year the monies paid to the vendor would be reported under the organization's tax identification numbers.

Emerald Blooms is committed to working only with legal vendors and acquiring, as needed, medical cannabis from other patient based not for profit collectives. Requiring compliance with the above protocols by vendors provides accountability and traceability of the vendor provided product. In this model, at no time does any cannabis leave the control and accountability of a legally organized collective to patient.

Distribution and Sales to Non-Members are Prohibited

Emerald Blooms will make every effort to ensure that no medical cannabis acquired is distributed to non-members. The security protocols, policies, and procedures outlined the Safety and Security Plan demonstrates the dedication Emerald Blooms undertakes to ensure the integrity and viability of this patient member based organization.

Permissible Reimbursements and Allocation

at all times Emerald Blooms will strive to provide high quality services. Medical Cannabis and community resources are provided to its member patients and to the community at no cost or at the lowest cost required to reasonably recover operating costs. At no time shall Emerald Blooms pay a profit to anyone. Payments made to vendor organizations will be based solely on the cost and expense to produce the product.

Possession and Cultivation Guidelines

Emerald Blooms will work within any guideline set forth by the City of Santa Rosa in the enforcement and implementation of the regulations. Emerald Blooms will maintain inventories necessary to provide for the patient members and will maintain secure records of all member patients served and inventories of all medical cannabis. Emerald Blooms security procedures
will track cannabis from when it first comes into the possession of Emerald Blooms, and ensure the safety and quality of the medical cannabis until it reaches the member patient. If the product appears unsafe, tainted, or bad, the product would be immediately removed, quarantined, and inspected.

CASE LAW

The legal acquisition of medical cannabis, and providing a closed-circuit system of medical cannabis from cultivation to consumption complies with case law, which is dynamic and ever developing. Although much weight is given to the above Attorney General Guidelines, the Guidelines are not the law. The law is the Compassionate Use Act of 1996, the Medical
Marijuana Program Act of 2004 and the case law that interprets these laws.

LONG TERM VIABILITY

1

Implementing the Mission on a Daily Basis Emerald Blooms mission is, "to provide a professional environment in which Santa Rosa patients may safely access medical cannabis therapeutics, obtain product knowledge, and participate in integrated health programs to promote wellness within the patient collective." Our mission is at the forefront of our daily operations to ensure positive outcomes and a long-term successful business model.

2

Seeking Continuous Improvement Successful organizations are those where stakeholders in the community feel a sense of ownership and actively participate in shaping the organization. Emerald Blooms will seek feedback from patients, employees, advisors, government officials and members of the community on material issues regarding the mission, operation and effectiveness. Emerald Blooms will use social media, periodic surveys, and open meetings to actively encourage feedback.

3

Financial Possibilities Emerald Blooms will ensure it has sufficient funds to carry out operations. Emerald Blooms leadership will review financial performance on a regular basis with our accountants and take appropriate action to meet these commitments. Emerald Blooms leadership includes a cross-section of successful business and community leaders; however, when necessary, Emerald Blooms will engage outside financial advisory firms to ensure proper financial management.

4

Long-term Neighborhood Partnerships Emerald Blooms ability to form meaningful partnerships within the neighborhood will be a major indicator of success. Not only will Emerald Blooms employ a good-neighbor model in all aspects of our operations, Emerald Blooms will also become an active contributing member of the South Santa Rosa community. Through planned charity work and partnering with other holistic health providers, Emerald Blooms will ensure neighborhood satisfaction and our long-term presence in the community just

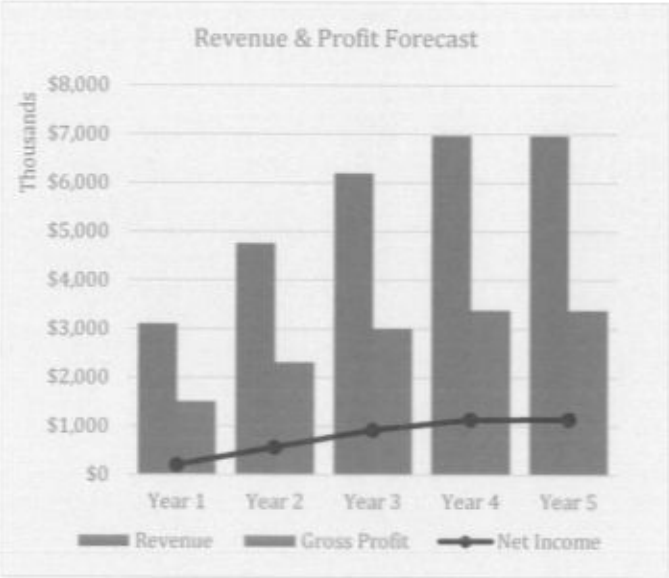
PART C

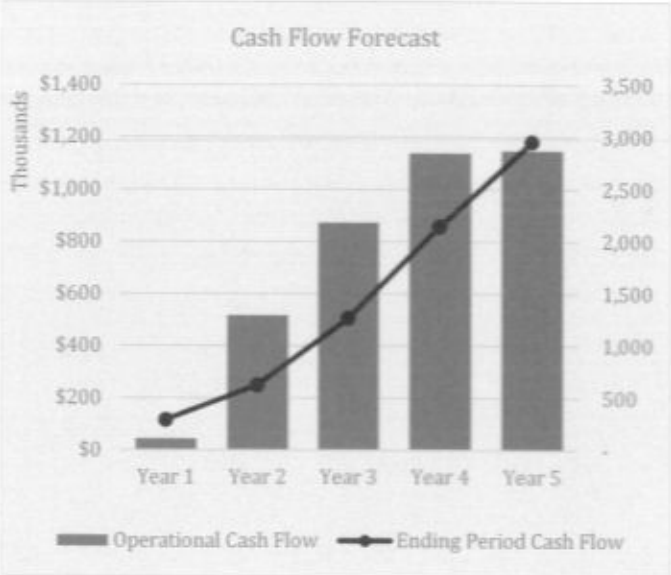
FINANCIAL PLAN

Financial Summary

Emerald Blooms will fund its startup costs largely through personal savings and private investments.

After the first year of operations, it is expected that Emerald Blooms will be able to trim expenses through realizing business efficiencies, gaining operational experience and industry knowledge.





Direct and Indirect Social Impacts

Table 2. Taxes flow, $

	Year 1	Year 2	Year 3	Year 4	Year 5
Federal Tax	527,807	809,493	1,053,356	1,185,449	1,185,449
State Tax	70,578	133,474	191,590	224,859	225,251
Community programs	15,517	23,798	30,967	34,851	34,851

Sales Forecast

Assumptions

During the first year, last quarter Emerald Bloom intends to launch sales of the vendors' product line and it is expected to generate $1,075,200 in revenue.

From the second year Company will generate income from $7,000-15,000 a day for the first few months with increasing to about $20,000 a day within 1-2 years of the Emerald Blooms Grand Opening.

From the third year Emerald Blooms expects a healthy annual increase in retail revenue.

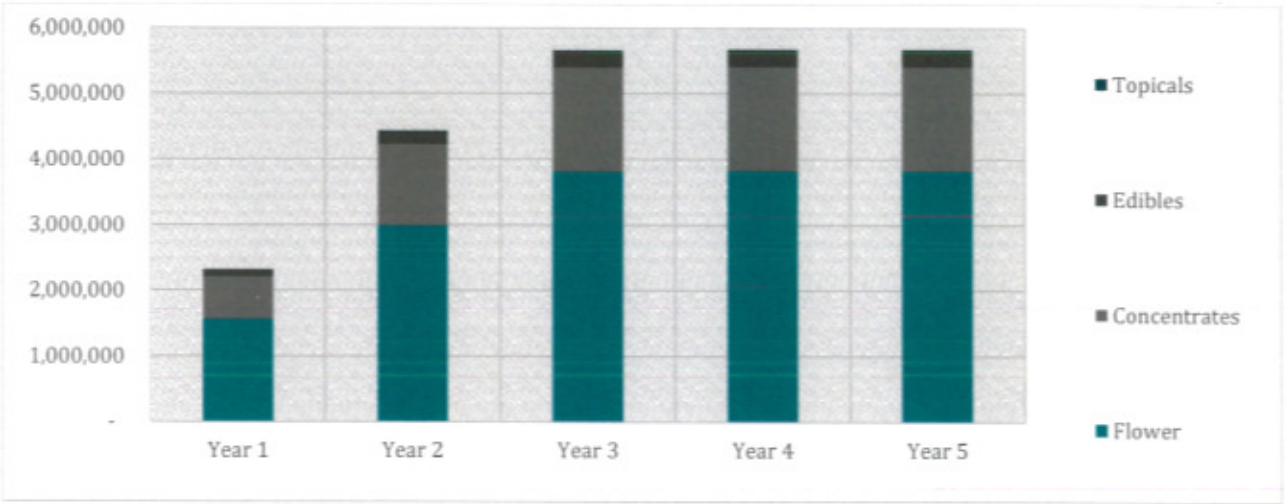


Figure 8. Sales forecast, $

SOURCES AND USES OF FUNDS

Sources

The funds required for the build out and equipment for the proposed dispensary will come from personals funding, and leasing company. Emerald Blooms will pay for the build out, equipment, and related startup needs, and then lease back those improvements to the dispensary, along with a 5-year note to fund additional operating expense for the three months following opening. The lease and loan will be an arm's length transaction.

The terms of the lease are not final. Should the lease not come to fruition, the principals in the business have cash on hand, personal funding to open and operate the dispensary.

Uses

Uses of funds are detailed in the accompanying Start–up Summary. Assuming a August-December 2018 build out and pre-startup period, and a projected September-October 2018 opening date for the proposed dispensary. Total required funds, including contingencies, are projected at $999,100.

Start-up Summary

The business will be fully funded with $1.5 million. This will include total capital cost of over $500,000 leaving nearly $500,000 as working capital initially

Table 1. Start-up expenses, $

$	Quarter 1	Quarter 2	Quarter 3	Quarter 4
CAPEX				
Land & Development	0	0	0	0
Space improvements including finishing/painting, kitchen, office space, bathrooms, etc.	100,000	0	0	0
Security system including multiple camera feeds and metal/weapons detectors	20,000	0	0	0
Furniture, Display Counters, Refrigerators, Freezers, Multiple POS/ Cash Registers, Registration Computer, Commercial Label Printer, Storage Hardware and Shelving	50,000	0	0	0
Cost for Computer Software (Accounting Software, Payroll Software, CRM Software, Microsoft Office, QuickBooks Pro)	2,000	0	0	0
OPEX				
Direct Costs	243,996	404,386	450,455	496,524
Initial & General Costs	50,400	3,900	3,900	3,900
Operating Expenses, including salaries	83,201	113,949	127,773	128,221
Marketing & Sales Expenses	24,230	26,314	26,314	26,314
Misc.	2,707	4,079	4,102	4,124
Total	**576,535**	**552,628**	**612,543**	**659,083**

PROFORMA

Year	2018 - Fourth Quarter	2019	2020	2021
Revenues				
Flowers	$ 528,741.76	$ 1,321,854.40	$ 2,974,172.40	$ 4,491,000.32
Edibles	$ 214,492.80	$ 536,232.00	$ 879,420.48	$ 1,064,098.78
Concentrates	$ 270,718.72	$ 676,796.80	$ 1,522,792.80	$ 2,299,417.13
Other	$ 61,246.72	$ 153,116.80	$ 306,233.60	$ 370,542.66
Total Revenues	$ 1,075,200.00	$ 2,688,000.00	$ 5,682,619.28	$ 8,225,058.89
Purchases				
Flowers	$ 330,463.60	$ 826,159.00	$ 1,400,000.00	$ 2,240,000.00
Edibles	$ 134,058.00	$ 335,145.00	$ 670,000.00	$ 1,072,000.00
Concentrates	$ 169,199.20	$ 422,998.00	$ 844,000.00	$ 1,350,400.00
Other	$ 38,279.20	$ 95,698.00	$ 155,698.00	$ 249,116.80
Total Cost of Good Sold	$ 672,000.00	$ 1,680,000.00	$ 3,069,698.00	$ 4,911,516.80
Expenses				
Insurance	$ 2,400.00	$ 6,000.00	$ 6,000.00	$ 6,000.00
urance -- Workers Comp	$ 1,400.00	$ 3,500.00	$ 3,500.00	$ 3,500.00
Office Supplies/misc.	$ 1,200.00	$ 3,000.00	$ 3,000.00	$ 3,000.00
Rent	$ 54,000.00	$ 135,000.00	$ 135,000.00	$ 135,000.00
Wages & Salaries	$ 243,104.00	$ 607,760.00	$ 607,760.00	$ 607,760.00
Marketing	$ 12,000.00	$ 30,000.00	$ 30,000.00	$ 30,000.00
Staff Training	$ 1,200.00	$ 3,000.00	$ 3,000.00	$ 3,000.00
ChariEmerald Bloomsle Giving	$ 2,400.00	$ 6,000.00	$ 6,000.00	$ 10,000.00
Legal	$ 2,600.00	$ 6,500.00	$ 6,500.00	$ 6,500.00
IT	$ 1,400.00	$ 3,500.00	$ 3,500.00	$ 3,500.00
Software Subscriptions	$ 1,400.00	$ 3,500.00	$ 3,500.00	$ 3,500.00
Professional Services	$ 4,000.00	$ 10,000.00	$ 10,000.00	$ 10,000.00
Miscellaneous	$ 2,400.00	$ 6,000.00	$ 6,000.00	$ 6,000.00
Security Monitoring	$ 2,400.00	$ 6,000.00	$ 6,000.00	$ 6,000.00
Fees and Permits	$ 5,400.00	$ 13,500.00	$ 13,500.00	$ 13,500.00
Garbage	$ 120.00	$ 300.00	$ 450.00	$ 450.00
Utilities	$ 1,000.00	$ 2,500.00	$ 2,500.00	$ 2,500.00
Total General & Overhead Expenses	$ 338,424.00	$ 846,060.00	$ 846,210.00	$ 850,210.00
Total Expenses	$ 1,010,424.00	$ 2,526,060.00	$ 3,915,908.00	$ 5,761,726.80
t Income	$ 64,776.00	$ 161,940.00	$ 1,766,711.28	$ 2,463,332.09

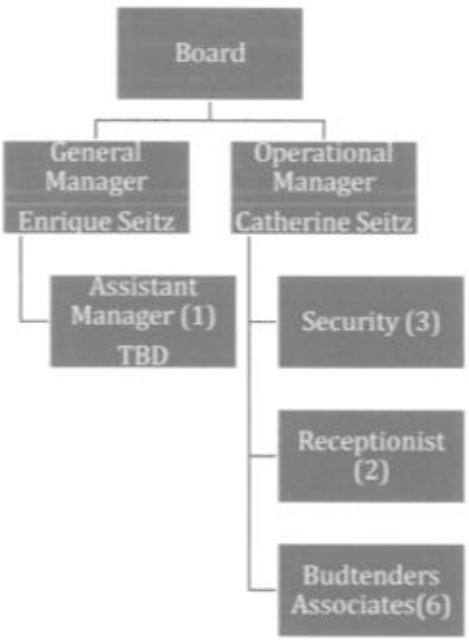
PART C

ORGANIZATIONAL STRUCTURE

Organizational Structure

Emerald Blooms Cannabis is a business that will be built on a solid foundation. From the outset, we have decided to recruit only qualified people to man various job positions in our company. We are quite aware of the rules and regulations governing the cannabis industry of which cannabis dispensing falls under which is why we decided to recruit experienced and qualify employees as foundational staff of the organization. We hope to leverage on their expertise to build our business brand to be well accepted in the United States.

