

Maloney, Mike

From: Maloney, Mike
Sent: Wednesday, November 14, 2018 8:22 AM
To: Rogers, Chris; Sawyer, John; Olivares, Ernesto
Cc: Toomians, Kristinae; Rose, William; Hartman, Clare; Guhin, David; Gallagher, Sue; Crocker, Ashle
Subject: Late Correspondence item 3.4 as of 11/14 8:21am
Attachments: Maria Alvarez - Highway 420 Support Letter.pdf

Vice Mayor Rogers, Council Member Olivares, and Council Member Sawyer:

Attached please find late communication (support letter) submitted by the applicant for the proposed Cannabis Retail Dispensary at 470 Sebastopol Rd (CUP18-078 – Highway Retail Outlet). The late communication is related to one of the items under review by the Cannabis Policy Subcommittee, on Wednesday, 11/14: [3.4 CANNABIS RETAIL MERIT BASED REVIEW - CONCENTRATION AREA - SEBASTOPOL/DUTTON - 470 SEBASTOPOL RD \(CUP18-078\) - 443 DUTTON AVE \(CUP18-057\)](#).

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To whom it may concern,

My name is Maria Alvarez, owner of Joyeria Maria. I want to make it clear that I am a direct supporter of the Highway 420 Retailer Project. The delivery service has spent years building relationships in Roseland, earning my trust and respect. Their training program, commitment for spanish speaking staff, and location would create opportunities for our community to grow. Highway 420 has proven that they are here to benefit us all, rather than just themselves.

I am writing because these were my beliefs when a stranger asked if I supported the new cannabis dispensary near my shop. This person never explained that my words would be used to support Highway 420's direct competition. Since I had only ever met with Highway 420, and not even heard of Phenotopia or been approached by any staff up until that point, I had no reason to believe otherwise. This was not clarified, and I can't help but wonder if I was purposefully misled.

It breaks my heart knowing someone else's dishonesty led me to pledge support for the wrong business. I do not support Phenotopia. They are not friends of mine or our community. Highway 420 belongs in Roseland. Please do not let my mistake take that away from them, or the rest of us.

Sincerely,

Idolina Alvarez

Maria Alvarez
Roseland, Santa Rosa