

**Bliss, Sandi**

---

**From:** Alexa Wall <alexa@lumacalifornia.com>  
**Sent:** Monday, December 2, 2019 2:28 PM  
**To:** \_CityCouncilListPublic  
**Subject:** [EXTERNAL] FULL SUPPORT FOR FOX DEN  
**Attachments:** FoxDen\_Support.pdf

Please see my attached letter in support of Fox Den. Thank you!

--

Alexa Rae Wall  
CEO, [Luma California](#)  
Co-Owner, [Moonflower Cannabis Delivery](#)  
Board Chair, [Sonoma County Growers Alliance](#)  
(512) 826-0462

Santa Rosa City Council  
City Hall, Council Chamber 100  
Santa Rosa Avenue  
Santa Rosa, CA 95404



To the Santa Rosa City Council,

My name is Alexa Wall and I am owner of Luma California, a cannabis cultivation company in Sonoma County. I am also Chair of the Board for the Sonoma County Growers Alliance. I am writing to support the cannabis dispensary project on 4036 Montgomery Drive. As a future operator & cultivator in Sonoma County, I am in full support of more retail outlets and shelf space for Sonoma County product. Right now our industry is competing with the illicit market and having more shops would provide more opportunity for legal companies to succeed and offer more variety for customers!

Moreover, this area, and East Santa Rosa neighborhoods in general, are in need of better access for cannabis retail outlets. The voters have spoken in support of cannabis but this area lacks any storefronts. If this dispensary was allowed, it would also provide economic benefits and added security to the area. Additionally, the property owner and operator, Dennis Hunter, has been a leader in the cannabis industry for quite some time. He would be a shining example of how to operate a business with professionalism and respect for the community. I fully support him and his project.

Thank you City of Santa Rosa for your work on cannabis policy and pushing the needle forward. I urge you to recognize the potential in the project and support Fox Den!

Warmly,

A handwritten signature in black ink that reads "Alexa Wall".

Alexa Wall  
CEO, Luma California  
Board Chair, Sonoma County Growers Alliance