These are the positions that will be available at Emerald Blooms Cannabis:



Title	Roles and Responsibilities
Owner	The Executive Director is primarily responsible for the overall delivery of services and products to the patient collective. This includes driving the look and feel of Emerald Blooms, developing standard operating procedures and maintaining vendor relationships.
Chief Financial Officer	The Chief Financial Officer's primary duties include overseeing all financial matters, tax matters, creation of budgets and forecasts, accounts payable, and development of inventory and cash control systems and protocols.
Executive Board	The principals of the company make up the Executive Board and are responsible for the strategic vision of Emerald Blooms They will meet once a quarter to review the overall performance of the facility/staff and discuss community outreach initiatives, philanthropic activities and compliance with all rules and regulations.
General Manager/ Dispensary Director	The GM/Dispensary Director oversees the activities and productivity of the collective actively monitoring the cost of operation and sales while ensuring a positive culture and work environment. The GM/Dispensary Director helps to grow programs and services for customers, strengthen vendor and neighborhood relationships, and develop company policy. The GM/Dispensary Director is also responsible for the hiring, termination and training of the staff.
Assistant General Manager	The Assistant General Manager manages the daily operations including the opening and closing of the collective, organizing the shifts of the staff, managing vendor transactions, assisting the security team and accounting for the daily cash counts. The Assistant General Manager is responsible for the daily deployment of the point of sale, customer management, and inventory control software system.
Customer Consultants	The Consultants interface directly with the patients and are responsible for providing superior customer service and maintaining a total understanding of compliance with medical cannabis regulations. The Consultants educate customers on the variety of strains, genetics, and products helping them to select the medicine that is right for them. All of the Consultants are cross trained on all front-end aspects of operating a dispensary so they can balance any operation that needs additional support.
Customer Records Administrator	The Customer Records Administrator is the first person a patient meets after checking in with security. This position is responsible for accepting membership forms, creating accurate client records and maintaining 100% compliance with all applicable regulations. The Customer Records Administrator verifies the status of recommending physicians and retains all written recommendations from physicians. This role also manages the Waiting Area which includes the electronic queue for waiting patients, directing patrons to the counter when it's their turn, checking bags and answering general questions.
Security Manager	The Security Manager trains the entire staff on standard operating procedures as it pertains to security. The Security Manager leads a team of Security Specialists that are responsible for maintaining a safe and secure sidewalk, verifying patients as they enter the facility and supervising vendor transactions. The Security Manager monitors all activities in and around the dispensary for conduct, safety and threats.
Security Specialists	Security Specialists maintain the safety and security of all members and employees. The Security Specialists operate the Security Check-In Area determining that all visitors to the dispensary are members of the collective. They regularly inspect the sidewalk to ensure easy access for the patients and that the perimeter is free of security risks.
Supply and Purchasing Manager	The Supply and Purchasing Manager maintains vendor schedules, communications and accounts. This role manages the purchasing of all products which includes meeting with new vendors and verifying a vendors product safety measures.

MANAGEMENT SUMMARY

Attracting and hiring the right talent will play a critical role in the success of Emerald Blooms. Industry experience, lessons learned, and an understanding of the medical cannabis culture will facilitate the identification of trustworthy, reliable, and entrepreneurial employees that will help build professional and successful organizations.

Management will perform rigorous reference screening, background checks, and multiple face-to-face interviews for each new hire. Professional human resources infrastructure will be established to manage employee hiring, training, performance evaluation, and termination.

Once hired, Emerald Bloom staff will receive in-depth medical cannabis training and education. Training protocols will include the history of medical cannabis, common medical cannabis strains, and the therapeutic effects experienced when medicating with different products. In addition to product training, all staff will receive security and emergency procedure training.

All Emerald Bloom employees must possess a valid medical cannabis recommendation and provide an attestation of their criminal history. Emerald Blooms management team will verify all requirements for new employees, and follow strict disciplinary actions upon employee non-compliance.

Customer consultants employed by Emerald Bloom will be hired for their compassion, professional etiquette, and strong listening skills. Patient consultants may have backgrounds in healthcare, oncology, alternative medicine, public health, and other retail professions. Emerald Blooms Dispensary team will be on the front lines of servicing patients suffering from a broad range of physical and mental ailments. For this reason, the dispensary team will be carefully selected, thoroughly screened, and properly trained.

Dispensary staff will approach each patient engagement as an opportunity to advise the patient on finding the most desired product and therapeutic outcome. In order to educate patients on the different canna-therapies available, Emerald Blooms patient consultant team will receive rigorous training on the product line. Emerald Bloom will implement its product bible, or central database, that will provide training and key data points for specific flowers, extract, and edible products.

See Appendix 2 for the Employee Education & Training Program and Appendix 3 for the Employee Training SOP.

PART C

OPERATING PLAN

Operating Plan

Emerald Blooms Dispensary Location

HOURS OF OPERATION

Store Front - Retail operations shall be open to the public between 9 AM to 9PM seven days a week. (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.050(F-4)) § 5403.

Delivery - All deliveries within the City of Santa Rosa shall be done between 9am and 9pm (Santa Rosa, Cal., ORD-2017-25, Chapter 20 § 46.080(F-4))

STAFFING PLAN

All staff will receive thorough training on workplace safety, operations, track and trace, and security protocols. In addition to state licensing requirements related to staffing, SFE, LLC will diligently follow all applicable labor and employment laws. The employees will likely be part- and fulltime and will work staggered shifts to accommodate customer flows. All employees hired by SFE, LLC will be over 21 years of age. SFE, LLC is committed to hiring employees locally. Sonoma County and Santa Rosa have a wealth of experienced and dedicated cannabis workforce. SFE, LLC plans to consider residency when making hiring decisions, will promote the job posting locally, and will use local connections in the cannabis industry to discover new local talent.

TRAINING

Policy:
Staff Training on Security Procedures

Purpose:
To actively engage staff in preventing unauthorized entrance into areas containing cannabis and theft of cannabis products at the dispensary; to ensure that staff is trained in emergency procedures to protect both personal and patient safety.

Scope:
Facility-wide and within 200 Feet of the Entrance

Responsibilities:
CEO – to create and supervise the security training procedures at the dispensary

COO – to implement this policy in coordination with Security; train the staff on security procedures

Security (SEC) – to create, implements, and supervise this policy, in coordination with Chief Operations Officer/Project Manager

Detailed Procedures:

1. Training staff on preventing unauthorized entry into the dispensary

a. The COO, in coordination with Security (SEC) and under the supervision of the CEO, will create educational training for staff on the dispensary's security procedures. It will include restricting entry into the dispensing area to adult use customers, qualified patients and caregivers, and restricting entry to the staff-only areas to staff.

b. SEC will have co-responsibility, along with the COO, for training the dispensary staff on security procedures, including the location and duties of SEC within the dispensary and parking lot and the procedures for alerting SEC to suspicious behavior.

c. The COO, in coordination with SEC, is responsible for training staff on the opening, closing, and day-to-day security procedures. The COO will train staff upon hiring, and the CEO and COO will review procedures at regular intervals and when procedures change.

2. Training staff on emergency procedures

a. The COO, in coordination with SEC, will create educational materials and training for staff on the dispensary's emergency procedures. The topics included are the use of alarms and panic buttons and the evacuation of staff and patients.

b. The COO will train SEC on security procedures, including the coordination between the dispensary staff and SEC in case of an emergency.

c. The COO, in coordination with SEC, is responsible for training dispensary staff on emergency procedures, including the location and use of alarms and panic buttons and the evacuation of staff and patients. Staff will be trained upon hiring, and these procedures will be reviewed regularly and when procedures change.

Policy:
Use of Alarms and Panic Buttons

Purpose:
To ensure that the dispensary is properly monitored for unauthorized entrance, theft, fire, or other emergencies.

Scope:
Facility-wide

Responsibilities:
CEO – to supervise the creation and implementation of the security plan

COO – to create, implement, and supervise this policy, train staff on the use of panic buttons and alarms; to maintain day-to-day operations of security procedures and equipment

Assistant Manager (AM) – to implement and supervise this policy

Operating Plan

Shift Supervisor (SSUP) – to implement and supervise this policy, in coordination with Assistant Manager

Security (SEC) – to implement and supervise this policy, in coordination with Assistant Manager

Detailed Procedures:

1. Installing and maintaining an alarm system and panic buttons

a. The COO is responsible for the installation, maintenance, and operation of the building's centrally monitored fire- and burglar-alarm system, for following local, state, and federal laws, and securing the necessary permits. The COO will contract with an alarm monitoring service that is properly licensed by the State of California Department of Consumer Affairs Bureau of Security and Investigative Services, in accordance with California Business and Professions Code Section 7590 et seq., and whose agents are properly licensed and registered.

b. The COO is responsible for the procurement and deployment of panic buttons throughout the dispensary and parking lot.

c. Security (SEC), in coordination with the COO, will supervise the use of the alarm system and panic buttons by both SEC and dispensary staff.

d. The CEO, COO, Assistant Manager (AM), or Shift Supervisor (SSUP) are responsible for setting the alarm nightly upon closing and disabling the burglar alarm upon opening. The COO will regularly test and maintain the alarm system, following the manufacturers' specifications and local, state and federal laws.

e. If the alarm is deployed, the CEO, COO, or AM will oversee evacuation and other procedures.

f. The COO will ensure that the alarm-monitoring service is responsible for offsite monitoring at all times and is alerted, along with police and fire departments, if the alarm is activated.

g. The COO will train staff on use of panic buttons and alarms.

Policy:
Use of Security Cameras

Purpose:
To ensure the proper monitoring of the dispensary building and parking lot against unauthorized entrance or theft.

Scope:
Facility-wide and within 200 feet of building entrance

Responsibilities:
CEO – to create a security plan that includes facility-wide video surveillance

COO – to implement and supervise this policy in coordination with Security; to maintain the day-to-day operations of security procedures and equipment

Security (SEC) – to implement, and maintain this policy in coordination with the Chief Operations Officer/Project Manager; to review the daily operation of the video cameras

Detailed Procedures:

1. Installation and maintenance of security cameras

a. The CEO will create this policy, and the COO is responsible for supervising the installation, maintenance, and operation of the security cameras. The COO will contract with a licensed security camera-monitoring service, ensuring that the security tapes are stored in a secure location for thirty (90) days, and that the system is accessible remotely.

b. Security (SEC), in coordination with the COO, will supervise the use of security camera monitors by SEC, including coordination with the rest of the dispensary staff.

c. The COO, or their designee, is responsible for the day-to-day monitoring of security cameras. The COO will regularly test and maintain these cameras, following the manufacturer's specifications and local, state and federal laws.

d. A security camera-monitoring service is responsible for offsite monitoring and the storage of security tapes.

Policy:
Supervision of a Detailed Security Plan

Purpose:
To ensure the proper monitoring of the dispensary facility and the proper training of staff and Security personnel to guard against unauthorized entrance, theft, and other emergencies.

Scope:
Facility-wide and within 200 Feet of the Building Entrance

Responsibilities:
CEO – to create a detailed security plan, monitoring and updating it as needed

COO – to implement and supervise this plan; work with Reception, and Security to implement, enforce, and improve these policies

Reception (REC) – to work with the Chief Operations Officer/Project Manager, Security, and the Assistant Manager to implement, enforce, and improve these policies

Security (SEC) – to implement and supervise this policy, in coordination with the COO, REC, and the AM; to report to the COO on the daily operations of security procedures and equipment, reporting any incidents and recommending changes

Operating Plan

Detailed Procedures:

1. Implementation and the supervision of a detailed security plan

   a. The COO will implement a detailed security plan including the following:

   The use and maintenance of outdoor lighting

   24-hour deployment of security company personnel

   A detailed description of duties, including the coordination with dispensary management, neighbors, and the local police department

   The use, maintenance, and monitoring of alarms, panic buttons, and security cameras

   90-day storage of security camera footage

   Maintenance and deployment of walkie-talkies

   Procedures for verifying a patient or caregiver's doctor's recommendations or state-issued identification (ID) cards and for ensuring that those documents are up-to-date

   Regulations on employee garments

   Training on counting money and dispensing products so that those operations are observed and recorded by security cameras and managers

   Implementation and maintenance of a track-and-trace program that records the movement of cannabis and cannabis products throughout the dispensary in such a way that records can be made available to government officials upon request

2. Site plan security features

   a. The CEO will design, and the COO will implement, a site plan, a floor plan, and a security plan with the necessary features to reduce potential crime-related problems at and near the dispensary. These include the following:

   Onsite security

   Procedures for allowing entry

   Openness to surveillance

   Oversight of the premises, perimeter, and surrounding areas

   Reduction of the opportunities for congregating and obstructing public ways and neighboring property

   Illumination of exterior areas

   Limitation of the furnishings and features that encourage loitering and nuisance behavior

b. Security (SEC), Reception (REC), and the COO will work together with to implement, enforce, and improve these policies.

Policy:
Maintenance and Testing of Security and Fire-Safety Systems

Purpose:
To ensure all life-safety equipment is regularly tested, is in working order, and is compliant with local, state, and federal laws.

Scope:
Facility-wide

Responsibilities:
COO – to install working equipment and supervise its operation and ensure it complies with local, state and federal laws

Office Administrator (ADMIN) – to track inspections and plan maintenance dates for all life-safety systems

Assistant Manager (AM) – to implement plans to regularly check and maintain each life-safety system; notify the Office Administrator and COO if any maintenance is needed

Security (SEC) – to regularly inspect all life-safety systems, including alarms and fire-safety systems, for operational problems

Detailed Procedures:

1. Install working life-safety systems

a. The COO is responsible for supervising the installation of security alarms and panic buttons throughout the facility. This includes door and window alarms and panic buttons at Security (SEC) and Reception (REC), and in the dispensary and administrative office. The COO will implement this security plan, ensuring that each alarm is in place and functional at all times.

b. The COO will supervise a fire-alarm notification system to alert the local fire department immediately in case of emergency. The COO will implement this fire-safety plan and ensure it remains functional at all times.

2. Testing and maintenance

a. The COO is responsible for supervising regular checks of the security and fire-safety systems. He or she will work with the Office Administrator (ADMIN) and AM to manage a problem-reporting system and to schedule any maintenance, for both annual inspections and repairs.

b. The COO will establish a protocol for SEC to follow when performing daily, weekly, and monthly inspections. All internal repair tickets will go directly to ADMIN, who will schedule repairs immediately, with copies provided to the COO for inspection and oversight.

3. Managing false alarms

a. The COO will supervise a system to manage alarm or fire-system malfunctions, which the AM will implement. In the case of malfunction, the local police and fire department are likely to arrive at the facility to determine that the alarm was false.

b. The AM or any staff member who discovers a false alarm must report it in writing to the COO. They are each responsible for determining and solving the cause of false alarms.

c. During a false-alarm scenario, the police or fire department are likely to arrive. Upon noticing a false alarm, the senior staff customer on duty should immediately phone the alarm company to report it. The alarm company will contact the police and may be able to avert an unnecessary service call. If police or fire department arrives, the senior staff customer on duty should greet them outside and ensure them that the facility is safe. They will likely want details about what triggered the alarm.

d. A staff member should write up all unnecessary service visits for the CEO and COO. The reasons for the visit must be investigated, and any related problems solved.

Policy:
Window, Door, and Perimeter Checks

Purpose:
To create a safe environment for dispensary staff and ensure all cannabis products are secure.

Scope:
Facility Exterior and Perimeter

Responsibilities:
CEO – to establish a protocol for morning and evening external security checks

Office Administrator (ADMIN) – to receive and manage maintenance repair requests

COO – to implement this policy

Assistant Manager (AM) – to aid in implementing this policy

Shift Supervisor (SSUP) – to aid in implementing this policy

Security (SEC) – to perform morning and evening checks of every external door and window; to check the entire external perimeter of the facility for security risks

Detailed Procedures:

1. Creating and implementing a complete perimeter-check policy

a. The CEO is responsible for implementing a morning and evening security-check policy. All external doors and windows should be checked every morning and evening, and all security functions, such as the gate and lighting, must remain in working order. The COO will implement and supervise this policy.

2. Daily implementation of the external security checks

Operating Plan

a. Each evening upon closing, Security (SEC) will ensure that all external doors and windows are locked. If a door or window lock is found to be broken, the senior staff on duty should call a 24-hour repair service and stay at the facility, along with SEC and one other staff customer, to manage the repair.

b. Each morning before staff enters the facility, SEC will patrol outside dispensary, ensuring that no intruders entered through the doors or windows while the business was closed. If there are signs of breaking and entering, either the COO, Assistant Manager, or Shift Supervisor (SSUP) should immediately notify the police, and staff should wait for their arrival before entering the facility. Immediately after notifying the police, staff should notify the CEO and COO, and one of the two should go to the facility to assist in any investigation or repairs. General repairs should be reported to both the COO and Office Administrator (ADMIN), who will manage them in a timely manner.

c. SEC should check the entire perimeter of the facility each morning and evening, looking for cuts in the fencing and evidence of attempts to climb over it, any gate repair issues, and broken lights. SEC should report any needed repairs to the ADMIN and COO, who will schedule the repairs based on importance.

