



PROJECT DESCRIPTION NARRATIVE

COMMERCIAL CANNABIS BUSINESS
MEDICAL & ADULT-USE RETAIL SALES w/DELIVERY

JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303] SAN FRANCISCO, CA 94103

OPERATIONS & COMPLIANCE

Jiva is dedicated in its mission to ensure that the sale of cannabis is conducted in a safe and orderly manner to protect the welfare of qualified individuals, the community, and ensuring transparency with the City of Santa Rosa and State of California. The Applicant's values and initiatives align perfectly with this vision. As an awarded licensee in Santa Rosa, Jiva will deliver an elevated sense of security and professionalism to the community, transparency with the City and State, and an open door policy for city staff and the Santa Rosa Police Department.

The Applicant's day-to-day operations, plans and policies have been derived from over twenty years of collective management experience in the retail cannabis dispensary space. Rajiv Pottabathni (Chief Strategy Officer), Jay Handal (COO), Ian "Ike" Eisenberg (Director of Retail Strategy), and Devon Wheeler (Retail Operations Advisor) have personal, hands-on knowledge of how to build a successful cannabis dispensary from the ground-up. As seasoned operators in State of Washington and City of Los Angeles, they will be instrumental in interviewing and selecting potential team members to fill the key positions of General Manager, Assistant General Manager, and Quality Assurance Controller. The aforementioned managers will ensure that the robust operations plans and procedures are followed diligently by all dispensary staff, vendors, and visitors. Gaurav Bali, Jiva's Chief Compliance Officer, will certify that dispensary managers are kept apprised of any new local or state regulations affecting operations and monitor its adoption into standard operating practices.

OPERATIONAL STANDARDS

Background Checks

All of Jiva's Principals and Owners meet the requirements set forth per Bureau of Cannabis Control (BCC) 5017, which mandates:

- No violent felony conviction, as specified in subdivision (c) of section 667.5 of the Penal Code.
- No serious felony conviction, as specified in subdivision (c) of section 1192.7 of the Penal Code.
- No felony conviction involving fraud, deceit, or embezzlement.
- No felony conviction for hiring, employing, or using a minor in transporting, carrying, selling, giving away, preparing for sale, or peddling, any controlled substance to a minor; or selling, offering to sell, furnishing, offering to furnish, administering, or giving any controlled substance to a minor.
- No felony conviction for drug trafficking with enhancements pursuant to Health and Safety Code section 11370.4 or 11379.8

Additionally, all potential employees will be subject to a thorough background check and interview process to determine if they meet the same requirements of BCC 5017. For delivery employees, Jiva will also look at the potential employee's driving record to filter out individuals who have had excessive traffic violations within the last five years. Exercising an abundance of caution, any applicant who has been convicted of a DUI within the last 10 years will not be considered for a delivery position.



Location Criteria

Jiva Life LLC (“Applicant” or “Jiva”) has identified and secured 1831 Guerneville Rd, Santa Rosa, CA 95403 as the proposed location for our commercial cannabis business. The Applicant’s proposed location has been carefully selected keeping in mind the criteria provided by BCC 5026 and City of Santa Rosa’s Zoning requirements. The location is in a Neighborhood Commercial zoned district and is not within a 600-foot radius of a school providing instructions from K-12, and further per Santa Rosa’s City Code 20-46.080 there are no other currently existing cannabis businesses within its 600-foot radius. Further, the premises do not require customers to pass through a business that sells alcohol or tobacco to gain entrance or pass through the premises to access a business that sells tobacco or alcohol. Jiva has executed a notarized Letter of Intent to Lease conjoined with a letter of the landlord’s consent and support to operate a commercial medical cannabis retail dispensary business.

Selectively chosen as the proposed location, 1831 Guerneville Rd, Santa Rosa, CA 95403 rests on the intersection of Guerneville Rd and Marlow Rd allowing ample patient access. Positioned conveniently for patients, US-101 is 1.9 miles away, and Coddington Mall is within 6 minutes by car. Jiva’s preface to being a community cannabis dispensary commences with the proposed location. As per Zoning Code Section 20-36.040, Table 3-4 we are required to provide 20 parking spaces on-site, which we have exceeded. The parcel includes 25 available parking spaces, 1 ADA stall, and a proposed bike rack provides an accessible and safe parking lot which was paramount in ensuring a streamlined customer experience from “park to purchase.” Operating from this facility transitions perfectly into serving the residents within the City of Santa Rosa and Sonoma County.

The Applicant’s proposed location resides on a Neighborhood Commercial lot, divided into two parcels. The back fence serves as a barrier around the entire north, west, and east sections of the parcels. 1831 Guerneville Rd faces Guerneville Rd and provides clear visibility for patients.

Comprising of slightly over 3200 square feet, Jiva’s proposed location offers a comforting medical, retail floor area secured by a proposed reinforced secure steel door into limited access areas and reinforced secure windows. The expansive layout provides dedicated secure product storage with a separate temperature-controlled storage room, id verification podium, reception and concierge station in the center of the facility, a dedicated medical products station, express and online order station, and seven point of sale systems. Those mentioned above are visually detailed on Jiva’s proposed floor plan.

Jiva’s fundamental ethos starts and finishes with the professional quality and service of employees. The unique nature of this location featuring the above amenities will enable employees to think creatively and divergently while maintaining a compliant facility.

We believe our proposed site is aligned with the City’s core values. 1831 Guerneville Rd, Santa Rosa, CA 95403 grants Jiva the ability to serve the community safely and securely while allowing patients discrete quality access for medical cannabis products. Jiva’s proposed location is essentially turn-key, and only requires minimal additions that focus on security, safety, and patient accommodations. Jiva shall ensure all external lighting is installed and operating by the City of Santa Rosa City codes



Jiva has extensive cannabis retail experience and understands that placement of the medical retail dispensary is directly linked to sustained revenues that ultimately benefit our stakeholders including Jiva's patients, employees, owners and the overall City of Santa Rosa.

Our proposed location was carefully selected to minimize potential adverse impacts and thus extends well over the 600 feet buffer from K-12, daycare centers, and youth centers.

License Criteria

Jiva is only seeking a Retail License with Delivery and therefore does not anticipate any multi license type conflicts. Upon receiving approval from the City of Santa Rosa, the Applicant will obtain the necessary Type 10 A and M licenses from the State of California.

HOURS OF OPERATION

The Applicant will maintain hours of operation between 8am - 10pm, 7 days a week unless otherwise directed by the City of Santa Rosa or the State of California. Delivery service will be offered during these same hours.

OPERATIONAL PLAN

SALE OF CANNABIS GOODS

Cannabis goods for inspection and sale will be displayed within the retail floor and will only be visible from the interior of the premises. Packaged products will not be accessible to patients or customers without assistance of a staff member.

All cannabis goods for sale will be purchased from a licensed & authorized distributor, cultivator, manufacturer, and/or microbusiness and will be verified to not have exceeded their expiration or sell-by date. The products will be compliant with all requirements of CA Business and Professions Code 26130 and all other relevant laws. The dispensary will not label or package cannabis goods, nor will it accept, possess, or sell cannabis products that are not packaged as they will be sold at final sale, in compliance with state law. Cannabis goods will not leave the premises unless the items are placed in an opaque exit package. Upon purchase, the Applicant will confirm that no consumption or ingestion of cannabis or cannabis products occurs on the premises, including outdoor areas and parking lots.

The Applicant will adhere to all daily limit amounts for customers as detailed per CA Business and Professions Code 26130 and CA Health and Safety Code Sections 11362.1 and 11362.77. The Applicant will only conduct retail business between the hours of 8:00 a.m. and 9:00 p.m. as mandated by Santa Rosa's Ordinance 2480. Cannabis, cannabis-related paraphernalia, or other instruments that may be used to administer cannabis or cannabis products will not be sold outside of business hours.

ACCESS TO PREMISES



Upon acquisition of the Santa Rosa permit and CA State Type 10 A and M-licenses, the Applicant's security personnel will ensure access to the licensed premises is limited to individuals that have been correctly identified with a government-issued photo identification card, and have a bona fide purpose for entering. The facility will be limited to individuals who are at least 21 years of age or 18 with a valid CA State physician's recommendation. The Applicant will designate and permit only authorized individuals for entrance into limited access areas mentioned below, including employees, vendors, contractors, and or others requiring secure access. Patients will only be granted access to the medical consultation office and medical retail floor to purchase cannabis goods after the individual has been properly identified. The dispensary entrance (ADA accessible) is in a visible location that provides an unobstructed view from the public right of way.

ACCESS CONTROL & ID BADGES

All interior and exterior doors are to be equipped with electrified door lock-sets. Doors that will be equipped with RF readers, requiring an appropriate-level employee ID card, include the front entry, inventory intake entrance, reception & concierge lobby, secure product storage, and secure access room. Permission to enter the management and executive offices will be limited to those with credentials approved by a representative from the Executive & Management Committee. Electrified locks and RF reader entrances will be programmed to only open for those with permitted access cards.

