



## **SPECIAL MEETING OF THE MADERA CITY COUNCIL**

205 W. 4<sup>th</sup> Street, Madera, California 93637

### **NOTICE AND AGENDA**

**Saturday, December 9, 2023  
9:00 a.m.**

**Council Chambers  
City Hall**

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The Madera City Council meetings are open to the public. This meeting will also be available for public viewing and participation through Zoom. Members of the public may also observe the live streamed meeting on the City's website at [www.madera.gov/live](http://www.madera.gov/live). Members of the public may comment on agenda items at the meeting or remotely through an electronic meeting via phone by dialing (669) 900-6833 enter ID: 835 4395 5734#. Comments will also be accepted via email at [citycouncilpubliccomment@madera.gov](mailto:citycouncilpubliccomment@madera.gov) or by regular mail at 205 W. 4th Street, Madera, CA 93637.

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#### **CALL TO ORDER:**

**ROLL CALL:** Mayor Santos Garcia  
Mayor Pro Tem Elsa Mejia, District 5  
Councilmember Cece Gallegos, District 1  
Councilmember Jose Rodriguez, District 2  
Councilmember Steve Montes, District 3  
Councilmember Anita Evans, District 4  
Councilmember Artemio Villegas, District 6

#### **INVOCATION:**

#### **PLEDGE OF ALLEGIANCE:**

#### **APPROVAL OF AGENDA:**

#### **PUBLIC COMMENT:**

*Members of the public shall have an opportunity to address the City Council regarding matters on this Agenda at the time the agenda item is called. Speakers should limit their comments to three (3) minutes.*

**A. PETITIONS, BIDS, RESOLUTIONS, ORDINANCES, AND AGREEMENTS:**

**A-1 Final Presentations to the City Council for Phase IV of the Standard Retail or Microbusiness Commercial Cannabis Business (CCB) Permit Application Process**

**Recommendation:** Conduct a Special Meeting of the City Council (Council) of the City of Madera to receive final presentations from the top 20 Standard Retail or Microbusiness CCB Permit Applicants:

1. Receive Applicant presentations; and then,
2. Continue the item to the Special Meeting of the City Council scheduled for December 13<sup>th</sup> to receive public comment and conduct Applicant interviews (Report by Will Tackett)


**ADJOURNMENT:**

**UPCOMING MEETING DATES:**

- Wednesday, December 13, 2023
- Wednesday, December 20, 2023

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- The meeting room is accessible to the physically disabled. Requests for accommodations for persons with disabilities such as signing services, assistive listening devices, or alternative format agendas and reports needed to assist participation in this public meeting may be made by calling the City Clerk's Office at (559) 661-5405 or emailing [cityclerkinfo@madera.gov](mailto:cityclerkinfo@madera.gov). Those who are hearing impaired may call 711 or 1-800-735-2929 for TTY Relay Service. Requests should be made as soon as practicable as additional time may be required for the City to arrange or provide the requested accommodation. Requests may also be delivered/mailed to: City of Madera, Attn: City Clerk, 205 W. 4th Street, Madera, CA 93637. At least seventy-two (72) hours' notice prior to the meeting is requested but not required. When making a request, please provide sufficient detail that the City may evaluate the nature of the request and available accommodations to support meeting participation. Please also provide appropriate contact information should the City need to engage in an interactive discussion regarding the requested accommodation.
  - The services of a translator can be made available. Please contact the City Clerk's Office at (559) 661-5405 or emailing [cityclerkinfo@madera.gov](mailto:cityclerkinfo@madera.gov) to request translation services for this meeting. Those who are hearing impaired may call 711 or 1-800-735-2929 for TTY Relay Service. Requests should be submitted in advance of the meeting to allow the City sufficient time to provide or arrange for the requested services. At least seventy-two (72) hours' notice prior to the meeting is requested but not required.
  - Please silence or turn off cell phones and electronic devices while the meeting is in session.
  - Regular meetings of the Madera City Council are held the 1st and 3rd Wednesday of each month at 6:00 p.m. in the Council Chambers at City Hall.
  - Any writings or documents provided to a majority of the City Council within 72 hours of the meeting regarding any item on this agenda will be made available for public inspection at the City Clerk's office located at 205 W. 4<sup>th</sup> Street, Madera, CA 93637 and on the City website at [www.madera.gov](http://www.madera.gov)
  - Questions regarding the meeting agenda or conduct of the meeting, please contact the City Clerk's Office at (559) 661-5405.
  - Para asistencia en español sobre este aviso, por favor llame al (559) 661-5405.
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I, Alicia Gonzales, City Clerk for the City of Madera, declare under penalty of perjury that I posted the above agenda for the Special Meeting of the Madera City Council for December 9, 2023, near the front entrances of City Hall and on the City's website [www.madera.gov](http://www.madera.gov) at 1:15 p.m. on December 6, 2023.