Policy:
Maintaining Security When Closed

Purpose:
To ensure the facility is secure during non-operational hours.

Scope:
Facility-wide

Responsibilities:
CEO – to establish a security protocol for non-operational hours

COO – to implement the security protocol for non-operational hours

Assistant Manager (AM) – to assist the COO with this security protocol

Shift Supervisor (SSUP) – to assist the COO with this security protocol

Security (SEC) – to ensure the alarm is set nightly at closing time and disarmed in the morning

Detailed Procedures:

1. Establishing and implementing a security protocol for non-operational hours

a. The CEO will establish a plan for off-hours security, including alarms on all doors and windows, motion sensors, installation of protective gates around the facility, night lighting, and motion-sensor lighting. SEC will be on-site 24 hours per day including after store hours. The COO will implement these plans.

b. The CEO will hire an alarm-response company in addition to having Security (SEC) stationed at the facility overnight.

c. The COO, with the assistance from the Closing Manager, the Assistant Manager (AM), or Shift Supervisor (SSUP) will ensure that all cannabis products are locked up at night at closing.

2. Managing the daily operations of the overnight security plan

a. The COO is responsible for supervising the overnight security plan. All security systems, including lighting, locks, and alarms, must be in working order at closing time.

b. The senior staff customer—the CEO, COO, AM, or SSUP will alarm the building nightly and turn off the alarm in the morning.

c. SEC will not receive the alarm codes but will be on hand each morning and evening to establish that the system has been turned on and off, and to ensure that all external doors and windows are locked.

3. Alarm response

a. If the alarm goes off at night, SEC will call 911.The alarm monitoring company should notify the police as well to check the facility for burglary or robbery. Security will then notify the CEO, or COO. The CEO, SEC, COO, AM, or other designated senior staff member should also meet the police at the facility to help with the investigation of any breach.

b. If the alarm proves to be false, the authorities and dispensary staff must discover the reason. False alarms are costly problems, as they come with fines.

Policy:
Security during Product Deliveries

Purpose:
To ensure that all cannabis deliveries are safe and secure.

Scope:
Front Door and Administration

Responsibilities:
CEO – to create a security protocol for safe deliveries

Chief Finance Officer (CFO) – to supervise payments to suppliers

Purchaser (PA) – to administer payments to suppliers; to ensure timely, organized, and safe supply appointments

COO - to implement this protocol

Assistant Manager (AM) - to supervise the policies

Reception (REC) – to educate suppliers about the dispensary rules and assist them in safely entering and exiting the facility

Security (SEC) – to create a safe environment inside and outside the facility

Distributor (DIST) – to observe and follow this safety policy

Detailed Procedures:

Operating Plan

1. Creating and implementing a safety plan

   a. The CEO will implement security protocols for every step of the Distributor (DIST) delivery experience. These include creating rules for getting an appointment for delivery, or facilitating a sample drop off; how to register into our customer system; rules for entry and exit; and guidelines for safe carry and transport. The COO will implement these policies with the assistance of the Assistant Manager (AM) and Reception (REC).

   b. REC is responsible for educating potential distributers about the rules when they arrive. The Purchaser (PA) will further educate, including tips on preventing burglary or robbery.

2. Safe entry and exit for suppliers

   a. Security (SEC) will monitor the safety of the facility's parking lot and surrounding area within 200 feet. They will observe and report any suspicious activity to a senior staff member, and to the police in case of emergency. SEC's goal is to create a safe environment for distributers when they arrive.

   b. DIST are required to park in the parking lot, not on surrounding streets.

   c. SEC will monitor the parking lot during these appointment hours, knowing that DIST will be entering and exiting the facility.

   d. The REC will register each DIST, ensure that they understand the general rules of the facility, and verify that they have required license and paperwork. Anyone not willing or able to meet these requirements will be asked to leave immediately.

3. Safe-supply appointments

   a. Each DIST will check in with front-door SEC, showing them a government identification(ID). The REC will check them in and provide them with all information regarding building rules and safety policies. REC will only check in DIST if they have an appointment scheduled in advance. If DIST arrive requesting appointments, the REC will assist them in booking one for a future date.

   b. The PA will retrieve DIST directly from the reception area at the time of their pre-arranged appointment. DIST will be escorted to the buying area and will be under the direct supervision of the PA at all times during the appointment. Afterward, the PA will escort them back to the reception area.

   c. The PA will always have either ADMIN, COO, Chief Finance Officer (CFO), or Assistant Manager (AM) to help assist in securing cash and checks for payments. These systems require layers of checks and balances, starting with two people overseeing payments over $300. The CEO will establish this payment system, and the COO will implement it.

4. SEC's role in product deliveries

   a. SEC must be extra vigilant in ensuring the safety. Most arrive with products and leave with cash payments, meaning they are vulnerable to robbery and burglary at both intervals. SEC must observe, report, and interrupt any potential crime issue. Each guard will be armed with an individual panic button that immediately notifies the police in case of emergency.

b. If SEC assesses a risk, they should notify police immediately by pressing the silent alarm, phoning 911 from a landline (cell-phone use can delay response), or, if reporting a suspicion rather than an incident, calling the police non-emergency number. It is better to err on the side of caution in these circumstances. If police are called, the CEO and COO should be notified right afterwards, and they should assess whether or not one of them should go to the building to assist in any investigation.

5. Reacting to robbery and active shooting

a. If there is an active shooter, staff should follow this protocol in exact order: run and hide if possible; commit to your action and fight if not. Obviously, no one wants to consider this possibility, but being prepared with an action plan is essential. Call 911 at the first safe opportunity, using panic buttons, landlines (preferable), or cell phones.

b. If there is a robbery in progress, comply and give the suspect what they want. Never argue or fight, and call 911 at the first safe opportunity, using the panic buttons, landlines (preferable), or cell phones.

Policy:
Loitering—Inside and Out

Purpose:
To prevent nuisance and crime, both inside and outside the facility.

Scope:
Facility-wide

Responsibilities:
CEO – to create and supervise an anti-loitering policy

COO – to implement this plan and ensure that customers move through the facility in a timely manner and do not linger inside after visits

Assistant Manager (AM) – to implement the no-loitering policy in the lobby

Office Administrator (ADMIN) – to implement the no-loitering policy in the lobby

Reception (REC) – to implement the no-loitering policy in the lobby

Security (SEC) – to keep the parking lot and entryway free of loitering; to assist in removing any customer lingering inside the facility

Detailed Procedures:

1. Creating and supervising this policy

a. The CEO is responsible for creating safety and security plans to eliminate loitering, inside and outside. The COO will implement these policies, including training Security (SEC) and the Receptionist (REC to prevent, intercept, and solve any loitering problems.

b. The COO will create a reporting program to track any customers who linger at or around the facility, creating nuisance and security risks. Any staff customer who sees a repeat loiterer should report this person using the tracking system. Too many episodes of this, or just one particularly bad episode, could lead to a customer being banned from accessing the facility and services.

c. The COO with oversight if necessary from the CEO will supervise any disciplinary actions against a customer who loiters around or inside of the facility. Generally, a warning by SEC or another trained staff customer is enough, but it may occasionally be necessary to deny services to a repeat offender. Only the COO, or CEO can approve denial, and only after a complete review of the circumstances.

2. Implementing the policy inside the facility

a. The REC and the COO should aim to give each customer their full attention. Interactions at the dispensary counter should take about 5 minutes, and customers should arrive, receive their cannabis, and leave in a timely manner. There are some customers that will require additional time and we will make sure to provide them the time they need. If it becomes excessive, the Shift Supervisor (SSUP), COO, or AM will step in to assist with the transaction. If any customer lingers either before or after their visit, they pose a safety risk to the company. This could be the set up to a crime, or it could be a confused customer needing assistance. Please intercede, clearing the dispensary or reception area as quickly as possible.

b. If the customer is in need of medical attention, call 911 immediately, from a landline. If you are on a walkie-talkie, radio for the REC to make the call, keeping the radio free for relay of questions from emergency dispatch. Stay with the customer until help arrives.

c. If you suspect a crime in progress, push the panic button or use your walkie-talkie to radio and ask the COO, AM, or REC to call 911.

d. Staff must record all internal loitering issues, reporting them to the COO, and tracking them on the customer's digital records. Repeat violations will result in denial of services, which will be issued at the discretion of the COO.

3. Implementing the policy outside of the facility

a. If any customer lingers in the parking lot or nearby, they pose a safety risk to the company. This could be the set up to a crime, or it could be a confused customer needing assistance. In these circumstances, SEC needs to intercede and clear the area.

b. If a customer is in need of medical attention, call 911 immediately, from a landline. If you are on a walkie-talkie, radio for the REC to make the call, keeping the radio free for relay of questions from emergency dispatch. Stay with the customer until help arrives.

c. If you suspect a crime in progress, push the panic button or use your walkie-talkie ask either the Office Administrator (ADMIN) or REC to call 911.

d. Staff must record all internal loitering issues, reporting them to the COO, and tracking them on the customer's digital records. Repeat violations will result in denial of services, which will be issued at the discretion of the COO.

REGULATORY LAWS AND PROCEDURES

SFE, LLC will follow Cal. Code Regs. tit. 16 § 5410 & 5411 pertaining to allowing returns of purchased cannabis and giving away free under certain restrictions. Applicant will package or label cannabis goods and not accept, possess or sell cannabis goods that are not packaged as they will be sold at final sale. Cannabis goods purchased at applicants site by a customer shall not leave the retailer's premises unless goods are placed in an opaque exit package. Applicant will not have on-site or on-staff physician to evaluate patients and provide a recommendation for Cannabis. In addition to the retail operations established in this section, the consumption of Cannabis and Cannabis Products on-site shall not be permitted by patients or customers.

DUAL STATE LICENSING

Seitz LLC, prior to occupancy, will apply for and receive a type 10 retail license from the Bureau of Cannabis Control. Additionally, all software and staff training to comply with the Track and Trace system regulated by the California Department of Food and Agriculture will implemented with ongoing training occurring to ensure up to date knowledge of the staff.

DUAL EHS PERMITTING

To achieve the required dual licensing with the Environmental Health Service (EHS) Department, Seitz LLC will apply for and not begin operations until receiving a permit from EHS. To ensure the project is compliant with EHS requirements, these specific features and procedure will be included in the project:

Menu for Edible Cannabis Products offered for sale at the dispensary: A list of all edible cannabis products will be maintained and submitted to EHS as part of the application process. Should new items be added, EHS will be notified prior to the new product being offered in a manner and timeline that meets any requirements EHS places on the permit.

Toilet facilities: EHS is requiring toilet facilities that are employee accessible. As such, the project is proposing to improve the existing facilities to meet American with Disabilities Act requirements and will submit plans to EHS showing these improvements when the application is submitted.

Flooring: EHS is requiring the flooring in areas where cannabis products are stored and in toilet facilities to be smooth, non-permeable and easily cleanable.
As such this project will use approved products for flooring in toilet facilities as well as for flooring in the cannabis storage areas

Hand Wash sink(s): EHS is requiring a sink dedicated for handwashing with hot and cold water and equipped with mounted soap and a towel dispenser which is easily accessible to employees. A designated hand wash sink will be located within the facility.

Operating Plan

STORAGE OF CANNABIS PRODUCTS/INVENTORY

EHS requires edible cannabis goods be stored in a building designed to permit control of temperature and humidity and shall prevent the entry of environmental contaminants such as smoke and dust. The area in which edible cannabis goods are stored also may not be exposed to direct sunlight.

The storage area and product display areas of the facility will meet this requirement through mechanical improvements proposed by our mechanical engineer, Andy Souza of Technical Engineering Partnership.
Also, no edible cannabis goods will be displayed in an area that receives direct sunlight. The storage area has no exposure to sunlight.

EHS requires that edible cannabis products shall be protected from contamination by storing the products in a clean, dry location, where they are not exposed to splash, dust, vermin or other forms of contamination or adulteration, and at least six inches above the floor. This area must include cleanable shelves.

The project storage area will meet these requirements using shelving which gives proper clearance from the floor. Additionally, the daily operating procedures will include janitorial maintenance of the storage area to insure cleanliness.

EHS requires that storage areas must be under continuous video-monitoring and recording and secured in accordance with their Security Plan.

All cannabis storage areas will be under 24-hour security camera surveillance with 90-day retention of video footage in compliance with state law.

Lighting: EHS requires shatterproof shields be placed on lights above cannabis product storage. At least 50-foot candles of lighting intensity shall be provided in areas where employees are present.

The lighting requirements will be met through interior improvements that also meet City of Santa Rosa light requirements.

Refuse: All edible cannabis waste shall be quarantined and rendered unusable and unrecognizable under video monitoring and will be disposed of by per regulations.

Water supply: The water supply is provided through City of Santa Rosa utilities and meets EHS requirements.
Sewage disposal is provided through City of Santa Rosa utilities and meets EHS requirements.

PART D

Required Supplemental Information

PART D

NEIGHBORHOOD COMPATIBILITY PLAN

PART D

Neighborhood Compatibility Plan

Emerald Blooms of Santa Rosa will provide an appealing addition to Santa Rosa country landscape, maintain excellent relationships within the community, and organize their daily functions to minimize impacts on the neighborhood. The City of Santa Rosa is currently transforming as new developments are planned and people move across the bay in search of affordable living. Just as we have done in San Francisco and the Castro/ Upper Market neighborhood, Emerald Blooms will integrate the South Santa Rosa neighborhood at the core of our business model to ensure compatible aesthetics, operations, and partnerships.

AESTHETIC COMPATIBILITY

Emerald Blooms will provide a visually appealing storefront with a high-end aesthetic for patients, neighbors, and passersby. The exterior will resemble that of a mid to high-end restaurant of that will balance the appeal of the new development next door, businesses across the street and the Santa Rosa Market Place on Santa Rosa Avenue . The design will speak customer/clients looking for professionalism and safety from their collective. Emerald Blooms aims to design a facility that will not only fit in aesthetically, but also add to the vibrancy of the South Santa Rosa neighborhood.

OPERATIONAL COMPATIBILITY

Through diligent management of daily operations, Emerald Blooms will ensure the CD will not be a nuisance to our neighbors or negatively impact the neighborhood.

Traffic

While there is not an overwhelming amount of traffic at our intersection, Emerald Blooms has carefully considered how our operations could impact traffic conditions.

+ Entrance Parking: This location provides ample parking, including handicap accessible parking, to accommodate all patients. With a service drive parallel to Commercial Court, customers will first easily access the parking spots directly in front of the Emerald Blooms without effecting traffic on Commercial Court.

+ **Street Parking:** 9 additional spots are available on Commercial Court, with a turnover of 20 – 30 minutes per spot that will eliminate customers stalling traffic while looking for street parking.

+ **Overflow Parking:** Another measure to eliminate the impact on traffic patterns is a plan to access, talk to the owner about the parking lot across the street (new hotel parking) to serve as a parking destination.

Public Transportation

Bus Route 3 is a fast connection to Santa Rosa Avenue, and the Santa Rosa Market place right across the street from commercial court with bus stops both north and south. Busses run every 60 minutes. There are 19 bus stops on Santa Rosa Avenue, almost like door to door service. Route map is included in section D.

Bike Parking

Emerald Blooms will be installing Bike Keep Rack. Detailed pictures of the location right across from Emerald Blooms with Security watching. You have to have a card or the app in order to lock and unlock your bike.

Security

Emerald Blooms will manage the sidewalk with a security team to monitor cleanliness and loitering, as well as greet patients entering dispensary. The security team will provide a highly visible presence and deterrent to potential criminal activity by ensuring only those visiting the facility are allowed entry for legitimate business. This team will be vigilant to suspicious activity on the exterior of the premises. Cleanliness is also managed constantly with checks throughout the business day. Detailed Security Plan is in section D

Vendor Deliveries

Emerald Blooms detailed receiving procedure (explained in Part D, Safety and Security) will ensure the safety Of our vendors and Emerald Blooms employees and avoid any disturbance to the neighborhood. Elements of the security plan for vendor deliveries include:

+ Upon arriving at the Emerald Blooms, the vendor will park in in a secured area in the building. The roll up door is in the front of the building and detailed communications is in Part D the Safety and Security section.