All agents, officers, or other persons acting for or employed by the Applicant will be over the age of 21 and will display an RF coded and laminated or plastic-coated identification badge at all times while engaging in commercial cannabis activity. The identification badge will, at a minimum, include the licensee's "doing business as" name and license number, the employee's first name, an employee number exclusively assigned to that employee for identification purposes, and a color photograph sized at least 1 inch in width by 1.5 inches in height that clearly shows the employee's face. The ID badge will also be required for limited-access areas.

RECORDS & INVENTORY

The Applicant's operating plans, structure, policies, and internal oversight protocols and procedures will be compliant with Santa Rosa's Municipal Code and California state law, including but not limited to the Compassionate Use Act of 1996, the Medical Marijuana Program Act, the Medicinal and Adult-Use Cannabis Regulation and Safety Act, CA Proposition 64, and Assembly Bill 133. This is in accordance and inclusive of the BCC emergency rules released in November 2017.

Record Keeping & Tax Payments

Record of sales shall be accessible through a Point of Sale (POS) system which can be audited at any time by the City of Santa Rosa. Information stored on the POS system will include, but not be limited to, the following:

- The name and employee number of the employee processing the sale
- The name of the customer and assigned customer number, subject to HIPAA
- The date and time of the transaction
- The items purchased, including the quantity purchased (if applicable)
- Payment information (including a breakdown of taxes paid for each item sold)
- The cannabis items sold (traceable to the seller/distributor, from whom the Applicant purchased the cannabis items)



In addition, the Applicant will:

- Register with the CDTFA for a seller's permit
- Charge and collect applicable taxes on all products sold
- Maintain daily records of taxes collected for products sold
- Electronically file sales and use tax returns and pay the sales and/or use tax to the CDTFA
- Charge and collect the cannabis excise tax from customers who purchase cannabis and/or cannabis products
- Pay the cannabis excise tax that is due to the distributor
- Provide customers with an invoice, receipt, or other document which includes the statement "The cannabis excise taxes are included in the total amount of this invoice."
- Obtain a cannabis retail license issued by the California Bureau of Cannabis Control within the Department of Consumer Affairs prior to opening for business
- Provide detailed patient verification and documentation information per state law. (BCC 5402, 5404, 5425, and 5426)
- Provide protocols to ensure the correct sale of product per state law. (BCC 5409 and 5411)
- Ensure their return/exchange policy abides by state law (BCC 5053).

Track And Trace

Jiva's team has experience with cannabis industry POS and inventory management systems. Specifically, the team operates state-compliant dispensaries in Washington State and the City of Los Angeles, utilizing *Baker* (a customer engagement platform), *GreenBits* (POS), *BioTrack* and *Leaf Systems*, both of which are track-and-trace systems. The software is HIPAA compliant, meeting and exceeding security standards set for the transmission, encryption, and storage of patient records.

The Applicant will create and maintain an active and functional account within the State of California's track-and-trace system prior to engaging in any commercial cannabis activity to prevent the possible diversion of medical and non-medical cannabis. The Applicant will report all identifying information for products sold (cannabis and non-cannabis products), including but not limited to the purchase, sale, test, packaging, transfer, transport, return, destruction, or disposal, of any goods. The Director of Logistics, General Manager, and Quality Assurance Controller will be designated as the track-and-trace system Account Managers. The managerial-level employees will be responsible for training and authorizing additional employees to use the track-and-trace system. The track-and-trace Account Managers will attend and successfully complete all required track-and-trace system training, including any orientation and continuing education, and proof of compliance will be maintained on-site.

The Applicant will designate two Account Managers that will monitor all compliance notifications from the track-and-trace system, and timely resolve the issues detailed in the compliance notification. The Account Managers will keep a record, independent of the track-and-trace system, of all compliance notifications received from the track-and-trace system, and how and when compliance was achieved. This information will be maintained on a daily basis, in hard-copy format, on a track-and-trace logbook.

Reporting & Monitoring

All commercial cannabis activity will be recorded in the track-and-trace system, including any:

- Packaging of cannabis goods (if applicable) and the source of the goods
- Sale of cannabis goods
- Transportation of cannabis goods from licensee as part of intake process

- Receipt of cannabis goods
- Return of cannabis goods
- Destruction and disposal of cannabis goods
- Laboratory testing and results (if applicable)
- Any other activity as required by any other licensing authority

Furthermore, additional information will be recorded for each activity entered in the track-and-trace system:

- Name and type of the cannabis goods
- Unique identifier of the cannabis goods
- Amount of the cannabis goods, by weight or count
- Date and time of the activity or transaction.
- Name and license number of other licensees involved in the activity or transaction

A record of inventory shall be reconciled daily to verify physical inventory. The POS system, along with the aforementioned software, will be used in that regard. All records will be maintained on-site and shall be provided to any state or local agency upon request. The records shall include the following:

- A description of each item and source (seller's license information)
- An accurate measurement of the quantity of the item
- The date and time the cannabis goods were received
- The sell-by or expiration date (if applicable)
- The name and license number of the licensee that delivered the goods
- The price paid for the cannabis goods, including delivery, taxes, and any other costs

All appropriate agencies will be notified if any discrepancy is discovered.

Record Retention

The Applicant will maintain the following records of all commercial cannabis activity for a minimum of seven years as applicable for a medical retail dispensary:

- Financial records including, but not limited to, bank statements, sales invoices, receipts, tax records
- Personnel records
- Training records
- Contracts with other licensees regarding commercial cannabis activity
- Permits, licenses, and other local authorizations to conduct commercial cannabis activity
- Security records
- Records relating to the composting or destruction of cannabis goods
- Documentation of data or other information entered into the track and trace system
- Records relating to branding, packaging, and labeling (if applicable)
- Inventory logs and records
- Transportation bills of lading and shipping manifests for the transit of all cannabis goods
- Vehicle and trailer ownership records (if applicable)
- Quality-assurance records
- Laboratory-testing records
- Warehouse receipts (if applicable)
- Records related to tax payments collected and paid



- All other documents including but not limited to operations, purchases, sales, payments for services, costs, maintenance records, and security records in connection with the licensed commercial cannabis business

PRODUCT SAFETY & PACKAGING

Product Packaging

Each product will be packaged uniquely and in compliance with safety standards. Staff will be appropriately trained in handling the products and packaging requirements.

Flower: Cannabis is packaged in a traditional pharmaceutical bottle with a child-resistant cap.

Pre-Rolls: Pre-rolls are delivered to the dispensary in bulk plastic bags. When dispensed to a patient, the pre-rolls are packaged in the same traditional pharmaceutical bottle with a child-resistant cap as the flower.

Edibles: All edibles will be individually wrapped at the original point of preparation with tamper-evident packaging and a warning emphasizing that the product is to be kept away from children. The packaging will be opaque and not look attractive to children or imitate candy.

Concentrates: Concentrates are pre-packaged in acrylic containers or in syringe applicators.

Oils: Oils are pre-packaged and sealed in a variety of applications including tinctures, spray bottles, or syringe applicators.

Review of Product Labels

The Quality Assurance Specialist will ensure all cannabis goods maintain appropriate labels for the safety and protection of the purchasers. Specifically, they will ensure all information required to be listed on the label is written in English, unobstructed and conspicuous, and located on the outside container or wrapper of the finished product so that it can be easily read by the customer. The Quality Assurance Specialist will ensure the product's informational panel includes the licensed manufacturer, its contact number or website address, and the date of the cannabis product's manufacture. All cannabis products for sale will be labeled with the following statement per the CA Department of Health Title 17, Subchapter 5:

“GOVERNMENT WARNING: THIS PRODUCT CONTAINS CANNABIS, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS PRODUCTS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. THE INTOXICATING EFFECTS OF CANNABIS PRODUCTS MAY BE DELAYED UP TO TWO HOURS. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS PRODUCTS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.”

Additionally, labels for edibles will be legible and clearly distinct located on the front of the package and include:

- Warning if nuts or other known allergens are used or have contact the product during production
- Warning that the item is a medication containing Medical Cannabis
- Total weight (in ounces or grams)
- Amount of Active Ingredients in the package
- Date of manufacture



- Statement that the contents are not a food product
- Information indicating any caloric impact on the patient
- Baked goods will include a statement that the cannabis used in the product was tested for contaminants

The labels also include a direct number for the Quality Assurance Specialist if a customer experiences adverse effects or a reaction. Staff members are trained in proper protocol for handling phone calls or walk-in visits by customers seeking help.