Alicia Gonzales, City Clerk

**ATTACHMENT 2**  
**Amended Community Benefits (Section G) Proposals**  
**(Late Distribution)**

East of Eden (GFC Central, LLC)



## Community Outreach

We have worked closely with Nick Salinas and different highly respected local organizations, such as the **Friends of Madera Animal Shelter**, **Olive Charitable organization**, **Madera Food Bank**, and the **Downtown Association**, to develop very specific and actionable plans by which the business will support the work these organizations do to uplift the Madera community. The philanthropic initiatives we will undertake with these organizations are detailed in the application. These plans include robust commitments of financial support and volunteer hours each year.

We pledge to give a  
**minimum of  
\$100,000/ year**  
to Madera to support  
community organizations

## Friends of Madera Animal Shelter

The Friends of Madera Animal Shelter is a non-profit organization dedicated to the care, rehabilitation, and adoption of domestic animals. Staffed by volunteers, FMAS main goals are: (1) remove animals from homeless situations (2) provide medical care and rehabilitation as necessary (3) place animals in secure adoptive homes (4) provide affordable vaccine & spay/neuter services and (5) provide resources for stray & feral cats. FMAS rescues 2,000 animals annually and is the best avenue to reduce overcrowding and euthanizing in the shelter.



We met with **Becky Koop**, Executive Director of the Friends of Madera Animal Shelter (FMAS), who gave a tour of their facility, which housed about 15 cats/kittens at the time. Giving us a brief history of the organization, she explained how it has been running for 15 years, primarily running on donations and volunteers. This organization suffered a lot during the pandemic and had to discontinue their program of free cat spaying. At the time, they were housing a section of about 8 felines with a contagious disease, which they were treating. Once they receive a pet in their facility, FMAS takes the appropriate steps to find qualified and loving forever homes through their adoption events.

Historically, Madera has had problems with a higher rate of shelter euthanization, and the Voucher Program helped immensely but ran out of funding, so, in effort to keep trying to support animal loving Madera residents, FMAS has aligned with the Madera Animal Shelter to sponsor a SNIP mobile clinic on July 25th and 26th. While the local alternative option, Hope Foundation, is a cheap option for residents, its located about 30 minutes in



the neighboring city Fresno which can make a huge difference to low income pet owners. The event is spay/neuter focused, hosting 2 mobile clinics for 2 days, which is access to 4 vets for medical appointments, spay/neuter services, training e-collars, and pain meds. SNIP has saved hundreds of thousands of unwanted animals from being born and have spayed & neutered over 20,000 dogs and cats since they began, snipping 26-32 animals per clinic. This would be a first time FMAS collaboration with SNIP for Madera residents.

Upon being awarded a Cannabis Business Permit, we will help sponsor fundraisers and will contribute **\$20,000 annually** to The Friends of Madera Animal Shelter. Additionally, we will offer our retail employees paid time off to volunteer at the shelter.

### The O.L.I.V.E. Foundation

We met with April Molina, Executive Director at the Safe House, who explained the history of the O.L.I.V.E Charitable Organization. (The acronym stands for Overcoming Limitations through Intervention, Value and Empowerment) Founded in 2015 by Lt. Dan Foss of Madera Police Department and students attending Fresno State University, the O.L.I.V.E. Foundation addresses the gap in resources and agencies for victims of human sex trafficking. Their organization is unique in two ways: (1) they are a sex trafficking non-profit organization that was founded and has direct ties to law enforcement and (2) they have a unique approach as they attempt to empower those whose lives have been stunted in such a devastating way.