+ The Security staff member will screen all delivery personnel and non-product vendors.

+ When ready, one of two Security Specialists will escort the vendor to the private monitored Roll up door and allow the vehicle to pull in with the roll up down closing back down. Cameras & video will be in the Sally Port.

+ Once the transaction is complete, the vendor is escorted to the private side door. Upon exit, the security guard will escort the vendor to the vendor's vehicle and monitor departure from the designated parking spot

Waste

Trash, recycling and compost is stored inside Emerald Blooms in a secured area and removed by the waste management company. Emerald Blooms waste will never contain products or medication. Daily security checks will ensure the waste area remains clean with trash secured in the garbage bins with a surveillance camera as well.

During all aspects of our operations, Emerald Blooms is committed to providing a safe and secure service facility to reduce any negative impact on the community. The Safety and Security Plan included in Part D, Safety and Security, addresses the technology Emerald Blooms will implement including a state of the art video surveillance system, alarm system and key card key system.

SUPPORT FROM NEIGHBORS

Signatures from Redwood Center Business owners supporting EMERALD BLOOMS

3/30/2018

To the Board Members of Redwood Center Association, Residents, Neighbors,

Re: Request for support of a cannabis dispensary at 112 Commercial Court Units 2 & 3

Enrique & Catherine Seitz would like to propose to the board members of Commercial Court a Retail store in place of Seitz European Motors. Seitz LLC proposes to operate a Commercial Cannabis Retail (Dispensary) and Delivery facility at 112 Commercial Court Units 2 & 3. The proposed site is zoned as Neighborhood Commercial (CN). There will be a retail space, storage, offices, and a waiting room. Storefront, Signage, and Window design will be submitted to the board for approval in advance. We are fully committed to being an integrated, proactive and responsive member of the community. We are a long time Santa Rosa resident, and will work hard to hire locals, minimize disruptions, and contribute to the safety and security of our area. We plan to provide ongoing security awareness training to our employees and provide 24-hour security coverage at the location. Especially in light of some of the recent local criminal activity, we want to be sure that our business is not a target, and we will not permit vagrancy, loitering, or on-site consumption.

The proposed project will include activities permitted by a Cannabis Retail (Dispensary) and Delivery State License – Type 10 for Medicinal & Adult use, which allows retail sales of cannabis and cannabis products to consumers. The new dispensary will offer a unique combination of retail and delivery as customers will be able to shop in store, on line and have the products delivered on a weekly or monthly basis.
Furthermore, our business is subject to inspection by government auditors who will ensure our business is in compliance with local and state regulations. We plan to go above and beyond the requirements to be a leading example of a licensed cannabis business.
Thank you for your time, and we would greatly appreciate your name and signature on the lines below to show your support. If you have any questions, please call me on my personal cell phone,707-484-6604.

Best regards,

Enrique Seitz & Catherine Seitz

Units 20, 21 & 22 - Dan Damonte VICE PRESIDENT

Units # 19 - SCOTT JEFFERY - PRESIDENT of the Association

Units 4 & 5 - GREG GALLEGOS

Units 6, 7 - Country Linen - owner Wes Dannenbring

#23 - Deanna Damonte - owner of Unit 23 (Treasurer of Redwood Center)

ROUTE 3: Santa Rosa Avenue, Court Street, Elsa Drive

Basic Description: Route 3 is a fast connection to Santa Rosa Avenue shops and services, travelling south to Elsa Drive. A straight route down Santa Rosa Avenue and back means quick travel times. Santa Rosa Market Place and several other shopping areas are all along Route 3. Combined with Route 5, these routes create 15 minute frequencies on Santa Rosa Avenue north of Petaluma Hill Road.

Monday through Friday frequency is every 30 minutes. The first trip departs at 6:00 AM from the Transit Mall, and the last trip departs at 7:30 PM from the Transit Mall.

Saturday has service every 60 minutes, with the first trip departing the Transit Mall at 6:00 AM, and the last trip departing at 7:00 PM.

Sunday also has service every 60 minutes, with the first trip departing from the Transit Mall at 10:00 AM, and the last trip departing at 4:00 PM

ROUTE 3 Turn by Turn Description

Departs from the south side of the Transit Mall
Right on Santa Rosa Avenue past Kawana Springs Road and Yoland Avenue
Left on Court Street
Right on Elsa Drive
Right on Santa Rosa Avenue to Downtown
To Transit Mall

ROUTE 3 All Bus Stops

Bus Stop Number	Location: Street and Cross Street	Time Point
80100	TRANSIT MALL	X
80167	Santa Rosa Avenue at Sebastopol Avenue	
80168	Santa Rosa Avenue at South A Street	
80169	Santa Rosa Avenue at Barham Avenue	
80170	Santa Rosa Avenue at Flower Avenue	
80517	Santa Rosa Avenue at Colgan Avenue	
80171	2155 Santa Rosa Avenue - Santa Rosa Market Place	X
80172	Santa Rosa Avenue at Yolanda Avenue	
80173	Santa Rosa Avenue at Burt Street	
80174	Court Street at Santa Rosa Avenue	
80175	Elsa Drive at Santa Rosa Avenue	X
80176	Santa Rosa Avenue at Apple Lane	
80177	Santa Rosa Avenue at Burt Street	
80178	Santa Rosa Avenue at Yolanda Avenue	
80179	1990 Santa Rosa Avenue - Santa Rosa Market Place	X
80180	Santa Rosa Avenue at Colgan Avenue	
80181	Santa Rosa Avenue at Flower Avenue	
80182	Santa Rosa Avenue at Barham Avenue	
80183	Santa Rosa Avenue at Maple Street	
80184	Santa Rosa Avenue at Mill Street	
80100	TRANSIT MALL	X


FIRE LANE - NO PARKING


BIKEEP
www.bikeep.com

Smart & Secure bike parking solution



Customizable

Bikeep integrates with existing systems (local transportation or access card).



Secure

We solve your bike theft problem. No bike has ever been stolen from Bikeep.



Simple upkeep

Do not worry about the maintenance, helpline or installation. We do it for you!



1,000+

Installed bike racks



1Million

Happy users



0

Bike thefts in last 5 years

For the Property owner	For the user
✓ Eliminate bike theft	✓ Incentive to use bikes
✓ Integrates with your existing access system (one system)	✓ Free of use
✓ Complete reporting and control over access	✓ User-friendly
✓ Maintenance free	✓ Securely lock their bikes
✓ Reduce the number of cars on property.	✓ Use the existing access system
	✓ Potential for peer to peer bike rental

How to (un)lock your bicycle using Bikeep?



1. Arrive

We integrate with any public transportation smartcard. Alternatively, you can use your mobile phone either through our App or through a voicemail dedicated to the station.



2. Identify

Click for: Bikeep with RFID VIDEO

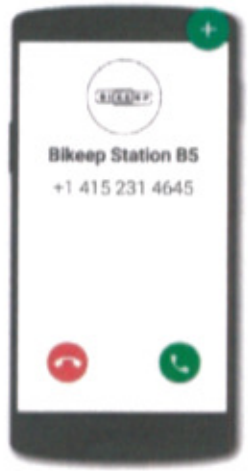
Click for: Bikeep with app VIDEO

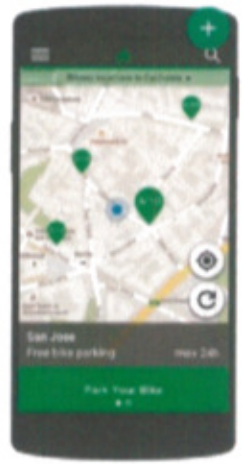
Click for: Bikeep with barcode VIDEO



3. Lock your bike





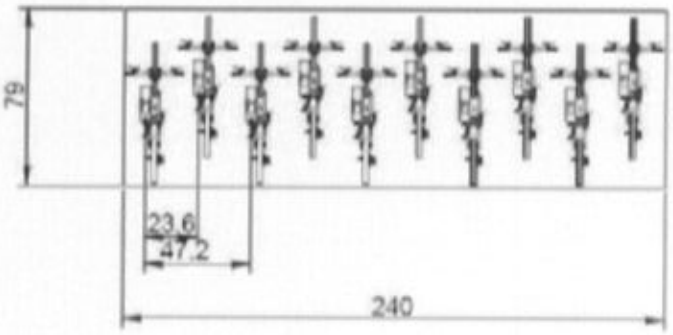


Dimensions :

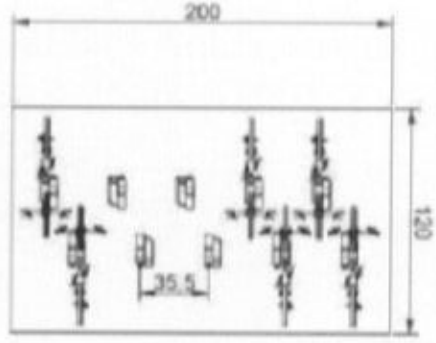
We have developed different layouts to answer all the needs of our clients.

To be sure, ask us to create a custom layout based on your project!

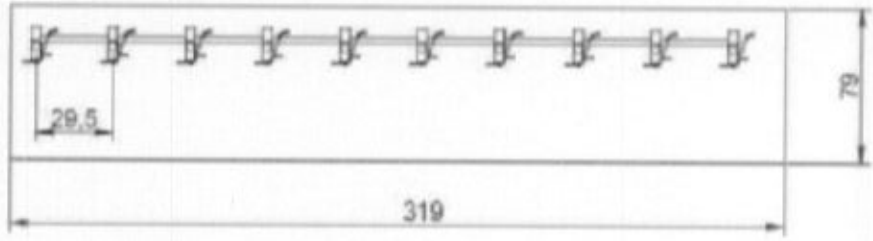
Dimensions in Inches



Zig-zag Layout



2-side entrance Layout



Straight Layout

PART D

Dispensary Description and Location

City of Santa Rosa
APR 20 2018
Planning & Economic Development Department

PART D

Dispensary Description and Location

1. STATEMENT OF PURPOSE OF DISPENSARY (A SEPARATE SHEET MAY BE ATTACHED)

Emerald Blooms Of Santa Rosa missioin is to provide a professional environment in which Santa Rosa Customers and patients may safely access medical cannabis therapeutics, obtain product knowledge and participate in integrated health programs to promote wellness within the patient collective.

The objective of the organization is to adapt and continue current models of medical cannabis business operations in Sonoma County to meet the goals and needs of the community of Sonoma County. Emerald Blooms will operate under a good-neighbor policy and serve as an active member of the local community in order to ensure the continued success of medical cannabis establishments in Santa Rosa In addition to operating as a non-profit organization, Emerald Blooms and its founders commit to establishing philanthropic focused health and wellness services which will further contribute to a successful MCD and establish Emerald Blooms as a respected loyal patient collective.

2. PROPOSED LOCATION OF DISPENSARY

112 Commercial Court Santa Rosa, CA 95407

3. NAME AND ADDRESS OF PROPERTY OWNER

Enrique Seitz & Catherine Seitz 112 Commercial Court, Suite 2 & 3 Santa Rosa, CA 95407

4. ZONING DISTRICT OF PROPOSED LOCATION

Commercial Zone CG

5. NAME AND ADDRESS OF SCHOOL CLOSEST TO PROPOSED LOCATION

Kawana Elementary School
2121 Moraga Drive, Santa Rosa, CA 95404

6. NAME AND ADDRESS OF EXISTING DISPENSARY CLOSEST TO PROPOSED LOCATION

OrganiCann
301 E. Todd Road, Santa Rosa, CA 95407

7. DESCRIPTION OF NEIGHBORHOOD AROUND THE PROPOSED LOCATION (SURROUNDING USES, NEARBY SENSITIVE USES (SUCH AS SCHOOLS), TRANSIT ACCESS TO SITE, ETC. A SEPARATE SHEET MAY BE ATTACHED. Emerald Blooms has a proposed location at Commercial Court off Santa Rosa Avenue in South Santa Rosa.


SCOPE OF PROJECT -
EMERALD BLOOMS
PROPOSED
DISPENSARY

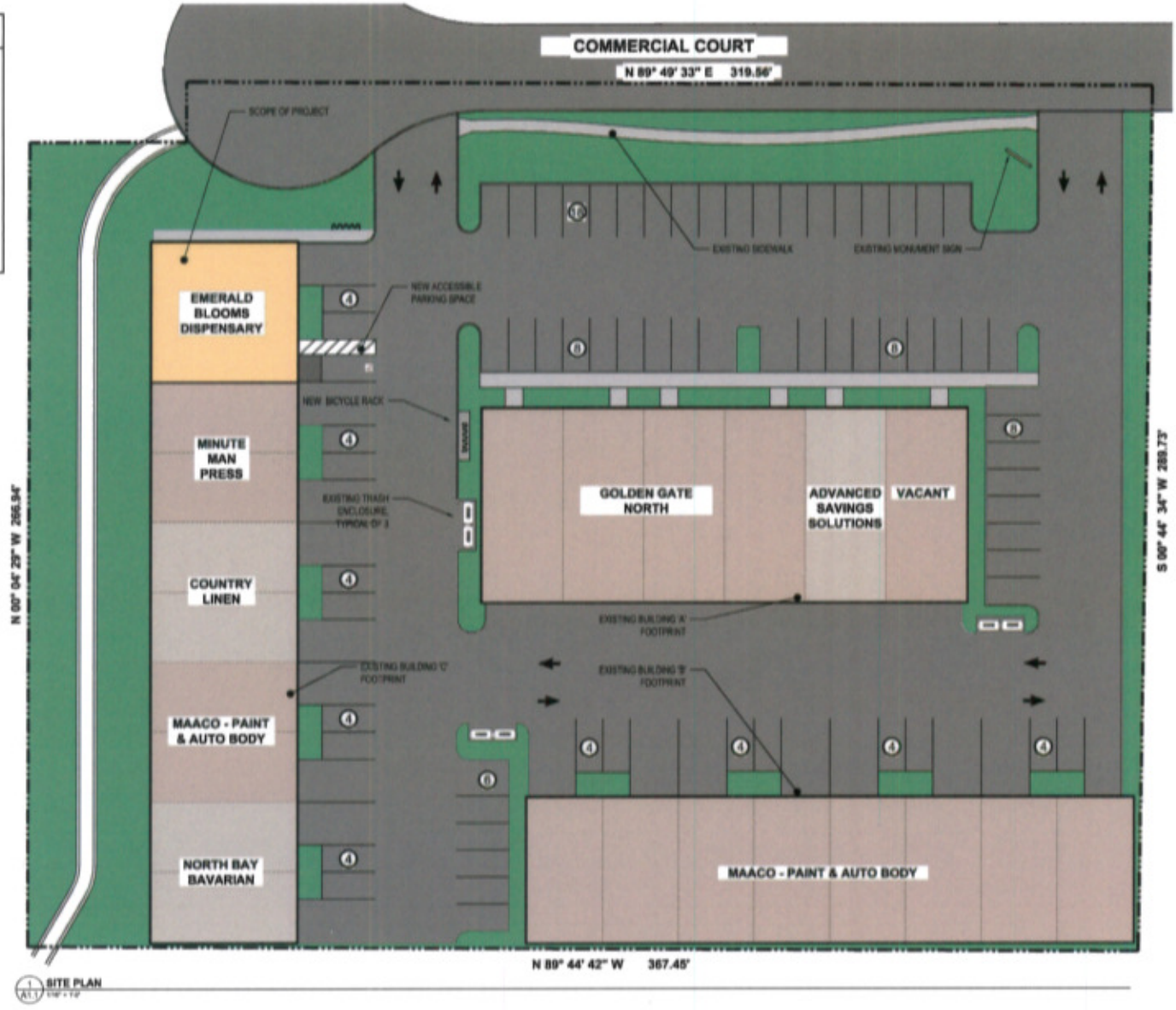
PART D

Site Plan and Elevations/ Photos of Proposed Location


SCOPE OF PROJECT -
EMERALD BLOOMS
PROPOSED
DISPENSARY
BAKER AVENUE
COLGAN AVENUE
MOTEL
COMMERCIAL BUILDINGS
BUS STOP
WENDY'S
TRAVEL LODGE
COSTCO
REDWOOD VETERINARY
TRAILER PARK
BUS STOP
GAS STATION
BORDERLINE
BEST BUY
PET STORE
OFFICE DEPOT
RESIDENTIAL
SANTA ROSA MARKETPLACE
MARSHALLS
HIGHWAY 101
FUTURE HOTEL
SMOTHERS AUTO PARTS
SANTA ROSA AVENUE
SPORTS RETAIL
PAINT & TILE STORES
COMMERCIAL COURT
TRADER JOE'S
BOWLING
CARL'S JR. / QSR
COMMERCIAL CONDOS
COMMERCIAL CONDOS
COMMERCIAL CONDOS
KFC / QSR
DRUG SHOP LIQUOR
MOTEL
MOBILE HOME PARK
KAWANA SPRINGS ROAD
BUS STOP
RETAIL CENTER
RETAIL CENTER