Product Testing and Quality

The Applicant is dedicated to sourcing the highest quality products for their customers as the first line of defense against unsafe products. Flowers, topical oils, edibles, and concentrates will only be ordered from manufacturers and distributors who have sent their products to a third-party laboratory to screen for pesticides, fungus, and mold, as well as test levels of active cannabinoids. Jiva will require comprehensive reports be provided to them on items sent in for testing to confirm the results do not contain more than the permissible levels of pesticides, microbiological contaminants, and residual flammable solvents prior to patient dispensation. Products that may return with discrepant test results will be rejected and not sold to customers. Jiva maintains strict in-house standards for their products, including a very low threshold for residual solvents.

The Applicant, through its existing operational directors, operations management coordinators, and consultants has developed relationships with existing licensed laboratory testing and results facilities which will ensure only safe products are made available for purchase.

The Applicant will store all cannabis goods in an environment designed to permit control of temperature and humidity that will prevent the entry of contaminants such as smoke and dust. The area in which aforementioned cannabis goods are stored will not be exposed to direct sunlight. Cannabis goods will never be stored outdoors. All employee break rooms, changing facilities, and bathrooms shall be separated from any and all storage and customer facing areas. Harvest batches and edible cannabis products that require refrigeration will be stored at 35 to 42 degrees Fahrenheit or as specified by the product label. In addition, the Cultivation & Manufacturing Relationship Specialist will provide necessary consultation and advice to the GM & COO to ensure that harvest batches are stored in a darkened area with no more than 60% humidity.

The applicant will work closely with all approved cannabis distributors and manufacturers to stay notified of any product recalls for any offerings in the dispensary. Additionally, staff will check verified sources for any updates on recalls each morning. For any recalls, staff will immediately remove the product from shelves and follow appropriate return or disposal of product as per the recall instructions. Staff will also contact customers who may have purchased said recalled products and ask them to bring the product back for safe return and disposal.

Receiving Shipments of Inventory

Shipments of cannabis goods from a licensed transporter will only be accepted between the hours of 6:00 a.m. Pacific Time to 8:00 a.m. Pacific Time, or other hours as determined by the City's Planning Commission with the issuance of a permit. During business hours open to the public (8:00 a.m. to 10:00 p.m.), no shipment of cannabis goods will enter the premises through any entrance or exit made available for use by the general public. Upon accepting a shipment of cannabis goods from a licensed transporter, the Quality Assurance Specialist shall immediately place the products in a secured and locked room, safe, or vault in a manner as to prevent diversion, theft, and loss.



Accepting Cannabis Goods

The Quality Assurance Specialist will maintain an accurate record of its inventory and will provide the city and state bureau with a record of its current inventory upon request. The following information will be recorded:

- A description of each item such that the cannabis goods can easily be identified
- An accurate measurement of the quantity of the item
- The date and time the product was received by the licensed dispensary
- The sell-by or expiration date on any medical cannabis goods, if any
- The name and license number of the licensed transporter that delivered the goods
- The name and license number of the licensed distributor that provided goods
- The price paid for the cannabis goods, including taxes, delivery costs, and/or other costs

Track & Trace

The Applicant will create and maintain an active and functional account within the State of California's track and trace system prior to engaging in any commercial cannabis activity to ensure compliance, prevent possible diversion, theft, or loss of any cannabis product. The Applicant will report all identifying information for all cannabis and cannabis products including: purchase, sale, test, packaging, transfer, transport, return, destruction, or disposal of any cannabis goods. The COO & GM will oversee the process and designate an employee as the track and trace system Account Manager. This managerial-level employee may authorize additional employees as track and trace system users and will ensure that each user is trained on the track and trace system prior to its access or use. This track and trace Account Manager and any other track and trace designated staff will attend and successfully complete all required track and trace system training, including orientation and continuing education activities.

Jiva's designated Manager will monitor all compliance notifications from the track and trace system and provide timely resolution to the issues detailed in the compliance notification. The Manager will keep a record, independent of the track and trace system, of all compliance notifications received from the track and trace system and note down how and when compliance was achieved.

Reporting and Monitoring

An accurate record of inventory shall be kept at all times and reconciled at least once every 7 days to verify physical inventory matches the records. The records will be made available to any state or local agency upon request. The records shall include the following:

- A description of each item
- An accurate measurement of the quantity of the item
- The date and time the cannabis goods were received
- The sell-by or expiration date, if any
- The name and license number of the licensee that delivered the goods
- The price paid for the cannabis goods, including delivery, taxes, and any other costs

As detailed above, all cannabis activity will be recorded in the track and trace system, including packaging and the sale of cannabis goods, transportation of cannabis goods from a vendor to confirm receipt of cannabis goods, return of cannabis goods, and the subsequent destruction and disposal.

POS System

In conjunction with any and all state required tracking software, the Applicant will implement and utilize a POS system and software to ensure all inventory received, stored, and distributed via the company's facility is accounted for. When a product is approved, quality control information will be entered into the POS system. The product will then be made available for dispensing and it will be entered into the appropriate inventory module of the POS system. The system uses an integrated scale to track the exact amount of each package to the tenth of a gram. This will enable the organization to keep precise records. Type of cannabis, quality control information, net weight, and prominent warnings will be printed on the system's label maker and will be affixed to the package for informative purpose. The POS system produces detailed sales reporting and interfaces with *Quickbooks* software for financial record keeping.

Exit Packaging

The Applicant ensures that no cannabis goods purchased by a customer leave the dispensary unless placed in an exit package that meets all of the following requirements:

The package shall be designed or constructed to be significantly difficult for children under five years of age to open and not difficult for adults to use properly
The package shall be opaque so that the cannabis goods cannot be seen from outside the packaging
For any cannabis goods that are intended for more than a single use, the package shall have the ability to be resealed
The package shall be labeled properly

While Jiva does not anticipate a large amount of unused cannabis to be disposed, there will be best practices set in place for handling such occurrences (expired, recalled, unsealed, etc).

Cannabis Goods Disposal

- No cannabis goods shall be disposed of as cannabis waste unless the cannabis goods have been removed from their packaging and rendered unrecognizable and unusable
- The Applicant will not sell cannabis waste, and will comply with all applicable waste management laws of the CA Public Resources Code
- Waste and reuse shall be accumulated or stored in non-absorbent, water-tight, vector resistant, durable, easily cleanable, galvanized metal or heavy plastic containers with tight fitting lids
- Do not overflow trash receptacles; always keep the lids closed
- Remove onsite garbage and refuse within 7 days
- Any cannabis waste will be disposed of in a secured waste receptacle or in a secured area on the licensed premises
- Public access to the designated receptacle or area will be prohibited
- Cannabis waste composted on the licensed premises (returned goods), will be done in compliance with Title 14 of the California Code of Regulations, Division 7, Chapter 3.1
- A local agency or permitted private waste hauler will be used to collect and process any cannabis waste, and the Applicant will provide the name of the licensed entity hauling the waste
- Conform to all state and local regulations regarding water usage



- No liquids of any kind will be discharged into public or private sewage, drainage system, watercourse, body of water, or into the ground, except in compliance with applicable regulations of the California Regional Water Quality Control Board and Santa Rosa County and City Water & Sewer Districts

Product Safety Regulatory Requirements

Jiva will adhere to all THC limits per state law (BCC 5029), which states:

[B]eginning January 1, 2018, licensees shall not transport or sell any edible cannabis product that exceeds 10 milligrams of tetrahydrocannabinol (THC) per serving. (b) Notwithstanding any other law, or regulation in this division, beginning January 1, 2018 and before July 1, 2018 licensees may do all of the following:

- (1) Licensees may conduct business with other licensees irrespective of the M or A designation on their licenses.*
- (2) Cannabis goods held in inventory by a retailer at the time of licensure that are not in child resistant packaging may be sold if they are placed into child-resistant packaging by the retailer at the time of sale.*
- (3) Non-edible cannabis products that do not meet the THC limits per package specified by the State Department of Public Health in regulation may be transported and sold.*
- (5) Cannabis goods that do not meet the labeling requirements prescribed by the Act or the State Department of Public Health in regulation may be transported and sold if a sticker with the applicable warning statement under Business and Professions Code section 26120, subdivisions (c)(1)(A) and (c)(1)(B) is affixed to the cannabis goods prior to sale by the retailer.*

The Applicant will adhere to all THC limits per state law (CDPH 40306), which states:

- (a) A cannabis product that is not an edible product and that is manufactured for the medicinal market shall not contain more than 2,000 mg of THC per package.*
- (b) Topical cannabis products shall only contain ingredients permitted for cosmetic manufacturing in accordance with Title 21, Code of Federal Regulations, Part 700, subpart B (section 700.11 et seq.).*

The Applicant will ensure all products are marked with the universal symbol per state law, (CDPH 40412), which states:

The primary panel of a cannabis product shall be marked, stamped, or otherwise imprinted with the universal symbol.