It brings a new approach of empowerment to the victims, in that they offer more of a “supportive service” and allow the victims/survivors to succeed in their own decision making. Through education, awareness and outreach, O.L.I.V.E. believes a difference can be made in the lives of the women who have been victimized. They work differently than other organizations; they allow the women to choose their own programs and therapists. If they do not feel comfortable with one they take the time to find them the proper help and guidance. As well the recipients are introduced to different programs and services such as therapists, health providers, or educational classes, to stabilize their inner growth. And while the Olive Foundation started out with a team of law enforcement members and students in Madera, it has now expanded into other locations, such as Sacramento and Los Angeles.

Lt. Foss, Chairman/Founder of the O.L.I.V.E. Foundation, worked hard to open the only safe house in the County that focuses on victims of sex trafficking. Currently, their Madera location is a 4 bedroom dorm house with 1 bathroom, a living room space, and a small kitchen table. And while there is no stove, the women have a 2-burner electric cooktop and manage to bake cookies in a small oven. Currently, there are 3 ladies in the safe house, all which are on different stages of the program.

Upon being awarded a Cannabis Business Permit, we will donate **\$25,000** annually to the O.L.I.V.E. Foundation to help these victims of sex trafficking.

### Madera Food Bank

The Madera County Food Bank services the entire city of Madera, Chowchilla, Fairmead and all mountain areas including Raymond, Coarsegold, Oakhurst and North Fork. The Food Bank relies heavily on dedicated volunteers to help prepare boxes and bags for the families and senior citizens of Madera County.





When we met with **Ryan McWherter**, Executive of the Madera Food Bank, and **Michelle Ruiz** who is their Operations Manager, they explained their long time service to the Food Bank; Ryan has been there for 12 years and Michelle for 14. We toured their distribution center and Store, which consisted of a large inventory of items such as canned and boxed foods, vitamins, toiletries and even baby products such as diapers and wipes. This Store Program was designed for churches and individuals to shop and pass on recipes of how to cook with the Store products. As well, the Madera Food Bank has a monthly senior “Brown Bag” Program. and gives food to the Madera Rescue Mission, Sunamite Place, amongst many other organizations.

The Food Bank distributes about 40,000 - 45,000 pounds of food to Madera County every month and currently has 3 semi trucks and 2 vans to conduct all deliveries and pickups. As well as donated contributions, they also receive support and food from Whole Foods and Trader Joes, alongside with many other local big retailers.

COVID-19 greatly affected the organization and the needs of the community went up 25%, but they were only able to get \$1.4 million in grant help. They are still conducting capital campaigns and searching for loans to fulfill their \$800,000 annual budget.

And while things were very well organized, their warehouse was full of equipment, inventory, and a crew of 10 volunteers. Their biggest struggle currently is that they outgrew their current location about 5 years ago, and were able to find a great location to relocate to, which is 3.5 acres and about 20,000 square feet in storage space.

Upon being awarded a Cannabis Business Permit, we will donate **\$25,000** annually to The Madera County Food Bank. We understand that this donation will be used to pay the Food Bank’s rent. Additionally, we will offer our retail employees paid time off to volunteer at the shelter.

### The Madera County Courthouse Park: 9/11 Memorial

Madera County took part in a highly competitive selection process and was chosen to receive one of less than a dozen beams available and is creating a space of honor and reverence and to engage and unite the community. The organization received a beam from the World Trade Center. The beam will be placed on a circular memorial in Courthouse Park, with a path leading to the beam and a viewing seat wall surrounding it. A donor plaque will be laid at the entry with a dedication area behind, adorned in glass pebbles with fire fighting insignias with memorial names. Upon being awarded a Cannabis Business Permit, we will donate **\$10,000** annually to the 9/11 Memorial Mural fund for the maintenance and upkeep of the Memorial.



### Downtown Association

When we met with **Nick Salinas**, Chief of Staff of the Madera County Board of Supervisors and on the Madera Downtown Association Board of Directors, he walked us through a few projects that we could currently help with.