PROJECT STATISTICS

SCOPE OF PROJECT	TENANT IMPROVEMENT FOR RETAIL (DISPENSARY) AND DELIVERY
AP #	043-240-001 (#2 & #3)
ZONING	GENERAL COMMERCIAL
GENERAL PLAN	RETAIL BUSINESS SERVICE
SITE AREA	0.05 ACRES (2,211 S.F.) WITH 1.52 ACRES OF COMMON SPACE
EXISTING USE/BUILDING AREA	AUTOMOBILE REPAIR
PROPOSED USE/BUILDING AREA	CANNABIS DISPENSARY & DELIVERY
EXISTING PARKING PROPOSED PARKING	6 7 - 1 HC + 2 EMPLOYEE + 3 VISITOR + 1 GARAGE
EXISTING LANDSCAPE AREA	N/A NO CHANGE TO EXISTING



1 A1.1 SITE PLAN 1/16" = 1'-0"

Emerald Blooms - Conceptual Site Plan/Site Analysis Map

A1.1




TAS



1 A3.1 ELEVATION

Emerald Blooms

112 COMMERCIAL CT SUITE 2 & 3, SANTA ROSA, CA

DATE: APRIL 14, 2010

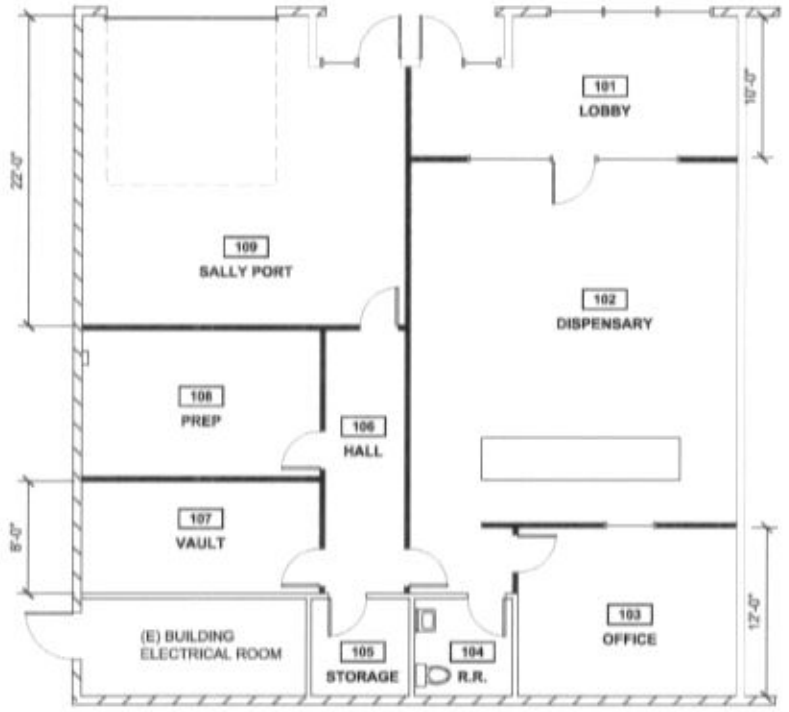
WE JOB #: 1009.01

4949 OLD REDWOOD HIGHWAY, SANTA ROSA, CA - (707) 570-7766

A3.1



1 EXISTING/DEMO



2 PROPOSED FLOOR PLAN

Emerald Blooms

112 COMMERCIAL CT SUITE 2 & 3, SANTA ROSA, CA

DATE: APRIL 14, 2015

WIX JOB #: 1555.01

4849 OLD REDWOOD HIGHWAY, SANTA ROSA, CA - (707) 576-7768

A2.1



ALUMINUM DOOR SYSTEMS MODEL 511

doors are designed in sizes up to 16'2" wide and 16'1" high (4928 mm and 4902 mm). Featuring a narrow center stile width of 21/32" (17 mm), these doors are sleek, attractive and permit maximum visibility. An array of glazing choices, top-and bottom-rail widths, finishes and special options customizes the 511 Model to satisfy nearly any project requirement.

Model 511, Black powder coat finish, Clear glass.

Standard features at a glance

Panel thickness	**1 ¾" (45 mm)**
Maximum standard width	16'2" (6147 mm)
Maximum standard height	**16'1" (4902 mm)**
Material	6063-T6 aluminum
Standard finish	**204R-1 clear anodized**
Center stile width	27/32" (17 mm)
End stile width	**2 ¾" (70 mm)**
Top rail width	2 3/8" (60 mm) or 3¾" (95 mm)
Top intermediate rail width	**¾" (19 mm)**
Bottom intermediate rail width	5/8" (16 mm)
Bottom rail width	**2 3/8" (60 mm) or 3 ¾" (95 mm) or 4 ½" (114 mm)**
Weatherseals	Bottom, flexible PVC
Standard springs	**10,000 cycle**
Track	2" (51 mm)
Mounting	**Angle**
Operation	Manual pull rope
Hinges and fixtures	**Galvanized steel**
Lock	Galvanized, interior-mounted single unit
Color palette	**Approximately 200 RAL powder coat finishes are available**
Warranty	12-month limited; 3-year powder coat finish

Options

Glazing options*: 1/8" (3 mm) DSB; 1/8" (3 mm) or 1/4" (6 mm) acrylic; 1/8" (3 mm) or 1/4" (6 mm) tempered; 1/8" (3 mm) or 1/4" (6 mm) clear polycarbonate; 1/4" (6mm) and 3/8" twin-wall polycarbonate, 5/8" triple-wall polycarbonate; 1/4" (6 mm) 3/8" (10 mm) and 5/8" (16 mm) twin-wall polycarbonate, triple-wall polycarbonate 1/4" (6 mm) wire glass; 1/2" (12 mm) insulated glass

Electric operator or chain hoist

Bottom sensing edge

3" track

Bracket mounting (not available on full vertical door tracks)

Higher-cycle springs in 25k, 50k, 75k, 100k cycles

Chain hoist

Posi-tension drums

Panel schedule		Section schedule	
Door width	**Number of panels**	**Door height**	**Number of sections**
to 9'2" (2794 mm)	2 or 3	to 8'6" (2591 mm)	4
9'3" to 11'11" (2819 mm to 3632 mm)	3	**8'7" to 10'1" (2616 mm to 3073 mm)**	5
12'0" to 14'11" (3658 mm to 4547 mm)	4	10'2" to 12'1" (3099 mm to 3683 mm)	6
15'0" to 16'2" (4572 mm to 4928 mm)	5	**12'2" to 14'1" (3708 mm to 4293 mm)**	7
		14'2" to 16'1" (4318 mm to 4902 mm)	8

FINISH LEGEND

Emerald Blooms
April 2018

FLOORING

WOOD

WD-1	MANUFACTURER:	PALLADIO
	COLOR:	NANTUCKET
	NUMBER:	58759
	STYLE:	8" X RANDOM LENGTHS

FLOOR TILE - PORCELAIN

FT-1	MANUFACTURER:	BEDROSIANS
	SERIES:	TRIBECA
	COLOR:	GREENWICH - GROUT: 35 MOCHA
	SERIES:	18" X 18" (12" x 24" BOARDER)

WOOD BASE

WB-1	MANUFACTURER:	MOUNT STORM
	COLOR:	PAINTED
	NUMBER:	TBD
	SIZE:	3/4" X 5" HIGH

WALL SURFACES

PAINT

P-1	MANUFACTURER:	BENJAMIN-MOORE
	COLOR:	TBD
	NUMBER:	1004
	FINISH:	EGGSHELL
P-2	MANUFACTURER:	BENJAMIN-MOORE
	COLOR:	TBD
	NUMBER:	997
	FINISH:	EGGSHELL

TILE

WT-1	MANUFACTURER:	BEDROSIAN
	STYLE:	TRIBECA - PORCELAIN
	COLOR:	HUDSON - GROUT: 90 LIGHT PEWTER
	SIZE:	24" X 12" STAGGERED JOINT
WT-2	MANUFACTURER:	BEDROSIANS
	STYLE:	TRIBECA
	COLOR:	GREENWICH - GROUT: 35 MOCHA
	SIZE:	6"± (CUT FROM 24" X 12")
WT-3	MANUFACTURER:	BEDROSIAN
	STYLE:	TRIBECA
	COLOR:	HARRISON - GROUT: 61 PARCHMENT
	SIZE:	24" X 12" STAGGERED JOINT
WT-4	MANUFACTURER:	BEDROSIAN
	STYLE:	MANHATTAN - GLASS - FOILED
	COLOR:	CASHMERE - GROUT: 17 MARBLE BEIGE
	SIZE:	2" X 8" (MESH MOUNTED - 8 X 16)
WT-5	MANUFACTURER:	BEDROSIAN
	STYLE:	MANHATTAN - GLASS - FOILED
	COLOR:	PEARL - GROUT 44 BRIGHT WHITE
	SIZE:	2" X 8" (MESH MTD' - 8 X 16 - FULL-BACKSPLASH)
WT-6	MANUFACTURER:	BEDROSIAN
	STYLE:	MANHATTAN - GLASS - FOILED
	COLOR:	PEARL - GROUT: 90 LIGHT PEWTER
	SIZE:	2" X 8" (MESH MOUNTED - 8 X 16)

TACK SURFACES

WC-1	MANUFACTURER:	CORK
	TYPE:	MAXIMUM LENGTHS
	COLOR:	NATURAL
	STYLE:	(BACKSPLASH - OVER 1/4" FIBER BACKING)

TOILET PARTITIONS

TP-1	MANUFACTURER:	GLOBAL
	TYPE:	FLOOR SUPPORTED
	COLOR:	STAINLESS STEEL
	NUMBER:	#4 SATIN

CASEWORK SURFACES

VERTICAL SURFACES

PL-1	MANUFACTURER:	WILSONART
	COLOR:	STUDIO TEAK
	NUMBER:	7960K-18
	FINISH:	TEXTURED - HORIZONTAL GRAIN
PL-2	MANUFACTURER:	WILSONART
	COLOR:	WHITE CARRARA
	NUMBER:	4924-38
	FINISH:	FINE VELVET
PL-3	MANUFACTURER:	WILSONART
	COLOR:	BLACK
	NUMBER:	1595-60
	FINISH:	TEXTURE

COUNTERS

SS-1	MANUFACTURER:	SILESTONE
	COLOR:	BLANCO ORION
	NUMBER:	SLAB
	FINISH:	POLISHED
SS-2	MANUFACTURER:	SILESTONE
	COLOR:	CALYPSO
	NUMBER:	SLAB
	FINISH:	POLISHED
PL-4	MANUFACTURER:	WILSONART
	COLOR:	WHITE CARRARA
	NUMBER:	4924-38
	FINISH:	FINE VELVET

CEILING SURFACES

TEE BAR CEILING

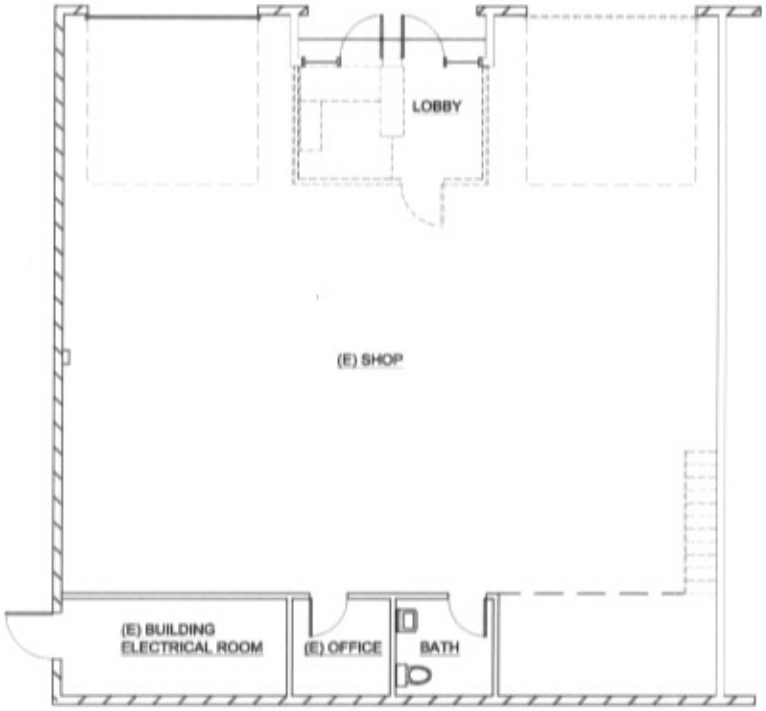
AT-1	MANUFACTURER:	ARMSTRONG
	COLOR:	WHITE
	NUMBER:	CIRRUS TEGULAR
	SIZE:	24 X 24 W/ 9/16" GRID

PAINT

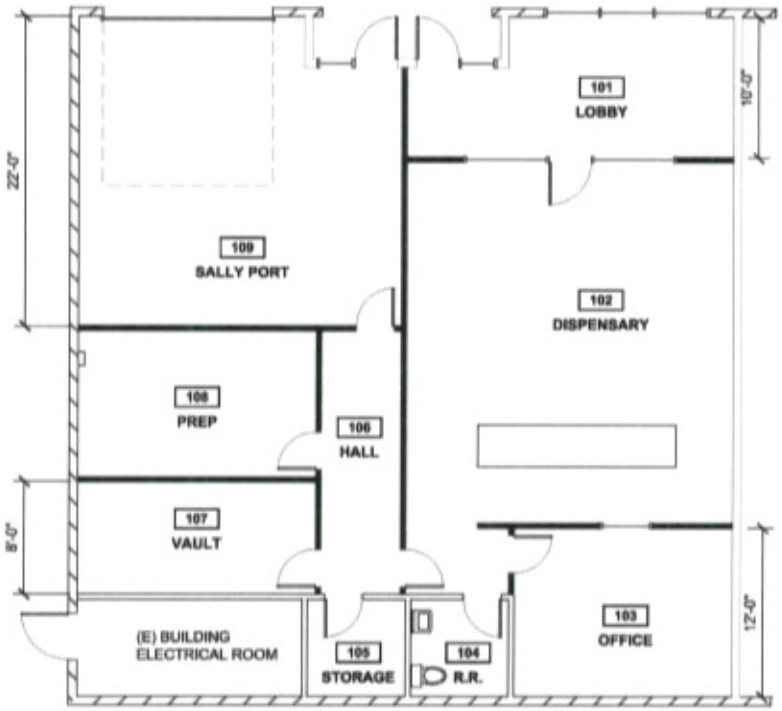
P-3	MANUFACTURER:	BENJAMIN-MOORE
	COLOR:	FOG MIST
	NUMBER:	OC-31
	FINISH:	EGGSHELL

PART D

FLOOR PLANS



EXISTING/DEMO



PROPOSED FLOOR PLAN

Emerald Blooms - Conceptual Floor Plan

A2.1

112 COMMERCIAL CT SUITE 2 & 3, SANTA ROSA, CA

DATE: APRIL 14, 2016

WIX JOB #: 1608.01

4849 OLD REDWOOD HIGHWAY, SANTA ROSA, CA - (707) 570-7766

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PART E

BONUS SUPPLEMENTAL INFORMATION

City of Santa Rosa
APR 20 2018
Planning & Economic
Development Department

PART E

ENVIRONMENTAL BENEFITS

PART E

Environmental Benefits

Emerald blooms will implement an Environmental Plan that reduces energy consumption, conserves water and strives to eliminate ALL waste from its operations

Emerald Blooms will serve as an active environmental steward within the Sonoma County. In support of the Office of Energy and Sustainable Development, Emerald Bloom will strive to set the standard as an advocate for a healthy urban environment.