- (a) The symbol shall replicate the following in form and color:*
- (b) The symbol shall be no smaller in size than half (.5) inch by half (.5) inch and shall be printed legibly and conspicuously.*

Applicant will implement a recall policy that includes all requirements, per state law (CDPH 40268), which states:

A licensee shall establish and implement written procedures for recalling cannabis products manufactured by the licensee that are determined to be misbranded or adulterated. These procedures shall include:

*(a) Factors which necessitate a recall;
notify*

(b) Personnel responsible for implementing the recall procedures; and

(c) Notification protocols, including: (1) A mechanism to notify all customers that have, or could have, obtained the product, including communication and outreach via media, as necessary and appropriate; (2) A mechanism to notify any licensees that supplied or received the recalled product; (3) Instructions to the general public and/or other licensees for the return and/or destruction of recalled product.

(d) Procedures for the collection and destruction of any recalled product. Such procedures shall meet the following requirements: (1) All recalled products that are intended to be destroyed shall be quarantined for a minimum of 72 hours. The licensee shall affix to the recalled products any bills of lading, shipping manifests, or other similar documents with product information and weight, and shall notify the Department of the quarantine. The product held in quarantine shall be subject to auditing by the Department. (2) Following the quarantine period, the licensee shall render the recalled cannabis product unusable and unrecognizable in accordance with Section 40290 and do so on video surveillance in accordance with Section 40205. Except as provided in subparagraph (A), recalled cannabis product that has been rendered unusable and unrecognizable is considered cannabis waste and shall be disposed of in accordance with Section 40290, cannabis waste management. (3) A licensee shall dispose of chemical, dangerous, or hazardous waste in a manner consistent with federal, state, and local laws. This requirement shall include but is not limited to recalled products containing or consisting of pesticide or other agricultural chemicals, certain solvents or other chemicals used in the production of manufactured cannabis batches, and cannabis soaked in a flammable solvent for the purpose of producing manufactured cannabis batches. (4) A licensee shall not dispose of recalled product in an unsecured area or waste receptacle that is not in the possession and/or control of the licensee.

(e) In addition to the tracking requirements set forth in Section 40512, a licensee shall use the track-and-trace database and on-site documentation to ensure that recalled cannabis products intended for destruction are identified, weighed, and tracked while on the licensed premises and when disposed of in accordance with this section. For recalled cannabis products, the licensee shall enter the following details into the track and trace database: the weight of the product, reason for destruction, and the date the quarantine period will begin.

(f) The licensee shall notify the Department of any recall within 24 hours.

SEPARATION OF LICENSE TYPES

The Applicant is only seeking a Retail License with Delivery at their proposed location and so no separation of license types is necessary.



DELIVERY PLAN

**COMMERCIAL CANNABIS BUSINESS
MEDICAL & ADULT-USE RETAIL SALES w/DELIVERY**

**JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303] SAN FRANCISCO, CA 94103**

DELIVERY

OVERVIEW

Jiva will provide delivery service for customers, prioritizing this service for medical patients who need or prefer the convenience of having their product delivered to them directly. Delivery hours will be between 9am and 9pm as per Santa Rosa local law. While the service channel may differ, there will be the same level of focus on employee and patient security and safety. This includes full compliance with state law (BCC 5406):

A retailer shall not make any cannabis goods available for sale or delivery to a patient unless:

- (a) The cannabis goods were received from a licensed distributor;*
- (b) The retailer has verified that the cannabis goods have not exceeded their expiration or sell-by date if one is provided; and*
- (c) 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.*

DELIVERY OPERATIONS

DELIVERY EMPLOYEES

The hiring and training process for delivery employees will be as thorough and exhaustive as for those employees who will be working on site primarily. In addition to the general hiring process, Jiva will also look at the potential employee's driving record to filter out individuals who have had excessive traffic violations within the last five years. Exercising an abundance of caution, any applicant who has been convicted of a DUI within the last 10 years will not be considered for a delivery position. If an applicant is selected to be hired, copies of the following will be on file at the facility and in the delivery employee's personnel file:

- California Driver's License for each employee delivering cannabis products
- Copy of Insurance for each vehicle used for delivery
- Copy of Vehicle Registration for each vehicle used for delivery

DELIVERY PROCEDURES

Once hired, the delivery employee will undergo the same training and education regimen as an on-site employee to ensure there are no gaps in their procedural or product knowledge. This training program will be further enhanced to cover Jiva's specific rules and procedures to ensure a safe and compliant Order to Delivery process.



Order Acceptance

Patients will be allowed to place an order via Jiva's online portal or by calling the retail establishment directly. The online portal will be integrated with Jiva's POS and Track & Trace system to ensure accurate inventory tracking. On-site employees who take telephone orders will also place them directly in the POS system. The employee will verify that the relevant medical information and documentation is recorded and current in the system. If the information is not available or if any of the documentation is expired the order will be canceled immediately. Once the order has been successfully recorded in the system and all information verified, an employee will gather the requested products and place them in the delivery container. If any products are unavailable, the employee will contact the patient and update the order as required. The delivery container along with the printed order manifest and the patient receipt will then be placed in a separate delivery section of the establishment, that is accessible only to Jiva's employees. The delivery employee will verify the contents of the container against the manifest to ensure accuracy and then seal the container with the patient receipt inside. The order manifest will be attached to the outside of the container with all relevant information about the order including:

- Jiva's name and facilities address and phone number
- Jiva's local permit and state license numbers
- The recipient's name, address, and phone number
- A full description of the contents in the container including quantity and brand names

Jiva will keep a physical and digital copy of each delivery receipt for record keeping and inventory management and made available to any and all authorities upon request.

Transportation Process

Jiva will meet all requirements per state law (BCC 5417):

- (a) A retailer's delivery employee, carrying cannabis goods for delivery, shall only travel in an enclosed motor vehicle operated by a delivery employee of the licensee.*
- (b) While carrying cannabis goods for delivery, a retailer's delivery employee shall ensure the cannabis goods are not visible to the public.*
- (c) A retailer's delivery employee shall not leave cannabis goods in an unattended motor vehicle unless the motor vehicle is locked and equipped with an active vehicle alarm system.*

The sealed delivery container will be taken directly to the employee's delivery vehicle and placed inside a locked box. All delivery vehicles shall be capable of securing by lock the products during transportation and be capable of being temperature controlled if perishable products are being transported. The lock-box must be securely affixed inside the delivery vehicle. The delivery container will remain inside this lock-box until the employee reaches the patient's residence. The delivery employee shall not carry with them more than \$3,000 worth of cannabis products, cash, or any combination of cash and products that exceeds that limit. Jiva's delivery employees are strictly prohibited from consuming any cannabis goods for the duration of their entire shift. Delivery employees will be trained to take the most direct route taking into consideration and security concerns, and to not make any unnecessary stops along the way. If at any



point there is a safety or security concern, the employees will be instructed to return to the facilities and/or to contact the local authorities. Part of the condition of employment with Jiva will be to agree to have a dashcam installed within the delivery vehicle. The dashcam will remain on at all times for the duration of the employee's shift and will be backed up on Jiva's computers at the end of every delivery. This footage will be regularly audited by Jiva management to ensure that proper procedures and best practices are being observed by Jiva's employees.

Patient and Qualified Location Verification

Deliveries will only be allowed to customers in Santa Rosa or cities of Sonoma County and other California cities as per local and state law. All deliveries will only be made to a customer's place of residence and cannot be made to any public location or place of work (per BCC 5416). The address will be verified initially at the time of order through the POS system, and then verified by the employee and time of delivery. If the address is judged to not be a place of residence, then the delivery will not be completed. Jiva's delivery employees will also be instructed not to deviate from the address printed on the order manifest. No changes can be made to the recipient address once the delivery container has left Jiva's premises. Changes can only be made by canceling the original order, returning the product(s) to the facilities, and reprocessing a new order with the changed address. Delivery employees will also be trained to verify customer identities by examination of a valid photo ID. Customers will be notified in the online portal as well as verbally for phone orders that they must present a valid photo ID to complete delivery of their ordered products. If the customer is unable to produce a proper ID, fail the age check or if the information on the ID does not match the information on the order manifest, the delivery employee will not hand over the delivery container to the customer and will be instructed to return the products to the store. These rules and procedures are in place to ensure that the utmost care is given to both employee and customer safety and security and to ensure full compliance with local and state laws. Violation of these procedures can lead to the immediate termination of the employee.

Interacting With Authorities

Jiva's employees will be trained to always be fully cooperative in the event they have to interact with local or state authorities. Once the individual has properly identified themselves as a local or state law enforcement official, the employee will be instructed to promptly identify himself/herself as an employee of Jiva. A copy of Jiva's local permit and state license will always be kept in the delivery vehicle and can be produced at the behest of the law enforcement officer. Local and state authorities will always be allowed to search the lock-box holding the delivery containers, and if needed to unseal the containers themselves to examine the actual products. If for any reason the officer chooses to confiscate the products, the employee is not to interfere in any manner and only to obtain an official report of the confiscation. In the event of a normal traffic stop or other such mundane interaction, the employee is to call in and officially report the interaction with a manager before continuing to complete the delivery. In the case of a non-routine incident, especially if the seal of the delivery container has been broken for any reason, the employee is to call in a report to a manager and immediately return to the facilities. In either case, once the employee has returned, they will be required to fill out a detailed Incident Report for official record-keeping purposes. Every incident will be reviewed by the General Manager and Head of Security to make sure that best practices were followed and to administer any retraining if necessary.