The Madera Downtown Association was suggested with **Debbi Bray**, the President/CEO of the Madera Chamber of Commerce and the Madera Downtown Association Board of Directors, as our main contact. The Madera Downtown Association supports revitalization of the central downtown area of Madera, such as public displays for holidays, beautification/cleaning efforts, sponsoring increased City parking to increase the business potential serving the people of Madera.

The Downtown Association largely operates off impact fees, which come from parking and limited other contributions from the city. They operate with a \$40,000 annual budget and outside of that budget, they do not have any other revenue.

There are 2 programs that the Downtown Association organizes annually, the Old Timers Parade and the Christmas Parade, as well as maintaining and servicing the Christmas lights in downtown.



### Old Timer's Day Parade

After having to cancel last year's parade, the Downtown Association is happy to be organizing this historical event again this year. The parade, which was launched during the Great Depression, is now an 89-year old tradition that we would be happy to be a part of. Upon being awarded a Cannabis Business Permit, we will contribute a total of **\$10,000** annually for **five years** (2 times the highest donation/sponsorship amount) to the Old Timer's Day Parade.

### 4th of July Fireworks

The 4th of July fireworks celebration is an annual community event that happens near our store location. While COVID-19 postponed the event for a few years, the Downtown Association has expressed a desire to bring this rallying celebration back to the community. Upon being awarded a Cannabis Business Permit, we will contribute a total of **\$10,000** annually to the 4th of July Fireworks show as we believe this important event helps minimize illegal fireworks in the area.



### Partnership with Local Artist

To celebrate opening our store in Madera and in an effort to support the local art community, we have consulted with Patricia Pratt to paint a mural inside our retail store. **Patricia Pratt**, a 3rd generation visual artist from the Central Valley grew up in rural Merced County and continues to reside in the Central Valley. Currently, owns and operates an art gallery and design studio in Downtown Merced, focusing on murals, design, curation and custom products. She also serves as the California Program Director of Urbanists Collective, a Central Valley based non-profit arts organization that promotes career paths for urban artists. This non-profit has painted murals in Madera and recently hosted a group art show at the Madera County Arts Council Circle Gallery. Her personal background and history of the area will help create art that will connect us to our community and residents.



Located opposite of the POS, all of our customers will see this statement upon exiting our store. The cost for this large scale (16' x 8') project has been estimated to start at \$6,500 with a potential to scatter more artwork throughout the store interior.



### Long Standing Tradition of Giving Back to Our Communities

Our community benefits and investments plan in Madera will build on our history of community involvement in other jurisdictions, such as in Monterey County and Union City. Examples of our proven track record of community outreach are provided below:

#### Combatting Homelessness

#### Mural Design Inspiration

We have donated over  
**\$1,000,000**  
and over  
**500 volunteer hours**

We have been a strong supporter of Downtown Streets Team Salinas since 2015. Downtown Streets Team is regarded as one of the most effective organizations working on homelessness issues in California. The group is working to combat the homelessness epidemic in 13 communities across California, including Salinas. Mike is a Member of the organization's Board of Directors and a public champion for the group in the community. Mike works to ensure that Downtown Streets Team Salinas' programming is designed to reach as many local residents in need as possible. Mike also helps the organization tap into more sources of donations in Salinas, further expanding its reach.

Downtown Streets Team offers individuals the option to volunteer to clean the streets in exchange for a path out of homelessness. Those experiencing homelessness volunteer on teams and begin working collaboratively on beautification projects. Team Members who show dedication and leadership skills have the ability to rise up to become Team Leads, then Managers, and supervise others with little or no supervision from staff. In return, Team Members receive a non-cash stipend to help cover their basic needs, while taking advantage of case management and employment services to find housing and a job. The ultimate goal is to transition Team Members into employment.



Our work with Downtown Streets Team over the past several years has helped hundreds of vulnerable individuals in Salinas transition into employment. As a result of the success the program has had locally, it has been adopted in communities across California to combat growing trends towards homelessness.