SUSTAINABILITY FROM SEED TO SALE Emerald Blooms will ensure "green" practices are implemented in all aspects of production from seed to sale. Emerald Bloom is able to control our impact on the environment because we operate only with cultivators and dispensaries in the Bay area.

WATER CONSERVATION
Emerald Blooms water usage at the dispensary will be minimal and primarily related to bathroom usage; however, Emeral Blooms will install low-flow toilet and sink fixtures to further reduce the water per flush and the flow of faucets.

MATERIALS AND WASTE
Emerald Blloms has developed a strategy that can lead to a Zero Waste Plan with recycling, reuse or composting of all materials used throughout the supply chain.
Emerald Blooms would only have 15% as collected as garbage while 70% is recycled and 15% is composted.





Durable, powder-coated galvannealed steel wall construction

Engineered to be rust resistant, the Mantis ComposTumbler will give you fresh compost, batch after batch – year after year.





Specifications

Drum Capacity	22 cu. ft. Holds up to 18 bushels (168 gallons) for composting. Up to six 30-gallon trash bags of material.
Size	68" H x 50" W x 40" D
Drum Height	27" off the ground
Drum Materials	Non-toxic powder-coated galvannealed steel, rust-resistant. BPA-free, food grade plastic end caps.
Frame	Tubular steel with black powder-coated finish
Drainage	Aerator/Drainage unit on the door
Air Circulation	Screened vents in the end caps
Turning	Gear-driven handle on frame
Color	Sage Green
Time to Finish Compost	Finished compost in 4 to 6 weeks* | * Compost times depend on ambient temperature and combination of materials being composted.
Guarantee	60-Day Money-Back Guarantee: Try it for 60 days, risk-free.
Warranty	2 years

PART E

LABOR AND EMPLOYMENT

Labor and Employment

CONTINUING EDUCATION AND EMPLOYEE TRAINING

Emerald Blooms conducts a comprehensive Employee Training Program for all personnel employed by the organization. The program incorporates State of California requirements and regulations including background checks, as well as new-hire training and continuing education protocol.

Emerald Blooms invests in the professional development and education of its personnel to uphold a standard of excellence, and provide customers comprehensive product knowledge when selecting their medicinal marijuana products.

The organization will require all employees to participate in the assigned education and training programs. Any employees that fail to pass the education and testing requirements may experience disciplinary action and/or termination. Please see attached Standard Operating Procedure for a detailed explanation of Emerald Blooms Employee Education and Training Program.

LIVING WAGE

Emerald Blooms will provide its employees with a Living Wage equal to 150% of the minimum wage mandated by the State of California. The current minimum wage in California is $11.00 per hour. Emerald Blooms will provide employees with a 150-200% increase at $16.00 -$22.00 per hour.

Additionally, Emerald Blooms will comply with the employee benefits specified in BMC Chapter 13.27 of the City of Santa Rosa Living Wage Ordinance:

- Employees must be entitled to at least 22 days off per year for sick leave, vacation, or personal necessity.
- 12 of these required 22 days off must be compensated at the same wage as for a normal working day; 10 of these 22 days may be uncompensated days off; and, Paid holidays, consistent with established Emerald Blooms employer policy, may be counted toward provision of the required 12 compensated days off.

*For all hourly employees, the following applies:

+ **First 90 Days:** $16.00
+ **Remainder of Year 1:** $16.50
+ **Year 2:** $18.00-20.00
+ **Year 3:** $21.00-25.00
+ **Year 4:** Performance-based increase (maximum 10% increase per year)

Wages are adjusted annually according to the Consumer Price Index for all urban consumers in the Sonoma County, Napa & Marin County, as published by the U.S. Department of Labor, Bureau of Labor Statistics. Adjusted wages are effective June 30th of each year.

Wage Scale
Projected

Position	Wage Rate (2018)
General Manager / Dispensary Director	$85,000 - $125,000 (Salaried)
Assistant General Manager	$80,000 - $100,000 (Salaried)
Patient Care Consultant	$16.00 - $24.00 (Hourly)*
Patient Records Administrator	$17.00 - $24.00 (Hourly)*
Security Manager	$60,000 - $70,000 (Salaried)
Security Specialist / Sidewalk Ambassador	$18.00 - $24.00 (Hourly)*
Security Specialist	$18.00 - $24.00 (Hourly)*
Supply and Purchasing Manager	$60,000 - $70,000 (Salaried)
Inventory and Packing Specialist	$18.00 - $24.00 (Hourly)*
Quality Assurance Specialist	$18.00 - $24.00 (Hourly)*
Community Relations / Patient Programs Manager	$18.00 - $24.00 (Hourly)* N/A will be held by principal
Human Resources Manager	N/A, position currently held by Principal.

Appendix 1: Intake Management Guide Training

PATIENT PROFILES

Emerald Blooms will pride itself on providing an open atmosphere where patients & customers interact comfortably with our Consultants to receive reliable information and identify products that will best suit their medical needs. Our Consultants guide our customers in journaling the effects of the selected products on their symptoms which can be reported back when the customer returns and tracked by the Patient Consultant. This sharing-approach allows our Patient Consultants to assist our customers in finding the most effective solutions tailored to their individual needs. This model has worked successfully for the past three years at The Emerald Blooms will offer therapeutics for patients with the following health profiles:

Treatable Symptoms:

+ Anxiety
+ Cramps
+ Depressions
+ Inflammation
+ Insomnia
+ Loss of Appetite
+ Muscle Spasms
+ Muscle and Joint Pain
+ Neuropathic Pain
+ Phantom Limb Pain
+ Seizures
+ Skin Irritation

Treatable Conditions:

+ ADD
+ ADHD
+ Arthritis
+ Asthma
+ Autism
+ Bipolar Disorder
+ Cancer
+ Crohn's
+ Colitis
+ Epilepsy
+ Fibromyalgia
+ Gastrointestinal Disorder
+ Glaucoma
+ HIV/AIDS
+ Migraine
+ Multiple Sclerosis
+ PMS/PMDD
+ PTSD

PROFESSIONAL SERVICES

COMING SOON

Program offerings will include:

Intake Management Training Guide

Table of Contents:

Verifying Recommendation..... 1
Membership Agreement Form..... 4
Creating Patient Profile..... 5
Caregivers..... 8
Auditing Intake.....

Verifying Recommendations (New and Renewals):

First, double check that the recommendation and identification the patient presents is both valid and falls within the state's requirements and our own. The requirements are as follows:

1. Patient must present a valid state issued photo ID (e.g., driver's license, identification card, etc). Make sure the ID has not expired, and the name on the ID matches the name on the recommendation. If the patient presents with an out-of-state ID, Passport, or foreign ID they must also have with them proof of residency. If the patient does not have proof of residency, we cannot begin the registration or renewal process. Below is a list of acceptable documentation to show proof of residency (all documentation listed below must be in the patient's name):
    a. Recent (within past two months) utility bill, pay stub, etc.
    b. Recent (within past two months) receipt of driver's license or identification card
    c. Valid lease agreement (i.e., must be presented within two months of the lease being signed, and patient must be listed as the master tenant. If presented after two months of being signed, the lease cannot be accepted as proof of residency.)
2. Patient must present a valid medical marijuana recommendation (letter or card) issued by a licensed MD or DO within the state. If the recommendation is written by a personal physician (i.e., not a recommendation clinic), it must be written on either the doctor's official letterhead or the California Department of Public Health's Medical Marijuana Program Written Documentation of Patient's Medical Records (form CDPH 9044):



In order to be valid, all recommendations must include the following:

a. Patient's name and date of birth as it appears on their ID
b. Doctor's name, the address and phone number of the medical office the patient was seen at, and the doctor's signature and license number
c. Must state that the doctor is recommending the therapeutic use of medical marijuana to help alleviate symptoms
d. Official seal

If the patient's recommendation is missing any of the above information, or is not on the proper form, the recommendation is not valid and we will not be able to begin the registration or renewal process. Please advise the patient of what is needed, give them a form (if applicable) and refer them back to their doctor.

If the patient is under the age of eighteen, we are unable to dispense medication to them directly. Instead they will need a parent or legal guardian designated as their primary caregiver to pick up their medication for them. On the first visit the patient may speak with a patient consultant alongside their caregiver, but after this only the caregiver will be allowed into the dispensary until the patient's eighteenth birthday. Occasionally, a parent or legal guardian may present as a primary caregiver for a young child who will not yet have a state issued form of identification (e.g., patient is a young child suffering from a seizure disorder). In this case, the caregiver's proof of residency will suffice as proof of residency for the child. The caregiver should also have with them some form of proof that they are indeed the parent or legal guardian of the child (e.g., birth certificate, legal guardianship forms, health insurance card with both the parent's and child's name on it, etc).

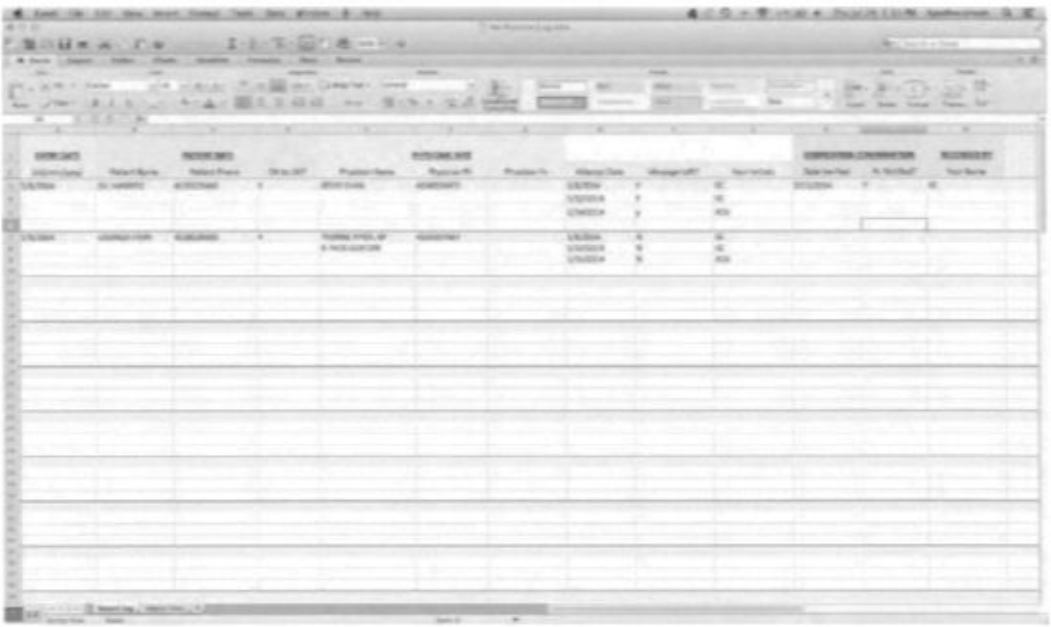
If the recommendation has all the required information and is properly documented, the next step is to verify the recommendation is valid. Many clinics will have a website to verify this. If not, call the clinic directly to speak with a member of the staff. A phone call will often also be necessary when the recommendation is written by a personal physician. If no one is available to verify the recommendation, be sure to leave the following information in your message:

1. Your name
2. Where you are calling from
3. Why you are calling
4. Patient's full name
5. Patient's full date of birth
6. Call back number

Below is an example script:

> "Hi my name is _____ and I am calling from the Emerald Blooms. We are a medical marijuana dispensary, and I am calling to verify a recommendation written by Dr._____ for patient _____. His/her date of birth is _____. If you could please call us back at your earliest convenience it would be greatly appreciated. Our phone number is 707-544-8505. Anyone will be able to
> take your call, and our voicemail is HIPAA compliant. Thank you, and have a great day."

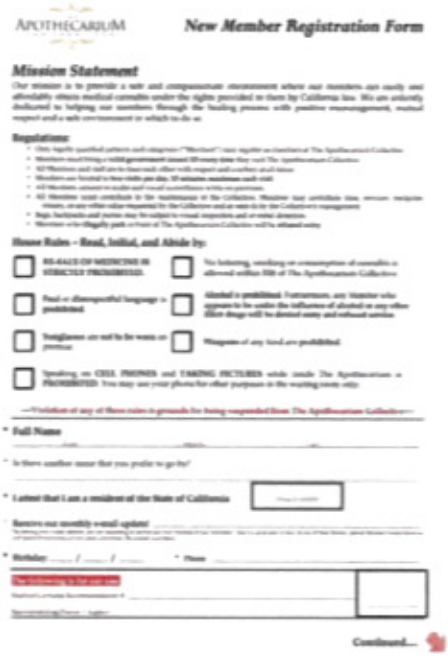
If a message is left, you will need to note this on the verification log:



The verification log can be found on the desktop in the "Verification Log" folder. Be sure to thoroughly fill out the verification log. Remember, you are not the only one who will utilize this log/follow up with a doctor or patient. If you leave any notes, make sure they are clear and concise, so that anyone will be able to understand them. Be sure to ask the patient if it is ok to leave a message at the phone number they provide, and note whether or not it is ok to do so on the log. The log needs to be checked every morning, and is the responsibility of the opening employee who first manages the intake desk that day. Be sure to document on the verification log the date that you called and if you were unable to speak with anyone, whether or not a message was left. Once verified, document the date it was verified and whether or not you were able to speak with the patient (or leave a message). Always initial each entry you make.

Membership Agreement Form:

If the patient is a new member, while you are verifying the recommendation, the patient should be filling out the Membership Agreement Form.



APOTHECARIUM

New Member Registration Form

Mission Statement

Regulations

House Rules – Read, Initial, and Abide by:

* Full Name

* Birthday: ___ / ___ / ____ * Phone

Continued...

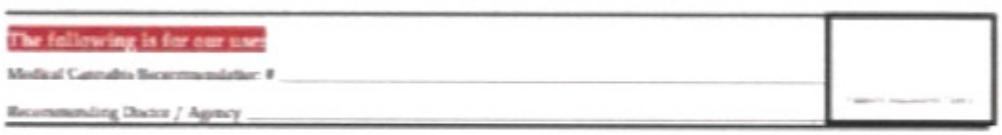


Collective Agreement:

Once the patient completes the form, double check to make sure the patient has:

1. Initialed (not checked or made an "X") in the boxes next to the house rules and regulations
2. Printed their full name (as it appears on their ID)
3. Initialed the box indicating they are a resident of the state
4. Given a phone number and/or email address
5. Written their date of birth
6. Printed their name, signed and dated the back (make sure the date they use includes the month, day and year, and is correct)

Next fill out the patient's recommendation number (or if a recommendation number is unavailable, write "personal physician", and the website used to verify the recommendation, or the doctor's name and phone number that was used. Initial the box in this section indicating that you have checked the form and verified the recommendation.