Communication and Tracking

A criterion for the delivery position will include agreeing to always have their cellphone on their person and utilizing a Bluetooth device to make and receive calls for the duration of their shift. Incoming calls from the retail establishment must be answered unless it is unsafe to do so at that time. It is expected that the employee will immediately return the missed call once they are able to. Jiva's Chief Executive & Technology Officer, Rohith Pottabathni, will spearhead the efforts to identify, develop and implement a software solution to provide real-time tracking of the delivery driver. This solution will be integrated with the Jiva's POS system as well as their online portal to allow both management and patients to track delivery status. Additional features such as push and/or text notification will be utilized to enhance the patient experience. Future enhancements to the software that will be considered includes key tools such as smart routing, extended stop notifications, unplanned stop notifications, and driver distress notifications.

ON SITE CONSUMPTION

The Applicant is not planning on allowing any on site consumption at this point in time. If in the future it chooses to pursue this, Jiva will ensure it takes all necessary steps to consult with the City of Santa Rosa and to garner feedback from its neighbors before moving forward.



COMMUNITY BENEFITS

COMMERCIAL CANNABIS BUSINESS
MEDICAL & ADULT-USE RETAIL SALES w/DELIVERY

JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303] SAN FRANCISCO, CA 94103

COMMUNITY BENEFITS

OVERVIEW

Jiva Life LLC, (“The Applicant”) and (“Jiva”) is committed to having a positive impact in Santa Rosa (“City”) through employment for residents of the City, community contributions, and economic incentives. The Applicant plans to benefit the Santa Rosa community through investment, educational programs, and partnerships with the City and local non-profit organizations.

Jiva will strive to advance Santa Rosa as a community in which to live, work, and thrive sustainably. The Applicant will use its resources to improve the local landscape through community-based projects and local funding opportunities. Jiva will partner with local charities and non-profit organizations to provide support and financing for worthwhile projects by offering grants and volunteering. Associations tackling issues such as hunger, low-income opportunities, education, youth development, the environment and public services will be the Applicant’s primary focus.

The various policies, procedures, and initiatives that the Applicant will institute to be a valuable community member are outlined in the narrative below. This proposal is designed to incorporate the themes of health education, prevention strategies, economic benefits, alignment with the City’s Strategic Initiatives, neighborhood benefits, and community outreach and support. All themes will be operationalized through targeted and specific benchmarks that Jiva has set for its first year of operation. As such, the Applicant is proposing the following community-focused objectives for its first year of operation:

- Establish a generative relationship with the community
- Develop responsible community benefit strategies
- Stimulate economic prosperity within the community
- Champion the community’s most important goals
- Advance the holistic wellness of the community

The following proposal provides an overview of these goals, and how the Applicant will operationalize each one to establish and maintain a beneficial presence in the community.

SANTA ROSA ASSOCIATION OF CANNABIS EDUCATION

Jiva looks to create, develop, and lead a comprehensive outreach initiative program known as The Santa Rosa Association of Cannabis Education. The Applicant is cognizant of the fact that the City may not currently have the funding or resources to develop such a program fully. Jiva embodies the opportunity to be on the forefront of educating the community about the law, the risks of youth use and adult misuse, risks of use while pregnant, and other health and safety issues associated with using cannabis. The



Applicant will collaborate with the City and future local commercial cannabis businesses in the development of this program.

Santa Rosa's The Partnership

Jiva's focus is the betterment of the community, and Santa Rosa's The Partnership embodies this with a focus "on stopping the violence and victimization through enforcement and intervention efforts; intervene with those involved in criminal gang activity and redirecting them to services aimed at keeping them out of gangs; and preventing gang participation through a variety of programs that involve reconnecting youth with their schools, family, and community." Jiva will look for ways to support and help The Partnership works towards its 2017-2022 strategic goals to strengthen youth and families and build safe communities by leading, mobilizing and aligning community resources.

CHOICE Grants and Measure O

Jiva will commit funds to help support and maintain the Measure O CHOICE Grant program. Jiva firmly believes in the success of CHOICE grants in the past to provide a variety of youth and parenting programs which focus on gang and anti-violence education, prevention and intervention, community safety, and a comprehensive array of social services in high need neighborhoods.

COMMUNITY CONTRIBUTIONS

GENERATIVE RELATIONSHIP

Objective 1A: Establish a Generative Relationship with the Community

At the core of this Community Benefits Proposal is the relationship between the Applicant and the community members. The City's elected officials and their constituents are best situated to understand their community's mission and values, thus having a personal stake in the safety and success of their City. As such, the Applicant is committed to engaging local stakeholders by incorporating input from local business leaders, teachers, administrators, school board members, and elected officials when determining how to move forward with decisions that will impact that community. Jiva has initiated this relationship through the commitments outlined in this section.

The Applicant will begin by structuring its organization with policies to mitigate common community concerns such as neighborhood safety. Through regular business operations and hiring practices, the Applicant will enhance the prosperity and vitality of the surrounding community with the provision of living wages, generous benefits, and union membership. The Applicant will further launch initiatives and have a positive impact on community health outcomes. Monica Bravo (Director of Community Affairs & Relations) will lead and encourage the Applicant and its employees in surpassing goals and continuously giving back to the community through service initiatives, community partnerships, and



charitable contributions in alignment with the City's strategic initiatives and funding suggestions. This section details how all of the initiatives will be operationalized.

Objective 1B: Establish Community Benefits Liaison and Youth Awareness Initiatives

The Applicant's Director of Community Affairs, in conjunction with the Director of Logistics and the Director of Administrative Affairs, will actively hire and employ a qualified Santa Rosa resident as Jiva's Community Benefits Liaison. This group will collectively be the primary points of contact for local stakeholders who wish to express concerns, ask questions, or engage in the dialogue of any kind with the Applicant. Contact information will be posted on the Applicant's website and all community outreach and promotional materials. Before initiating operations, the Community Outreach Liaison will distribute a letter to neighboring businesses, residents, and the local police department introducing themselves and inviting the community to contact him/her with comments, concerns, or complaints. To accommodate the diverse needs of the community, all of the Applicant's outreach material will be available in English and Spanish. Furthermore, the Community Liaison will work with an interpreter when necessary to communicate with a non-English speaking community member.

As detailed herein, the Applicant has a strict regimen for ensuring that no persons under the age of 21 are allowed on the premises. However, the Applicant intends to continually strengthen the efficacy of all policies that pertain to promoting favorable community conditions. As such, the Applicant will seek to incorporate the insights of community groups that work to create an environment in which Santa Rosa youth can thrive. Immediately upon issuance of a permit, the Director of Community Affairs will meet with representatives from the Santa Rosa organizations such as the Kids off Chemicals program to collaborate and strategize the most effective means of supporting the organization's mission to reduce substance abuse and improve the overall health of Santa Rosa's youth. The Applicant will welcome any recommendations put forward by Kids of Chemicals as to how the adult use dispensary can best support the wellness of local youth via policies, advocacy support, financial contributions, and other forms of collaboration. Once the adult use dispensary is in operation, the Community Benefits Liaison (with direction from Monica Bravo, Director of Community Affairs & Relations) will host a monthly Community Wellness Forum. The Community Wellness Forum is where residents, patient customers, elected officials, and local business owners can meet with Jiva representatives to discuss concerns, voice questions, and plan community service collaborations with a primary of focus on youth awareness initiatives.

Objective 1C: Service Economically Disadvantaged Community Patients

The Applicant will offer a reduced pricing plan for qualified low-income patients/customers and military veterans, as well as a program providing complementary medicine upon approval to qualified patients/customers by the City and the State of California.

- ***Discount Programs:*** Jiva honors our seniors, military veterans, and SSI patients with regular discounts on their final total for medical cannabis products and services. Jiva will offer a 20%-30% discount on all Jiva products to these groups of patient customers.
- ***Jiva Life Program:*** Patient customers will face economic hardships or physical disabilities that limit their ability to purchase cannabis medicine. Patients who qualify will receive complimentary cannabis medicine every week and have access to all services, as per Santa Rosa's local laws. Jiva's medical-first approach certifies that patients that are less



fortunate must have access to generous patient care programs. The Applicant's Executive & Management Committee will determine qualification for the Jiva Life Program on a case-by-case basis considering factors such as economic hardship and the severity of a patient's medical condition.