#### Reducing Youth Incarceration

We are a longtime supporter of Rancho Cielo Youth Campus, a comprehensive learning and social services center that aims to develop alternatives to incarceration for disconnected youth in Monterey County. The organization was started in 2000 by former Monterey County Superior Court Judge Phillips, who was growing alarmed about the growing epidemic of youth mass incarceration in the local community. Rancho Cielo became the loudest and most persistent voice in favor of developing alternatives to incarceration, especially for local youth.



The organization provides services related to vocational training, mental health counseling, and job readiness. As a result of our support of Rancho Cielo's programming, the organization has been able to serve hundreds of additional youths since 2016. Monterey County officials have recognized the organization for helping reduce rates of youth incarceration in some of its most vulnerable communities.



Our work with Rancho Cielo is important given the legacy of cannabis criminalization in the Salinas Valley, which has disproportionately impacted members of minority communities and limited their access to economic opportunity. In addition to providing financial support, we organize and support Rancho Cielo's public events, in which youth receive public support from friends and family to ensure their continued participation in the program.



### Supporting the Local Veteran's Community

The veterans community is an important part of the social fabric in Monterey County. The region has a strong sense of connection to nearby military installations, such as those at the Presidio of Monterey, Fort Hunter Liggett, and Camp Roberts. The annual Monterey County Veteran's Parade is one of the most important civic events of the year and is attended by tens of thousands of people. Local residents beginning their military careers take part in a mass oath of enlistment surrounded by friends and family, a very important ceremony in the community.

We have been a supporter of the Monterey County Veteran's Day Parade for the past five years. In addition to providing financial support, our employees have volunteered at the event each year. This includes our commitment to helping organize and volunteer at the "Seniors' Parade", an event dedicated to celebrating senior citizens in the community that are veterans.



### Supporting Agricultural Workers

We are a supporter of the Hebrbron Family Center in East Salinas, which serves residents that are recent migrants to Salinas. Many of these individuals work in the local agricultural industry. The Hebrbron Center

aims to promote the educational advancement of farm workers and their family members working in agriculture. It supports projects designed to promote financial and nutritional well-being and independence in these communities. The Hebrbron Center also has an advocacy arm, focusing on local and state laws that impact agricultural workers and advocating for changes that improve their livelihood and well-being.



We help support Hebrbron Center's programming and its efforts to deliver key services to low-income residents in East Salinas. This includes the organization's citizenship and language classes, its youth literacy programs, and programming to



combat gang recruitment. We sponsor the Annual Spring Celebration at the Hebron Family Center every year and organize the community raffle that serves as a source of the organization's funding. We have also donated equipment and other resources to the organization.

### Improving Police-Community Relations

We have been a major sponsor of Salinas' National Night Out each year since 2015. National Night Out is now regarded by the Salinas Police Department as one of the most effective initiatives the City has for promoting trust between law enforcement and local citizens. Our support of this event in East Salinas' local communities has led to more effective police/community partnerships.



We have sponsored the largest local block party in East Salinas, associated with National Night Out each year. We oversee the programming for the event, including the games and contests, discussion of neighborhood public safety issues, the setting of neighborhood goals, planned community beautification efforts and the Neighborhood Watch Program. Our block party draws thousands of community members each year and has led the Police Department, Fire Department, and other key figures in the City to interact with local residents and build stronger relationships.

As in the other cities in which we operate, we plan to be an outstanding partner and an essential part of the social fabric in Madera, including partnerships with the local police department. As shown here we have a letter from the Chief of Police from Union City demonstrating how we are good partners with the police department and local community.





california

## POLICE DEPARTMENT

June 15, 2022

Subject: Reference Letter

To Whom it May Concern:

I am writing this reference on behalf of Grupo Flor, which opened a retail establishment at the Union Landing Shopping Center one year ago. Grupo Flor was the first cannabis retail dispensary to be awarded a commercial cannabis permit in Union City. They stood out as a strong applicant from the beginning, due in part to their detailed Neighborhood Plan, Labor and Employment Plan, as well as their responsiveness in discussing all aspects of their business and willingness to answer questions or concerns.

Grupo Flor has been a pleasure to work with throughout the process. Their professional and transparent approach has promoted open communication with local law enforcement. Their team is exceptionally organized and has followed all requests, such as security plans and audits. David Gunter, the Director of Security, has collaborated directly with the police department to ensure that all established security protocols for retail cannabis establishments are met.