The following is for our use:

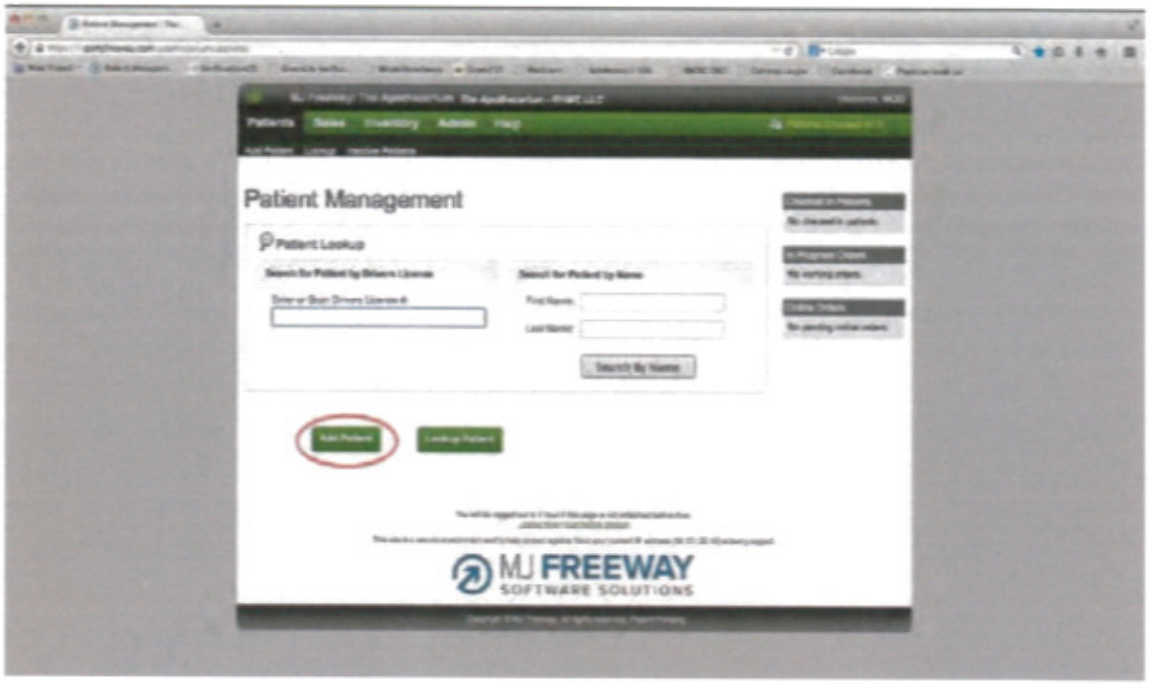
Medical Cannabis Recommendation #: _____

Recommending Doctor / Agency _____

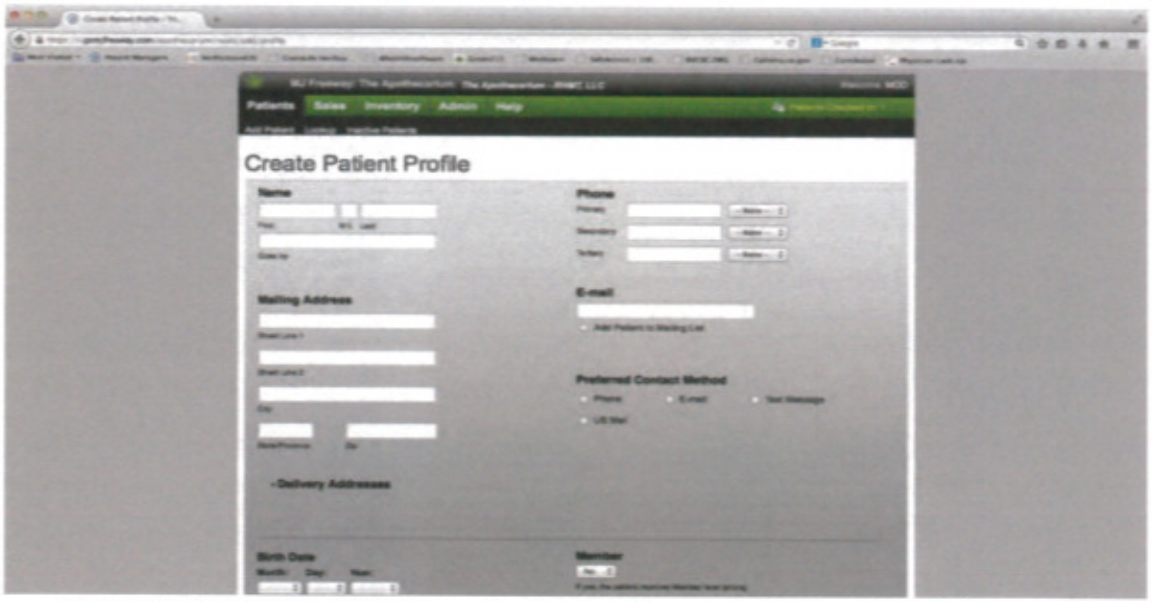
Continued...

Creating Patient Profile:

Once the recommendation has been verified, create/update the patient's profile. To do this, click on the "Add New Patient" button on the bottom of the MMJ Freeway homescreen:



From here you will be taken to the Patient Profile screen:



If the patient is a new member, enter in all of the required information listed below:

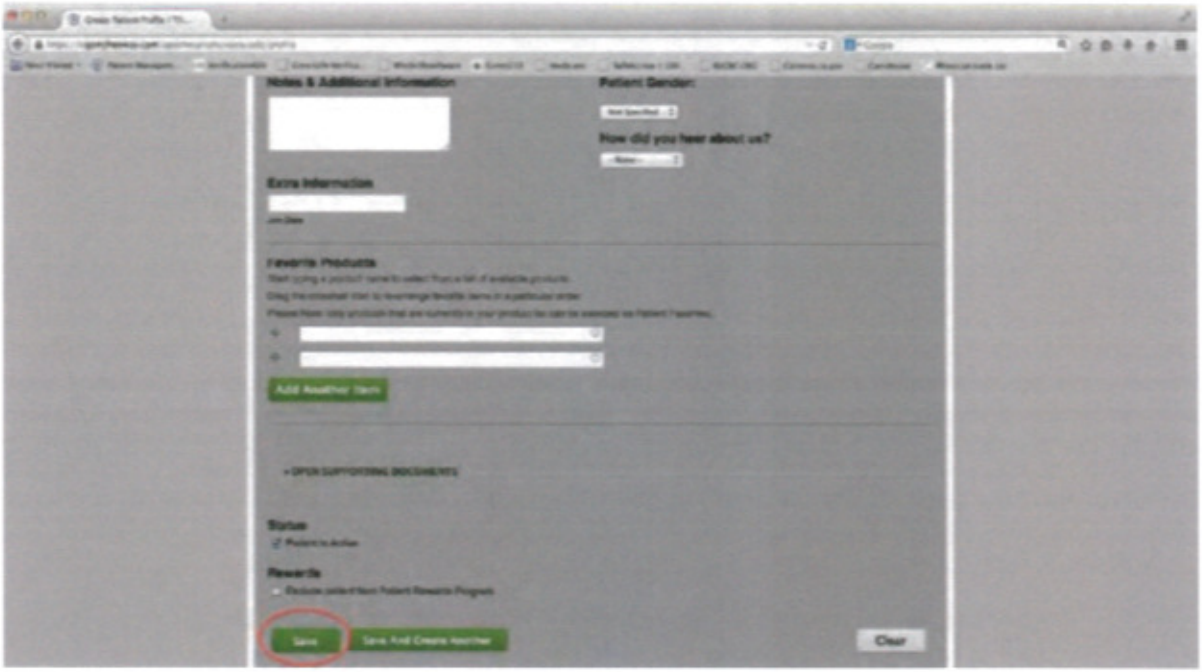
1. Name (and preferred name if one is given)

2. Address
3. Phone number and/or email address
4. Check the preferred contact method
5. Date of birth
6. ID number

    **Be sure to translate any leading letters to numbers. (e.g., A = 01, B = 02, C = 03, etc) Also if an out of state or foreign ID is presented, make sure to indicate this (e.g., MA DL: 111111111, Australian DL: 11111111)*
7. Recommendation number and expiration date
8. Doctor's name
9. Doctor's license number
10. Website or phone number used to verify recommendation

Once all of this information is entered into the system and you have verified the patient has completely and correctly filled out the membership agreement form, check the boxes "recommendation verified" and "paperwork completed", and click the "save" button to complete the patient's profile.





If the patient is a returning member updating their recommendation, you will only need to verify all of the above information is documented and current, and update the recommendation number, expiration date, and doctor's information. If any information is missing (e.g., middle initial, phone number) please update the profile so that it is complete and save the profile.

Caregivers:

When a person presents as a caregiver for another patient, you will follow the same process for verification and new member registration as stated above, along with the following additions:

1. If possible, both the patient and caregiver should be present for the registration process. The patient should have with them a valid recommendation and photo ID (as stated above), and the caregiver should also have a valid photo ID and a caregiver form from the patient's doctor which contains the following information:
    a. The patient's name and date of birth
    b. Patient's recommendation number and expiration date
    c. The caregiver's name and date of birth
    d. Doctor's name, the address and phone number of the medical office the patient was seen at, and the doctor's signature and license number
    e. Both the patient's and caregiver's signature
    f. Official seal

The caregiver form also needs to state specifically by name that the caregiver is providing care for the patient (e.g., "I, John Doe, declare Jane Doe as my caregiver..."). Both the patient and caregiver will need to fill out the Membership Agreement Form. If

the patient is not present, give a copy of the Membership Agreement Form to the caregiver and have them bring it to the patient for them to fill out and sign, and bring back to us upon their next visit. If the caregiver doesn't have the patient's recommendation and/or ID, verify the patient's recommendation using the number listed on the caregiver form, and ask the caregiver to bring the patient's recommendation and ID with them upon their next visit so that we may complete their records.

When creating the patient profiles, both the patient and the caregiver will need their own profiles. You will follow the same steps as listed above, except in the caregiver's profile, you will document the patient's recommendation information.

Auditing:

During downtime, you will need to audit completed membership agreement forms. To do this, look up the patient in MMJ Freeway and double check that all of the required information has been inputted into their profile. Make sure the membership agreement form has been filled out completely, and that all documents were scanned, named, and filed correctly within the Intake Folder. If anything is missing, or the membership form is incomplete/inaccurate, make a note on the patient's profile in the "Goes By" text field (e.g., John - needs to sign membership agreement form, Jane - need scan of rec and ID, etc.). If the membership agreement form has any missing/incorrect information, file it accordingly in the filing cabinet. If the membership agreement is complete, place it in the shred box once you have finished auditing the patient.

Appendix 2: Employee Education & Training Program

EMERALD BLOOMS

SANTA ROSA

A Medical Cannabis Dispensary
112 Commercial Court Suite 2 & 3
Santa Rosa, CA 95407

EMPLOYEE TRAINING MANUAL

2018

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INTRODUCTION

A Brief History of Cannabis

Cannabis is a flowering plant that originated in Central and South Asia. A hearty plant, it can grow in nearly any condition and without little to no assistance, which is why it is commonly referred to as "weed."

There are 12 strains that were once geographically isolated from the possibility of cross-breeding with any other cannabis strain. These "landrace" strains, as they are called, are the origins of nearly all strains in existence today."

CHAPTER 1 – THE MEDICINE

Section 1 – Cannabinoids and Terpenes

1) CANNABINOIDS
   a) Cannabinoids are chemical compounds that activate cannabinoid receptors on cells that repress the release of neurotransmitters in the brain; simply put, they are naturally occurring psychoactive chemicals. Cannabinoids are not only found in cannabis; they are also found naturally in the human body and in animals (these are called endocannanbinoids) and in cannabis and other plants including echinacea. Cannabinoids are also produced synthetically; these include commonly prescribed pharmaceuticals like Marinol and Sativex.

      So far, over 85 cannabinoids have been identified in peer-reviewed research publication, including Δ9-tetrahydrocannabinol (aka THC) and cannabidiol, aka CBD. Recent research about CBD in particular is very exciting in regards to its antiproliferative, anti-epileptic, anxiolytic, anti-diabetic, anti-insomniatic and neuroprotective effects. Effectively, the combinations of cannabinoids naturally occurring at different rates in different strains or batches of medicine can make them more or less effective to treat certain health conditions.

2) TERPENES
   a) Terpenes are a class of organic compounds which occur naturally and are found in many plants and some insects. They are the main component of essential oils, and are found in foods and scents. Examples of terpenes include Vitamin A, and many of the components that make up hops, including myrcene and beta-carophyllene, which are also found in several products we carry.

      In cannabis, terpenes give flavor, scent, and recent research has shown that they have certain desirable effects for health. Individuals seeking antifungal, anxiolytic, antispasmodic, anti-inflammatory, antipsychotic or anxiolytic effects may want to seek out medicine rich in these terpenes.

Chapter 1, continued

Section 2 – Main Strains

There are 2 strains of cannabis, Indica and Sativa, which can be combined to form Hybrid strains.

1) INDICA
   a) Characteristics
      i) Leaves are fat and wide with short stems
      ii) Buds are dense and bushy, and covered with white crystals
      iii) Shorter growing period
   b) Type of High
      i) Heavy and relaxing high.
      ii) Slows the mind and body.
   c) Treatment
      i) Headaches
      ii) Miscellaneous Body Pains
      iii) Muscle Spasms
      iv) Insomnia
         (1) Note: Although used as a sleep aid, it can cause lethargy

2) SATIVA
   a) Characteristics
      i) Leaves are long & skinny with long stems
      ii) Buds are soft and springy with brown & orange fibers.
      iii) Longer growing period
   b) Type of High
      i) Positive & Energizing High
   c) Treatment
      i) Depression
         (1) Note: However, may cause anxiety & paranoia.

3) HYBRIDS
   a) Hybrids are usually larger plants that combine the physical characteristics of both the Indica and Sativa strains.
   b) Each hybrid strain is generally dominant in one strain or the other.
   c) Hybrids are cultivated to present a certain desired combination of attributes that one would find in both Indicas and Sativas.
      i) For example, the high experienced with a hybrid strain may be both relaxing as in an Indica high and positive as in a Sativa high.

Chapter 1, continued

Section 3 – Most Common Strains

1) OG
   a) Derived From: The OG acronym can stand for many things, depending on whom you talk to.
      i) Original Gangster
      ii) Overgrown (known for its large nugs)
      iii) Ocean Grown (typically grown on the US West Coast)
      iv) Orangutan Ganja
   b) Strain: Sativa, with Indica characteristics
   c) Type of High: Functional, calm and psychoactive
   d) Odor: Lemon and Pine
   e) Examples: Super OG and Fire OG

2) KUSH
   a) Derived From: Originally from the Hindu Kush Mountain Range and introduced to the United States sometime in the 1970s.
   b) Dominant Strain: Indica
   c) Type of High: Blissful and lethargic, with heavy eyelids
   d) Odor: Sugary sweet and little like bread baking

3) SKUNK
   a) Derived From: Amsterdam in the 1980s. It was one of the 1st commercially available trains.
   b) Strain: Sativa
   c) Type of High: Euphoric and inspired
   d) Odor: Skunk

4) HAZE
   a) Derived From: R & J Haze, or the Haze Brothers, of California, developed this strain in the 1960s through a series of hybridizations.
   b) Strain: Sativa
   c) Type of High: Upbeat and active
   d) Odor: Faintly like baked goods

5) PURPLE
   a) Derived From: Developed in the 1960s and named after the Jimi Hendrix song, "Purple Haze."
   b) Strain: Indica
   c) Type of High: Lethargic and happy, with a case of the munchies
   d) Odor: Light, natural sweetness

Chapter 1, Section 3, continued

6) DIESEL
   a) Derived From: India. Once introduced to the US, it became the parent of multiple hybrids.
   b) Strain: Sativa
   c) Type of High: Calming and alert, with a stone face
   d) Odor: Fuel

7) CHEMDAWG
   a) Derived From: Fabled to have shown up at a random Grateful Dead concert and then proliferated from the seeds a grower found in his purchased bag.
   b) Strain: Sativa
   c) Type of High: Relaxing and Lucid
   d) Odor: Lemon and Fuel

8) AFGHANI
   a) Derived From: Wild from the Hindu Kush Mountain Range
   b) Strain: Indica
   c) Type of High: Blissful and a little sluggish
   d) Odor: Fresh and strong, like leaves

Section 4 – Measurements

1) Flowers are measured by weight
   a) Grams
   b) Eighths (of an ounce)
   c) Quarters (of an ounce)
   d) Ounces

Section 5 – Edibles, Concentrates and Topicals

1) EDIBLES
   a) Dominant Strain: Most often made from Hybrids
   b) Type of High: Lethargic and sleepy if from primarily Indica strains and more psychoactive if from primarily Sativa strains. Will never be energizing.
   c) Varieties
      i) Baked Goods
         (1) Made from Cannabutter
         (2) Can be very strong

Chapter 1, Section 5, continued

ii) Candy
(1) Last longer than baked goods
(2) Less calories than backed goods, but still a good dose of medicine
iii) Capsules
(1) Filled with finely ground buds and leaves
(2) Can provide more predictable dosages than baked goods and candy
iv) Tinctures
(1) Made from kief, hash, or very dry, ground flowers dissolved in strong alcohol.
(2) Drops of tincture are placed under the tongue. 2 drops will usually have the desired effect.
(3) Another good way to control the medication dosage.

d) It is important to not that weight and metabolism can alter the dosage effects for all edible medication.

2) CONCENTRATES
a) Created through different techniques
i) All techniques extract the resinous trichomes from the cannabis plant matter.
b) Contain a very high, very potent THC percentage.
c) Varieties
i) Kief
(1) Concentrated THC containing some plant matter
(2) Can be sifted out from loose, dry flowers
(3) Base ingredient for hash and cold presses
ii) Hash
(1) Categorized by its country of origin
(2) The sifted and pressed preparation of kief
(3) Can be pressed or unpressed
iii) Wax
(1) More stable than oil
iv) Oil
(1) Very potent concentrate, with an extremely high percentage of THC content and pure cannabinoid content.
v) Wax

3) TOPICALS
a) Medicine may be applied topically via a lotion or spray.
i) Oral sprays are quick and discrete, and one bottle can last a long time.
ii) Lotions absorb quickly into the skin and offer pain relief without the psychoactivity.