ECONOMIC INCENTIVES

LOCAL JOBS & CITY TAX REVENUE

Objective 3A: Stimulate Economic Prosperity in the Community

In its first year of operation, the Applicant will generate over \$90,000 in tax revenue for Santa Rosa, based on a general 3% city tax on commercial cannabis businesses with a five-year forecast of approximately 3 million dollars. Furthermore, as described in detail in the Labor and Employment Practices plan, the Applicant will contribute to the community's economic prosperity by creating well-paying jobs for a diverse range of community members. The Applicant takes pride in being able to offer stable jobs and provide the local community with an economic boost.

Objective 3B: Create 20+ Full-Time Jobs Within the First Five Years of Operation

Within the first five years, the Applicant intends to hire local Santa Rosa employees in the form of 3 full-time dispensary managers (General Manager, Assistant Manager, and Quality Assurance Controller), 1 Administrative Assistant, 4 Cannabis Care Techs, 1 Patient Experience Specialist, 1 Patient Satisfaction Specialist, 1 Security Guard, 1 Quality Controls Specialists, and 1 Community Benefits Liaison.

The Applicant will also contract with a local Santa Rosa security company to provide 1 Security Guard and 1 Head of Security at the facility at all times and will have additional opportunities for local companies to provide services such as bookkeeping, landscaping, and marketing.

Objective 3C: Provide Employees with Generous Compensation and Benefits

The Applicant is considering comparable salaries for roles in the surrounding region and plans to offer comprehensive and generous health benefits, a sick leave policy, and career development training. The total anticipated salaries within the first year will total approximately \$500,000, plus a robust benefits package for full-time employees. The Applicant plans for the annual cost of living increases in salary and will offer internal promotion opportunities. The Applicant will approach hiring, promotions, and other personnel decisions with best-practice procedures for maintaining a diverse staff.

REVENUE CONTRIBUTIONS

Objective 4A: Champion the City's Most Important Goals

The Applicant will look to the City and the people who live in it as the ultimate arbiters of how to positively contribute to the community. The Applicant has reviewed the Santa Rosa's priority needs according to the structure presented in *HUD regulations (24 CFR 91.215)*: affordable housing, homelessness, and non-housing community development, and bases all of its proposed charitable contributions on the goals put forth by these documents.



Objective 4B: Provide Charitable Contributions/Funding Towards Recommended Santa Rosa Non-Profits

The Applicant will donate 2% of profits annually to local organizations, per the recommendations of the City's community service committee. The Applicant has reviewed the City of Santa Rosa's RFP for an Affordable Family Housing development and recognized its desire to allocate funding for local non-profits including *Cap Sonoma*. Jiva has identified this organization as a leading provider of social services to low-income residents of Santa Rosa and neighboring cities. The Applicant's projected five-year allocation would exceed \$70,000 and will be dedicated to Santa Rosa, social service organizations. Jiva will advocate and generate funds to assist in the City's general funding recommendations for such associations. By the third year of operation, the Applicant strives to exceed recommendations and to diversify within other Santa Rosa non-profit organizations in alignment with the City's visionary and progressive community service allocation suggestions.

Objective 4C: Contribute and Volunteer Competent Professional Services Annually

As the Applicant's Chief Compliance Officer and in-house legal counsel, Gaurav Bali, a family law specialist, will donate 50 hours of *pro bono* hours to local Santa Rosa and Sonoma County nonprofits with a focus on organizations providing counsel for disenfranchised residents.

HEALTH EDUCATION

ADVANCE HOLISTIC WELLNESS

Objective 5A: Offer Non-Cannabis Related Services to Supplement the Overall Health of the Community

To promote the holistic wellness of its clientele, the Applicant plans to offer holistic health and wellness services such as therapeutic massage, acupuncture, meditation, and yoga opportunities to its patient customers. These services will be available at no cost to patients who satisfy the Jiva Community Agreement which includes special loyalty program benefits. These services and will be provided by licensed practitioners from the Santa Rosa and local county community including a strategic partnership with *The Wellness Center of Sonoma County*.

Objective 5B: Supplement Community Food Banks and Encourage Community Dialogue

The Applicant will also sponsor and develop an ongoing strategic partnership with a community food bank, such as Santa Rosa's *Redwood Empire Food Bank*. This will provide nourishment to supplement the food supply of community members who are eligible for the program. These participants will be able to pick up one pre-packaged bag of food for themselves and their families. Each bag will also contain referral sheets for additional food banks within Santa Rosa and Sonoma County, such as the *F.I.S.H. Food Pantry of Santa Rosa* for those who are in need of more local additional resources.

The Applicant's Community Benefits Liaison will create a schedule of class offerings that educate and engage the local community in dialogue about the issues deemed relevant by the City's strategic initiatives. These topics include substance abuse prevention, accessing health care through local clinics, and emergency preparedness. These classes will also be curated based on input from neighbors and customers, solicited by the Community Benefits Liaison in the form of surveys. All classes will be taught by qualified individuals. For example, substance abuse prevention courses will be taught only by licensed



medical professionals. As often as possible, these classes will be taught in both English/Spanish and will feature bilingual educational materials.

The Applicant will also consult local community groups to determine how to best serve the community's educational needs. For example, the Director of Community Affairs will develop the aforementioned programs and classes through collaborative efforts. Jiva has identified *The Gap Community of Santa Rosa* as an adult nonprofit with a community mission statement that aligns similarly.

DIMINISH CANNABIS' STIGMA

Objective 5C: Reduce the Negativity and Opprobrium Associated with Cannabis Through Community Outreach and Education

The Applicant's vision to be a steward within the community stems from serving customers in a safe service oriented first-class facility that offers a premium experience to its medical patients. Part of this mission is engaging with local community members to reduce the stigma of cannabis usage. To operationalize this goal, the Director of Community Affairs and the appointed Community Benefits Liaison will identify opportunities to reach out to the local business owners, neighbors, and other community stakeholders. These outreach conversations will include: discussions from working with community groups to address any and all general cannabis concerns, outreach to local rehabilitation and pain clinics with information on evidence-based approaches to reducing the opioid epidemic with cannabis, and small discussion groups with patients and their families to discuss the efficacy of self-titration while continuing to share educational resources on the many medicinal elements in cannabinoid medicines.

The Applicant's Director of Patient Safety and Education will collectively provide advisory guidelines in conjunction with the Director of Patient Care. Each will contribute to these outreach efforts by overseeing the development of fact sheets and resource guides. These informational pamphlets will focus exclusively on providing the community with information that will increase their familiarity and comfort with the cannabis industry generally and Jiva as an operational organization.

Topics may include, but are not limited to:

- **Responding to myths about cannabis**
- **FAQs about medical cannabis dispensaries**
- **The latest research on the impact of medical dispensaries on their surrounding neighborhoods**
- **Testimonials from residents or news articles about patients who have had success with medical cannabis (Only with Patient/Customer consent)**
- **Reassurance that minors will not be able to readily access the retail dispensary**

Each fact sheet will also provide the dispensaries contact information, including an email address, and an invitation for community members to reach out with questions or concerns. By engaging community leaders and people in the neighborhoods surrounding the dispensary on a regular basis, the Director of Community Affairs and the Community Benefits Liaison will be able to document and address community members' concerns – even when those community members are not prepared to proactively



reach out to the medical dispensary through the provided contact information. Beyond merely minimizing the negative impact on the local community, the Applicant will actively contribute to community-oriented programs that will facilitate positive change to the city and its citizens. By establishing a safe, clean, and well-managed medical facility, the Applicant will demonstrate that the legally regulated cannabis industry can make significant and needed contributions to the community.

Objective 5D: Provide Exceptional Service and Access to Cannabis for Elderly, Adults with Disabilities, and Terminally-ill Clients Through a Delivery service

The Applicant intends to obtain a permit from the City to operate a Commercial Cannabis Delivery through its Retail proposal. Contingent upon receiving this permit from the City, the Applicant will be able to deliver high-quality medical cannabis products to clients who are unable to leave their homes, including homebound seniors, individuals whose disabilities preclude them from visiting the dispensary, and the terminally ill. The Applicant intends to develop a relationship and partnership with a Santa Rosa nonprofit organization such as the *Compassionate HomeCare Solutions* which has been committed to providing compassionate care for individuals with developmental disabilities.

LOCAL EMPLOYMENT

As mentioned in numerous sections of the Applicant's Community Benefits plan, Jiva will provide a variety of job opportunities with a priority to Santa Rosa residents and Sonoma County locals. Outlined in the Applicant's Labor and Employment plan, Jiva will provide competitive and rewarding career opportunities. Developing a positive difference in patient customers' lives embodies Jiva's ideology of a medical first approach, community servitude, and exceptional service. The Applicant will invest time and energy in training policies and protocols for those employees seeking a long-term opportunity. Jiva's diligence in this facet will be intensive, and accordingly, will offer compensation that reflects that training and level of commitment. The Applicant's internal promoting strategy from within the organization will enable our employees and members the first opportunity for advancement.

The Applicant's intention to provide optimal wages, a robust benefits package, incentivized benchmarks, and inclusive of healthcare, will provide Santa Rosa residents a unique career path in this unconventional industry. Compensation policies are further detailed in the Labor and Employment section of this proposal.