It is clear that Grupo Flor is an established company that understands the cannabis industry and is engaged in promoting connections within the communities they are located.

Sincerely,

Jared Rinetti  
Chief of Police  
Union City Police Department

**CITY OF UNION CITY**

34009 Alvarado-Niles Rd • Union City • CA • 94587  
unioncity.org



Sugarpine 559 (Sugarpine 559, LLC)

## Section G: Community Benefits and Investment Plan

Sugarpine 559 is committed to contributing \$150,000.00 annually to the City of Madera General Fund upon receipt of a State Cannabis Permit to operate. Sugarpine 559 is confident that our city officials will know where to best spend the funds to help improve the community, including the revitalization of the downtown area and parks.

Ahmed “Mike” Alamari, owner of Sugarpine 559 Inc. (Sugarpine) has a long history of contributing back to the greater Madera community and youth and Sugarpine will continue this tradition. Sugar pine chose to brand itself with the name because its connection to the community. Mike was born and raised in Madera and understands the needs of the community. Sugar pine will create a police liaison position to continue the legacy of other businesses operated by Mr. Alamari. The community liaison will engage directly with the city and local leaders to further expand support for local law enforcement needs. More importantly, we will reach out directly to the community we serve.

As a Madera High School graduate, U.C. Merced graduate and lifelong Madera resident for 31 years, Mike has committed to continue donating to local charities and causes to benefit Madera’s youth and community-based organizations. For the past two years, Mr. Alamari has contributed \$5,000 to the Ronald McDonald House at Valley Children’s Hospital for its Adopt-A-Room. This allows a family to have a local place to stay similar to a hotel when their child is enduring a stay at Valley Children’s. He has also committed to giving \$25,000 for the new building expenses for the expansion of the new Ronald McDonald House.

Mr. Alamari believes in youth and providing them every opportunity to be successful and to go to college. He has sponsored the Madera Farm Bureau’s scholarship foundation for 5 years now. Three lucky students receive a \$1,000 scholarship based on criteria set by the farm bureau. Mike has plans to continue this tradition well into the future. Mr. Alamari purchased over 750 coats for kids who live in three of the most under-resourced areas of Madera and Fresno. In 2019 he sponsored the Central Unified School Districts Coats for Kids give away. He then decided to bring the project home in 2021 by purchase five hundred coats for elementary school kids in Madera. Mike hopes to continue this tradition as well and team up with other Madera businesses to provide more coats for the program. Mike has also held backpack giveaways prior to the beginning of the school year both in August of 2020 and August of 2021. Over five hundred backpacks were provided to Madera students in 2020 and in 2021, he passed out 250 backpacks to students in Fresno in addition to the five hundred in Madera. Overall, the community is incredibly grateful to have a person like Mr. Alamari constantly giving back to the community. These events will not only continue but grow soon. Pacific Farm management currently operates a community outreach program and has events year-round. We will tap into our current network and expand on the efforts.

Aside from the student-based programs Mike has been a part of, he also has stepped up in the wake of the Coronavirus pandemic. In late March of 2020, the community was experiencing a short supply of bottled water and toilet paper. Mr. Alamari worked effortlessly the weekend on March 21<sup>st</sup> to secure water and toilet paper. He got a hold of 350 cases of water and 1500 rolls of toilet tissue. He was originally going to sell the products to the public at cost due to other retail markets price gouging. Instead, he published on Facebook that he would provide each family that drove to his shop the following Monday morning with a free case of bottled water and four free rolls of toilet paper. The post was extremely successful, and he was able to pass out the supplies in an hour on March 23<sup>rd</sup>, 2020.

In April of 2020 during the peak of the first COVID-19 outbreak; Mr. Alamari read that the Madera Community Hospital was severely short of protective supplies. Using his network from his supply business, he took it upon himself to donate to the hospital staff by providing medical gloves, N95 masks, and sanitation/disinfectant supplies. Total value was over \$4,000 at a time when all the hospitals supply chain was exhausted. Mike's donation to the Madera Community Hospital was published on local news media. He then received a request from Community Regional Medical Center in Fresno to purchase supplies if available. Mike responded promptly but providing another pallet of similar goods at no cost to Community Regional Medical in downtown Fresno!