CHAPTER 2 – TREATABLE CONDITIONS AND AILMENTS

Proposition 215, passed in the State of California in 1996, among other provisions "[ensures] that seriously ill Californians have the right to obtain and use marijuana for medical purposes where the medical use is deemed appropriate and has been recommended by a physician who has determined that the person's health would benefit from the use of marijuana in the treatment of cancer, anorexia, AIDS, chronic pain, spasticity, glaucoma, arthritis, migraine, or any other illness for which marijuana provides relief". We see patients every day dealing with these and other health issues, including menstrual and pre-menstrual pain, anxiety, insomnia, neuropathy, IBS and Crohn's disease, ADD/ADHD, diabetes, osteoporosis, multiple sclerosis, and as a harm reduction therapy.

Recent research about cannabis and treatable conditions has yielded some very exciting results; CBD, which is considered a non-psychoactive cannabinoid, has in particular has been shown to be very promising for cancer treatment due to its anti-proliferative effects on cell metastasis in the human body, its effectiveness for treatment of autism, multiple sclerosis, inflammation, neurodegenerative disease, diabetes, and epilepsy, as well as anxiety and insomnia. Other cannabinoids are useful for different ends; for example, research indicates that cannabis rich in the THCV has anorectic qualities (e.g., it reduces your urge to have the munchies) and it is being studied as a treatment for epilepsy, type II diabetes, and metabolic disorders.

The Apothecarium tests our medicine because we believe placing a focus on cannabis science will help guide our patients so they can obtain the best medicine for their needs.

CHAPTER 3 – UNDERSTANDING THE MEDICINE

Section 1 – Acronyms

1) CBC
   a) Cannabichromene
   b) Contributes to overall analgesic and anti-viral effects.
2) CBCa:
   a) Cannabichromenic Acid
      i) Treats bacteria and fungus.
3) CBCa
   a) Cannabidiolic Acid
      i) Anti-inflammatory.
      ii) Inhibits cancer cell growth.
4) CBD
   a) Cannabidiol
      i) Relieves convulsion, inflammation, anxiety and nausea.
5) CBG
   a) Cannabigerol
      i) Relieves interocular pressure, supplemental glaucoma treatment.
6) CBGa:
   a) Cannabigerolic Acid
      i) Analgesic, anti-inflammatory, anti-bacterial.
7) CBN
   a) Cannabinol
   b) Psychoactive cannabinoid.
8) THC
   a) Tetrahydrocannabinol
      i) Primary psychoactive cannabinoid.
      ii) Eases moderate pain.
9) THCa
   a) Tetrahydrocannabinolic Acid
      i) Anti-inflammatory.
      ii) Inhibits cancer cell growth.
10) THCv:
   a) Tetrahydrocannabivarin
   b) Inhibits the effects of THC.

Section 2 – Timing of Effects

1) TIMING OF EFFECTS
   a) Inhaled
      i) Onset of Effects: Immediate
      ii) Peak: 30 minutes
      iii) Total Duration of Effects: 1-4 Hours
   b) Oral
      i) Onset of Effects: 60-90 minutes
      ii) Peak: 2-3 hours
      iii) Total Duration of Effects: 6-8 hours
   c) Sublingual
      i) Onset of Effects: 5-60 minutes
      ii) Peak: 1-2 hours
      iii) Total Duration of Effects: 1-4 hours

CHAPTER 4 - WAYS TO MEDICATE

Section1 – Smoking

1) SMOKING
    a) Rolled
        i) All are portable
        ii) Types
            (1) Joint
                (a) Ground up flowers are rolled into standard rolling papers.
                (b) Funnels the resin toward the filter for a big hit at the end.
            (2) Spliff
                (a) A joint with tobacco mixed in with the medicine.
                (b) Burns slower than a joint.
            (3) Blunt
                (a) Rolled with cigar papers that contain tobacco
    b) Non-Rolled
        i) Not always portable
        ii) Types
            (1) Pipe
                (a) Classic and easy to use.
                (b) Offer "unfiltered" taste.
            (2) Chillum
                (a) Simplest smoking device; a basic pipe without a carb.
                (b) Very portable.
            (3) Steamroller
                (a) Open on both ends of smoke chamber.
                (b) Allows for exceptionally large, but often harsh, hits.
            (4) Bong
                (a) Filters and cools smoke through the water contained in the chamber.
                (b) Allows for very large hits.
            (5) Bubbler
                (a) A pipe and a bong combined, that may have multiple water chambers.
                (b) Allows for water filtration, but with smaller hits, which conserves medicine.
            (6) Volcano Vaporizer
                (a) Heats the flowers until the cannabinoids boil and create a vapor.
                (b) Allows for almost pure hits of THC.
            (7) Pocket Vaporizer
                (a) Portable and battery-operated.

Section 2 – Using Concentrates

1) USING CONCENTRATES
   a) Hash can be ground into flowers and smoked.
   b) Kief can be smoked with flowers; sprinkle it onto any bowl or joint.
   c) Oil can be rubbed on the gums.
   d) Skillet
      i) Apparatus with a small metal plate attached to a bong, pipe, or bubbler.
      ii) The plate is heated with a torch.
      iii) Once the skillet is red hot, the concentrate is placed on it and the vapors from the melting concentrate travel down the glass tube.
   e) Nail
      i) A bong attachment with the male apparatus shaped like a nail, which can be made from titanium or quartz crystal.
      ii) The nail piece is heated with a torch.
      iii) A small amount of the concentrate is placed on top of the nail piece, and the vapors travel down the glass tube.
      iv) A dome must be used with a nail to contain the vapors.
   f) G-Pen
      i) Battery-operated vaporizer designed specifically for concentrates.
      ii) Discrete, healthy, and effective way to medicate with oils and waxes.
      iii) Provides a cool, clean vapor.

Section 3 – Ignition

1) IGNITION
   a) Lighter
      i) Most commonly used.
      ii) Cheap and effective.
   b) Torch
      i) Powered by butane
      ii) Burn extremely hot.
      iii) Typically used to heat skillets and nails.
   c)Beeline
      i) Avoids the use of butane in lighters and torches for a healthier hit.
      ii) Usually made of hemp and covered in beeswax.
      iii) One end is lit and then used the to ignite the cannabis.

d) Herb Iron
   i) No flame is used.
   ii) A tool that is plugged in and tipped with metal that is heated to a very high temperature.
   iii) Provides the most flavorful hit.

CHAPTER 5 – CUSTOMER SERVICE

Section 1 – Your Role

You will wear many hats while interacting with medicinal cannabis patients.

1) FRIEND
   a) Make your patients comfortable.
   b) Get to know your patients and form a trusting relationship
   c) Familiarize yourself with your patients' likes and dislikes
   d) Offer your patients products that you think would work for them.
2) PHARMACIST
   a) Know the products and provide accurate information.
   b) Educate your patients about the best medicines to treat their conditions.
   c) Help your patients make informed decisions.
      i) You should know how each product will interact with your patients' bodies to treat their conditions.
3) CUSTOMER SERVICE REPRESENTATIVE
   a) Give your patients an exceptional experience.
   b) Present yourself in a professional, yet compassionate and friendly manner.
   c) Always present a positive attitude.
   d) Ensure that your patients want to come back.

Section 2 – Successful Patient Interaction

1) ENGAGE YOUR PATIENT
   a) Ask your patient their name, their ailment, their needs, their history with cannabis, etc.
2) EDUCATE YOUR PATIENT
   a) Show your patient your inventory and provide as much information as you can.
3) EMPOWER YOUR PATIENT
   a) Provide information and guide your patient, but let them decide what to purchase on their own.
4) ENJOY YOUR PATIENT
   a) By providing your patient with a positive and enjoyable experience, they will be more likely to return to further their relationship with you and The Apothecarium.

Chapter 5, continued

Section 3 – Types of Patients

You will be working with many different types of patients, and each type will need to be handled a little differently.

1) THE HAPPY PATIENT
   a) Happy patients simply want your help and will be easy to please.
   b) You will want to learn about them and their ailment, provide information and guide them toward the medicine you feel is best for them.
2) THE SINGLE MINDED PATIENT
   a) Single minded patients have a specific medicine in mind and do not want to discuss or purchase anything else.
   b) You will want to learn about them and give them what they want if you have it.
   c) If you do not have what they want, provide information on your other medicines that are similar to what they are looking for, and offer to contact them when you have their specific medicine in stock.
3) THE PICKY PATIENT
   a) Picky patients can be challenging to satisfy, and can be quite critical specific.
   b) You will want to remain positive, learn about them, provide information, show them you are paying attention to what they want and guide them toward the medicine you feel is best for the.
4) THE STONER PATIENT
   a) Stoner patients will be very familiar with cannabis and medicating. It will be a part of their existence.
   b) You will want to learn about them, provide information, share in their appreciation of the product and discuss any repeat patient specials available.
5) THE DEAL HUNTER PATIENT
   a) Deal hunter patients are looking to keep expenses as low as possible and will try to bargain with you whenever they can.
   b) You will want to learn about them, provide information about the medicine, as well as any current or repeat patient specials going on, emphasize the value of your medicine and guide them toward the medicine you feel is best for them.
6) THE RUDE PATIENT
   a) Rude patients may be negative and insulting.
   b) You will want to learn about them, provide information, direct their attention away from things that elicit negative feelings, focus on only positives and guide the patient toward what you feel is best for them.

Chapter 5, continued

Section 4 – Distributing Medication

The following are important guidelines to follow when distributing medication.

1) Only have one jar of medicine on the counter at all times.
2) Label medicines clearly.
3) Show your patient the medication by placing jars directly under a magnifying glass.
4) So as not to damage the flowers, use tongs to transfer them from container to container.
5) Weigh medicine in such a way that your patient can see the measurement.

Appendix 3: Employee Training SOP

03.01.01 Employee Education & Training Program

SOP Title	Employee Education & Training Requirements
SOP Number	03.01.01
SOP Description	This document outlines the education and training requirements for all personnel employed by the organization.

1. **Introduction**
   - 1.1. The purpose of this document is to outline the education and training program required for all employees.
   - 1.2. The training plan incorporates state requirements (i.e. background checks) with an organization-wide training program.
   - 1.3. All new hires are required to complete the new-employee training courses and pass associated exams.
   - 1.4. Continuing education courses will be offered to existing employees.
   - 1.5. The organization's Education & Training Program provides many benefits such as:
     - 1.5.1. Providing a professional environment where patients receive excellent customer service and product information from a knowledgeable staff.
     - 1.5.2. Serve the emerging business community by building a talent pool of educated and considerate industry professionals.
     - 1.5.3. Maintaining informational, organizational, and operational consistency across divisions.

2. **Roles**
   - 2.1. Chief Operations Officer: this member of the organization oversees product quality control and ensures all personnel comply with the applicable standard operating procedures
   - 2.2. Education & Training Manager: this member of the organization oversees the design, content, and implementation of the employee education and training programs.
   - 2.3. Education & Training Coordinator: this member of the organization supports the execution and tracking of all personnel training logs.

3. **New Hires Education & Training Program**
   - 3.1. Per the state requirements, all personnel hired by the organization will volunteer a background check, and provide fingerprints.
   - 3.2. The organization will routinely review and update all new hire education and training requirements in order to comply with current state regulations.
   - 3.3. The organization requires all new employees to complete the new-employee education and training courses.
   - 3.4. Upon completion of the new-employee education and training courses, all personnel must pass the associated exam.
     - 3.4.1. Any personnel that fail the exam(s) must retake the corresponding training course.

4. **Continuing Education Program**

4.1. The organization recognizes the need for continuing education to stay current on the emerging medical marijuana research.
4.2. Employees will have the opportunity to attend continuing education courses led by internal staff, and external industry experts.
4.3. Continuing education courses will be based on the needs of the patient population and offer staff professional development opportunities.
4.4. The organization will also invest in employee professional development by sending key personnel to attend industry conferences.

5. Education Syllabus

5.1. The Education & Training Manager will develop the employee education syllabus and submit the syllabus for approval to the Chief Operations Officer.
5.2. The syllabus will be designed to develop a strong knowledge base for all patient-focused personnel.
5.3. The goals of the syllabus will be to inform personnel on the biological and medicinal properties of medical marijuana, current clinical research for specific patient populations, product knowledge, and state and regulatory compliance measures.
5.3.1. The syllabus will be reviewed annually and updated as necessary. Initial training programs will be outlined in the document specifically, and will inform personnel on the following subjects: State Regulatory Requirements, Organization Operations, Dispensary Operations, Medication Overview, Product Overview, Patient Intake, and Cannabinoids & Terpenes.
5.3.2. See the appendix for the example education syllabus

6. Training Program

6.1. In conjunction with the education courses, all employees will be required to complete comprehensive on-the-job training.
6.2. New employees will receive extensive training from senior level management prior to serving the organization.
6.3. The training program will include all aspects of the organization's operations (i.e. patient intake, patient consults, patient orders, and overall patient/customer support).
6.4. Employees will record training hours and education course completion in a log managed by the Education & Training Manager.
6.4.1. Senior management will perform evaluations and conduct weekly reviews during employee training programs.

7. Summary

7.1. The organization invests in the professional development and education of its personnel to uphold a standard of excellence, and provide patients comprehensive product knowledge when selecting their medicinal marijuana products. The organization will require all employees to participate in the assigned education and training programs. Current understanding of all State and Regulatory Requirements will be incorporated into the employee education and training programs as well. Any employees that fail to pass the education and testing requirements may experience disciplinary action and/or termination.

8. Signatures

_____	_____
Chief Operating Officer - Printed Name	Education & Training Manager - Printed Name
_____	_____
Chief Operating Officer - Signature	Education & Training Manager - Signature
_____Date	_____Date

9. Appendix - Education Syllabus Example

#	Course Name	Description	Required Exam
1	State MMJE Requirements and Regulations	An in-depth summary of all State rules and requirements for all personnel and fully licensed medical marijuana establishments.	Yes
2	Dispensary Operations 101	An introduction to the organization, professional business acumen, rules, and roles.	Yes
3	Patient Intake and Registration	A step-by-step instruction course on how to validate patient recommendations and register new patients to the collective.	Yes
4	Medical Marijuana History	This course offers a look back at the plant's history from a cultural, medicinal, and political perspective.	Yes
5	Medical Marijuana Product Overview	An introduction to all products offered to patients.	Yes
6	Therapeutic Benefits of Cannabinoids & Terpenes (CBD, THC, THCA)	This course provides an overview of the biological mechanisms of different cannabinoids and how those molecules bring therapeutic benefit to different systems in the human body.	Yes
7	Patient Population Introduction	An introduction to the medical marijuana patient population, and how best to serve patient needs.	Yes
8	Serving Immunocompromised Patients	This course provides a quick introduction to the considerations necessary when serving immunocompromised patients.	Yes
9	Medical Marijuana & Cancer	A look at medical marijuana and the different cancer patient populations (lung, breast, skin, etc.) at different stages of treatment.	Yes
10	Medical Marijuana & HIV/AIDS	A history of medical marijuana and the HIV/AIDS patient community.	Yes
11	Medical Marijuana & Auto-immune disorders	An introduction to how medical marijuana products support patients battling severe immune responses such as Crohn's, Colitis, & Hepatitis.	Yes
12	Medical Marijuana & Aging	Looking at how medical marijuana products support the baby boomer population with age-related illnesses (e.g. insomnia, appetite, joint pain, back pain).	Yes
13	Medical Marijuana & Women's Health	An overview of how medical marijuana serves the needs of female populations experiencing hormone-related symptoms.	Yes

14	Medical Marijuana & Mental Health	An introduction to how medical marijuana may be beneficial to patients suffering from depression, anxiety, and PTSD.	Yes
15	Laboratory Test Results 101	An introduction to the process of testing medical marijuana products and reading test results.	Yes
16	Medical Marijuana Clinical Research	An overview of the latest clinical research currently being conducted with THC-derived pharmaceuticals.	Yes