CANNABIS SPECIAL EVENTS

CITY OF SANTA ROSA GUIDELINES

JIVA LIFE LLC, (“Jiva” or the “Applicant”) reviewed and comprehended the general guidelines as per the request of the City of Santa Rosa. If permitted and licensed as a retailer in the City of Santa Rosa, Jiva fully understands the process to pursue hosting a Cannabis Special Event. As stipulated in Code Section 20.46-090 (Cannabis Special Events), Jiva understands that dual licensing is required which includes that the Applicant will “demonstrate that the business has, or will, obtain all necessary local permits, state temporary event licenses and agency permits.” The City of Santa Rosa recognizes “that state law requires Cannabis Businesses to obtain dual licensing at the state and local level for temporary special events that involve on-site cannabis sales to, and consumption by patients.” Jiva will ensure that they are “in compliance with any regulations and deadlines established by the City and the state.” The Applicant will obtain a conditional use by submitting an application “in a timely manner in accordance with Section 20-52.040” and will “describe the location of the event and provide information regarding whether the business is or intends to secure a temporary use permit.”

OVERVIEW

The Applicant has reviewed the City of Santa Rosa guidelines and has identified that California’s Bureau of Cannabis Control (“BCC”) has proposed two new non-statutory licenses: the Cannabis Event Organizer License, as well as the Temporary Cannabis Event License. Below is Jiva’s understanding of the BCC section codes § 5600, § 5601, § 5602 and § 5603 relating to Cannabis Events.

NARRATIVE

Only cannabis event organizers licensed by the BCC are allowed to obtain temporary cannabis event licenses, which are also issued by the BCC. The first step is to apply for and obtain a cannabis event organizer license. The next step is to secure “written approval from the local jurisdiction authorizing the applicant to engage in onsite cannabis sales to, and onsite consumption by, persons 21 years of age or older at the event.” The final step is to obtain a temporary cannabis event permit from the BCC.

Temporary cannabis events can last up to a maximum of four days, but at this time they can only take place at county fairs and district agricultural associations. Sales to adults 21 and older are authorized at cannabis events; however, only licensed retailers and micro businesses may sell cannabis goods (defined as “cannabis, including dried flower, and products containing cannabis.”) State-licensed cultivators, manufacturers, and distributors who do not also have a state license authorizing the retail sale of cannabis goods will not be allowed to conduct sales at cannabis events. Additionally, all cannabis goods at a cannabis event are required to comply with applicable laboratory testing, labeling, and track and trace requirements.

CONSUMPTION

The consumption of cannabis goods is also allowed at cannabis events provided “the consumption of alcohol or tobacco shall not be allowed on the cannabis event premises.” Access to the area where cannabis consumption is allowed must be restricted to adults age 21 and older, and the event organizer is required to “ensure that cannabis consumption is not visible from any public place or non-age-restricted area.”

LOCATION OF CANNABIS EVENTS

For the time being, cannabis events can only take place at county fairs and district agricultural associations.

“This division does not prohibit the issuance of a state temporary event license to a licensee authorizing onsite cannabis sales to, and consumption by, persons 21 years of age or older **at a county fair or district agricultural association event**, provided that the activities, at a minimum, comply with the requirements of paragraphs (1) to (3), inclusive, of subdivision (g), that all participants are licensed under this division, and that the activities are otherwise consistent with regulations promulgated and adopted by the bureau governing state temporary event licenses. These temporary event licenses shall only be issued in local jurisdictions that authorize such events.”

Regulations require that an application for a Temporary Cannabis Event License include “written approval from the local jurisdiction authorizing the applicant to engage in onsite cannabis sales to, and onsite consumption by, persons 21 years of age or older at the event.” § 5601(d)(8). Jiva will prudently establish good working relationships with local officials in order to secure the requisite written approval from the City of Santa Rosa in the event of potentially considering hosting an event.

FEES

The application fees for both the Cannabis Event Organizer License and the Temporary Cannabis Event License are the same: \$1,000. Additionally, there is a separate annual license fee for the Cannabis Event Organizer License, which depends on planned number of events per year. (There is no separate license fee for a Temporary Cannabis Event License.) The annual license fee for the Cannabis Event Organizer License is \$5,000 per license if the event organizer plans “1-10 events annually”, and twice as much, \$10,000 per license, if the number of planned events is “greater than 10 events annually.”

CONCLUSION

Jiva will comply with the BCC regulations and stipulations below if consideration to host a Cannabis Event is entertained. Jiva will follow the order of guidelines which begin with seeking permitting from the City of Santa Rosa subsequently submitting approval to the BCC to obtain a State of California Cannabis Event licence. As it stands, Jiva does not intend to pursue hosting a Cannabis Event. However, the Applicant has a clear understanding of the appropriate channels and policies set forth. In the event Jiva entertains to conceptually begin development of an organized Cannabis Event, Jiva understands and will comply with BCC regulations and protocols to obtain a Cannabis Event License starting with the City of Santa Rosa approval.

BCC Chapter 5. CANNABIS EVENTS

Chapter 5. CANNABIS EVENTS § 5600. Cannabis Event Organizer License

- (a) To obtain a temporary cannabis event license, the event organizer must first apply for and obtain a cannabis event organizer license.
- (b) Cannabis event organizers licensed under this section shall comply with Chapter 1 of this division with the exception of sections 5001-5002, 5006-5008, 5010, 5016, 5019, 5025-5029, 5032-5034, 5042-5055.
- (c) A cannabis event organizer licensee is not authorized or licensed to cultivate, distribute, manufacture, or retail cannabis or cannabis products unless it obtains the appropriate licenses or authorizations to engage in such commercial cannabis activities.
- (d) A cannabis event organizer shall comply with the records retention provisions of section 5037 of this division. Records shall be kept by the cannabis event organizer in a manner that allows the records to be produced for the Bureau in either hard copy or electronic form, whichever the Bureau requests. Failure to produce records upon the Bureau’s request may result in disciplinary action against the cannabis event organizer license and/or denial of a temporary cannabis event license.
- (e) Cannabis event organizer applications may be completed online at www.bcc.ca.gov or by delivering a printed copy to the Bureau’s office(s).
- (f) Applicants that submit their applications online shall first register for a user account as provided by section 5002(b) of this division.
- (g) An application must be completed by an owner as defined by Business and Professions Code section 26001(a). An application for cannabis event organizer licensure includes the following:
 - (1) The name of the applicant. For applicants who are individuals, the applicant shall provide both the first and last name of the individual. For applicants who are business entities, the applicant shall provide the legal business name of the applicant.
 - (2) If applicable, the business trade name (“DBA”) of the applicant.
 - (3) Whether the owner is serving or has previously served in the military. Disclosure of military service is voluntary. An applicant that has served as an active duty member of the Armed Forces of the United States and was honorably discharged and who can provide evidence of such honorable discharge shall have his or her application expedited pursuant to Business and Professions Code section 115.4.
 - (4) A list of the license types and the license numbers issued from the Bureau and all other state cannabis licensing authorities that the applicant holds, including the date the license was issued and the licensing authority that issued the license.



- (5) Whether the applicant has been denied a license or has had a license suspended or revoked by the Bureau or any other state cannabis licensing authority. The applicant shall provide the type of license applied for, the name of the licensing authority that denied the application, and the date of denial.
- (6) The mailing address for the applicant.
- (7) The telephone number for the applicant.
- (8) The website address of the applicant's business, if applicable.
- (9) The email address for the applicant's business, if applicable.
- (10) Contact information for the applicant's designated primary contact person including the name, title, address, phone number, and email address of the individual.
- (11) Contact information for the designated agent for service of process including the name, address, phone number, and email address of this individual.
- (12) A description of the business organizational structure of the applicant, such as partnership or corporation.
- (13) The business-formation documents, which may include, but are not limited to, articles of incorporation, operating agreements, partnership agreements, and fictitious business name statements. The applicant shall also provide all documents filed with the California Secretary of State, which may include but are not limited to articles of incorporation, certificates of stock, articles of organization, certificates of limited partnership, and statements of partnership authority.
- (14) A list of every fictitious business name the applicant is operating under including the address where the business is located.
- (15) An applicant that is a foreign corporation shall include in its application the certificate of qualification issued by the California Secretary of State under Corporations Code section 2105.
- (16) The applicant shall supply the following financial information:
 - (A) A list of funds belonging to the applicant's cannabis event organizing business held in savings, checking, or other accounts maintained by a financial institution. The applicant shall provide for each account, the financial institution's name, the financial institution's address, account type, account number, and the amount of money in the account.
 - (B) A list of loans made to the applicant for its use in cannabis event organizing activities. For each loan, the applicant shall provide the amount of the loan, the date of the loan, term(s) of the loan, security provided for the loan, and the name, address, and phone number of the lender.
 - (C) A list of investments made into the applicant's cannabis event organizing activities. For each investment, the applicant shall provide the amount of the investment, the date of the investment, term(s) of the investment, and the name, address, and phone number of the investor.
 - (D) A list of all gifts of any kind given to the applicant for its use in cannabis event organizing activities. For each gift, the applicant shall provide the value of the gift or description of the gift, and the name, address, and phone number of the provider of the gift.
- (17) A complete list of every individual that has a financial interest in the cannabis event organizing business as defined in 5004 of this division, who is not an owner pursuant to Business and Professions Code section 26001(al).
- (18) A complete list of every owner of the applicant as defined in Business and Professions Code section 26001(al). Each individual named on this list shall submit the following information:
 - (A) The full name of the owner.
 - (B) The owner's title within the applicant entity.
 - (C) The owner's date of birth and place of birth.
 - (D) The owner's social security number or individual taxpayer identification number.
 - (E) The owner's mailing address.
 - (F) The owner's telephone number. This may include a number for the owner's home, business, or mobile telephone.
 - (G) The owner's email address.
 - (H) The owner's current employer.
 - (I) The percentage of the ownership interest held in the applicant entity by the owner.