Overall, Mike is an exceptional person and businessperson in his community. He is very philanthropically driven. Mr. Alamari has plans to leverage profits from Sugarpine and inject them directly into the local community. He will do this by providing quarterly grants for recognized non-profits in the Madera area. Mike will also consult with community leaders in finding programs and ways to help the youth community since he is a firm believer in the critical age window of 10-14 dictates a person's future. In addition, we are committed to empowering and cultivating a new generation of student leaders.

Sugarpine not only believes in monetary contributions, but we will also be involved in local efforts. Our employees will share this value and we will count on them to do charity work as well. Thus, our team will help in providing mentorship of local youth and volunteering at local community events such as Memorial Day, Veteran's Day, and Martin Luther King Jr. Day. In addition, we are committed to assisting the City of Madera in beautification projects in Downtown and around our city. Pacific Farm management currently operates a community outreach program and has events year-round. We will tap into our current network and expand on the efforts.

<https://www.maderatribune.com/single-post/pacific-farm-management-hands-out-backpacks>

<https://www.maderatribune.com/single-post/2020/04/02/cal-pacific-helps-out-more-than-300-families>

Stiiizy (Shryne Madera, LLC)

## Section G: Amended Community Benefits Plan

Giving back and investing in our local communities is an essential part of who we are as a company. Shryne Group has a tremendous track record of providing community benefits in all of the cities that we operate in. More importantly, we have fulfilled every commitment we have made. In 2021 alone, we've donated over \$1,000,000 to various non-profits such as the Boys and Girls Club, Food Share, Imperial Valley Food Bank, Community Action North Bay, Self-Care Lab, Corona Settlement House, Food Bank of Contra Costa County, Family Justice Center, Monument Crisis Center, San Gabriel Valley Conservation Corps, Shelter Inc., Southern California Service Corps, United Playaz, and veterans' organizations such as Battle Brothers and Vet Hunters. Shryne Group's community efforts were recently honored by the CLIO Awards for excellence in public service.

In Madera, we will continue our history of contributing to every city in which we have a presence through monetary contributions and volunteerism as described below.

### 1% of Gross Revenue Contribution

Shryne Group reviewed the City of Madera's Consolidated Plan, interviewed local residents and businesses, and solicited feedback from key stakeholders about the needs of the community and how they envision Shryne Group contributing to the community as a neighbor. Based on feedback we received about community needs, we have determined that housing, domestic violence, workforce development and child development are some of the most pressing needs of Madera where we believe Shryne can contribute towards.

To address these needs and other needs that come up, Stiiizy Madera will create a Shryne Group Community Benefits Foundation and contribute 1% of gross receipts annually towards this fund which will be earmarked towards donations directly to the City of Madera and to non-profit organizations. This Foundation will be driven by an Advisory Board comprised of local community leaders. The Advisory Board will initially be focused on identifying projects and non-profit organizations which are in need of funds towards improving housing, domestic violence, workforce development and child development. 1% of gross receipts is estimated to be \$210,125 in Year 1, \$241,640 in Year 2 and \$258,049 in Year 3 for a 3 year estimated **total of \$709,814**.

### Local Organizations Commitments

In addition to our 1% of gross receipts annual contribution to the Shryne Group Foundation, we have also identified 2 Madera non-profit organizations which we will contribute to directly every year which will help us make the biggest impact towards improving housing, domestic violence, workforce development and child development in Madera.

#### UNITED WAY OF FRESNO AND MADERA COUNTIES (UWFM)



**United Way Fresno  
and Madera Counties**

United Way of Fresno and Madera Counties (UWFM) is a local branch of an established non-profit that operates in Madera, working closely with government, non-profit agencies, and the community to improve the health, education, and financial stability of every person. United Way spearheads critical services in Madera such as Madera Rising, which is a comprehensive approach to financial stability that advances all aspects of prosperity - from career and employment counseling, home ownership, financial planning, and expanding social capital to broader networks. We have previously donated to United Way of Ventura County as well as United Way of Merced County and want to continue our relationship with the Fresno and Madera Counties branch. We have been in communication with Executive Director, Lindsay Fox, and VP of Impact, Coreen Campos, who advised us about the most important issues in Madera. We have donated \$2,500 initially and have pledged to donate \$7,500 annually to address these priority issues if we are selected to operate in the City of Madera.