(J) Whether the owner has an ownership or a financial interest as defined in 5004 of this division in any other commercial cannabis business licensed under the Act.

(K) A copy of the owner's government-issued identification. Acceptable forms of identification are a document issued by a federal, state, county, or municipal government that includes the name, date of birth, physical description, and picture of the person, such as a driver license.

(L) A detailed description of the owner's convictions. A conviction within the meaning of this section means a plea or verdict of guilty or a conviction following a plea of nolo contendere. Convictions dismissed under Penal Code section 1203.4 or equivalent non-California law must be disclosed. Convictions dismissed under Health and Safety Code section 11361.8 or equivalent non-California law must be disclosed. Juvenile adjudications and traffic infractions under \$300 that did not involve alcohol, dangerous drugs, or controlled substances do not need to be included. For each conviction, the owner shall provide the following:

- (i) The date of conviction.
- (ii) Dates of incarceration if applicable.
- (iii) Dates of probation if applicable.
- (iv) Dates of parole if applicable.
- (v) A detailed description of the offense for which the owner was convicted.
- (vi) A statement of rehabilitation for each conviction. The statement of rehabilitation is to be written by the owner and may contain evidence that the owner would like the Bureau to consider that demonstrates the owner's fitness for licensure. Supporting evidence may be attached to the statement of rehabilitation and may include, but is not limited to, a certificate of rehabilitation under Penal Code section 4852.01, dated letters of reference from employers, instructors, or professional counselors that contain valid contact information for the individual providing the reference.

(M) If applicable, a detailed description of any suspension of a commercial cannabis license, revocation of a commercial cannabis license, or sanctions for unlicensed commercial cannabis activity by a licensing authority or local agency against the applicant or a business entity in which the applicant was an owner or officer within the three years immediately preceding the date of the application.

(N) Attestation to the following statement: Under penalty of perjury, I hereby declare that the information contained within and submitted with the application is complete, true, and accurate. I understand that a misrepresentation of fact is cause for rejection of this application, denial of the license, or revocation of a license issued.

(19) For an applicant with 20 or more employees, the applicant shall attest that the applicant has entered into a labor peace agreement and will abide by the terms of the agreement, and the applicant shall provide a copy of the agreement to the Bureau. For applicants who have not yet entered into a labor peace agreement, the applicant shall provide a notarized statement indicating the applicant will enter into and abide by the terms of a labor peace agreement.

(20) The limited waiver of sovereign immunity required by section 5009 of this division, if applicable. Authority: Section 26013, Business and Professions Code. Reference: Section 26200, Business and Professions Code.

§ 5601. Temporary Cannabis Event License

(a) A temporary cannabis event license shall only be issued to a person who holds a cannabis event organizer license issued by the Bureau.

(b) Violations of the requirements applicable to temporary cannabis events may result in disciplinary action against the cannabis event organizer license or any other licenses held by a licensee participating in the cannabis event and responsible for the violation under Business and Professions Code section 26070.5.

(c) No temporary cannabis event license will be issued for more than 4 days. Temporary cannabis event licenses will not be issued separately for consecutive days for the same event.

(d) An application for a temporary cannabis event license shall be submitted to the Bureau no less than 60 days before the first day of the cannabis event. An application for a temporary cannabis event license shall include the following:

- (1) The name of the applicant. For applicants who are individuals, the applicant shall provide both the first and last name of the individual. For applicants who are business entities, the applicant shall provide the legal business name of the applicant.
- (2) The license number for each state cannabis license held by the applicant.
- (3) The address of the county fair or district agricultural association where the event will take place.
- (4) The name of the event.
- (5) A diagram of the physical layout of the event. The diagram shall clearly indicate where the cannabis event will be taking place on the grounds of the event's location, all cannabis consumption areas, all areas where cannabis goods will be sold, and the specific location of each cannabis licensee who will be participating in the event. The diagram shall not contain highlighting and the markings on the diagram shall be in black and white print.
- (6) The dates for which the temporary cannabis event license is being sought. A temporary event license is required for any date in which the applicant engages in onsite cannabis sales or allows onsite cannabis consumption.
- (7) Contact information for the applicant's designated primary contact person regarding the temporary event license, including the name, title, address, phone number, and email address of the individual.
- (8) Written approval from the local jurisdiction authorizing the applicant to engage in onsite cannabis sales to, and onsite consumption by, persons 21 years of age or older at the event.
- (9) A list of all licensees that will be providing onsite sales of cannabis goods at the event.
- (10) Attestation to the following statement: Under penalty of perjury, I hereby declare that the information contained within and submitted with the application is complete, true, and accurate. I understand that a misrepresentation of fact is cause for rejection of this application, denial of the license, or revocation of a license issued.

(g) If the list of licensees participating in the event changes after the application is submitted or after the licensee is issued, the applicant shall submit a final list to the Bureau no less than 5 days before the event. Licensees not on the list may not participate in the event. Authority: Section 26013, Business and Professions Code. Reference: Section 26200, Business and Professions Code.

§ 5602. Temporary Cannabis Event Sales

- (a) All cannabis goods sales and consumption shall be limited to persons 21 years of age or older. Prior to selling cannabis goods to a customer, the licensee shall verify that the customer is 21 years of age or older.
- (b) All sales at a cannabis event shall be performed by a retailer or micro-business authorized to sell cannabis to retail customers. The cannabis event organizer may also sell cannabis goods at the temporary cannabis event if the organizer separately holds a license authorizing the retail sale of cannabis goods.
- (c) All sales at a cannabis event shall occur on the dates stated on the license and shall occur at the location stated on the license. All onsite sales of cannabis goods must comply with the requirements of section 5403 of this division.
- (d) Consumption of alcohol or tobacco shall not be allowed on the cannabis event premises.
- (e) The cannabis goods sold onsite at a cannabis event shall be transported to the site by a distributor.
- (f) All cannabis goods at a cannabis event shall comply with all requirements for laboratory testing and labeling within this division.
- (g) All cannabis goods at a cannabis event shall adhere to all track and trace requirements.
- (h) All cannabis goods used for display at a cannabis event shall comply with the requirements of section 5405 of this division.
- (i) All cannabis goods sold at a cannabis event shall be placed in an exit package pursuant to section 5413 of this division.
- (j) All customer returns of cannabis goods at a cannabis event shall comply with section 5410 of this division.
- (k) The daily sales limits under section 5409 of this division apply to sales made at a cannabis event.



(l) A retailer shall only provide free cannabis goods to a person at a cannabis event if the retailer complies with all requirements of section 5411 of this division.

(m) The cannabis event organizer who holds the temporary cannabis event license shall be responsible for ensuring that all rules and requirements for the onsite sale of cannabis goods are followed.

§ 5603. Temporary Cannabis Event Consumption

(a) Access to the area where cannabis consumption is allowed shall be restricted to persons 21 years of age or older.

(b) The event organizer licensee shall ensure that cannabis consumption is not visible from any public place or non-age-restricted area.

(c) Consumption of alcohol or tobacco shall not be allowed on the premises.

(d) The event organizer shall hire or contract for security personnel to provide security services at the licensed temporary cannabis event. All security personnel hired or contracted for by the licensee shall comply with Chapters 11.4 and 11.5 of Division 3 of the Business and Professions Code.

(e) All requirements for onsite cannabis consumption imposed by the relevant local jurisdiction shall be followed.

(f) The cannabis event organizer, who holds the temporary cannabis event license, shall be responsible for ensuring that all rules and requirements for the onsite consumption of cannabis goods are followed.

(g) A cannabis event organizer and all other licensees participating in a cannabis event are required to follow all applicable requirements in this division pertaining to record keeping and waste management.

(h) Any compensation paid from a retailer to a cannabis event promoter for participation in a cannabis event shall not be determined based on, or tied to the sale of cannabis goods.