## COMMUNITY ACTION PARTNERSHIP OF MADERA COUNTY (CAPMC)



Community Action Partnership of Madera County (CAPMC) is a non-profit founded in 1965 to improve the social well-being and economic capacity of low to moderate-income individuals and families, as well as providing opportunities to achieve economic independence in Madera. CAPMC was created by the Madera County Board of Supervisors and has direct engagement with the community and its leaders on how to effectively service Madera's most important issues. As Madera County's anti-poverty agency, CAPMC serves low income residents annually through its broad spectrum of programs and resources such as crisis intervention, shelter, and child development services. We have been in communications with Executive Director, Mattie Mendez, who advised us about the most important issues in Madera as well as the challenges the agency faces. We have donated \$2,500 initially and have pledged to donate \$7,500 annually to address these priority issues if we are selected to operate in the City of Madera.

### Volunteerism

Shryne Group has always been actively involved in supporting difference-makers and promoting social justice within our communities. In 2021, Shryne Group introduced our first-ever, employee volunteer group: Joint Efforts. Through Joint Efforts all employees are invited to volunteer together at various events identified and sponsored by Shryne Group at least twice a month.

Stiiizy Madera will continue the Joint Efforts program in Madera. Employees will be able to utilize their 16 hours of paid time-off for volunteerism to support initiatives from homeless shelters, street clean up efforts, and local food drives. Upon licensure, the Joint Efforts program in Madera will immediately begin to identify causes and organizations we can volunteer with.

Our employees will also volunteer monthly with our partner organizations the United Way of Fresno and Madera Counties and Community Action Partnership of Madera County and other organizations which the employees are passionate about. In addition to the bi-monthly planned events hosted by Stiiizy Madera, our employees will also have the opportunity to volunteer individually or in smaller groups on an ad-hoc basis with the prior approval of the managers. Our organization has strong relationships with veteran organizations and homeless organizations, and our Madera employees will continue this tradition of assisting these groups. See below photos of our Thanksgiving Food Drive and our food drop off to veterans during National Food Bank Day.



Our goal is to provide at least 200 hours of volunteer hours annually in the City of Madera.

### Product Promotion Proceeds

In addition to direct contributions, contributions through the Shryne Group Community Benefits, and volunteerism, Stiiizy Madera will also collaborate with Madera's homelessness and veterans' organizations to allocate a percentage of our promotional proceeds to these organizations and raise public awareness of their issues. All profits from our BLESSED BY STIIIZY brand sold at Stiiizy Madera will be contributed towards homelessness and veteran's causes and organizations. We undertake this program at every one of our stores and contributed over \$300,000 in proceeds from BLESSED BY STIIIZY proceeds in 2021.



### BLESSED BY LIIT: STIIIZY'S NEW CHARITABLE MODEL TO CONTINUE GIVING BACK DURING COVID-19 CRISIS

12/10/20

STIIIZY gives back to the community in a big way with BLESSED by LIIT.

[Read More](#)



### STIIIZY x STIIIZYNATION COLLABORATION FOR BREAST CANCER AWARENESS MONTH

10/1/20

STIIIZY partners up with known repost page and Latina-owned business for Breast Cancer Awareness Month 2020.

[Read More](#)



### STIIIZY x WEED FOR WARRIORS x BLACKLIST: AN EXCLUSIVE BATTERY COLLABORATION

10/30/20

STIIIZY collabs with Weed for Warriors and The Blacklist XYZ to bring an exclusive, limited-edition black battery.

[Read More](#)

## Compassionate Care

Stiiizy Madera will partner with the Weed for Warriors Project to donate medical cannabis to the Madera veteran community. We have a history of working with the Weed for Warriors Project and greatly respect the social justice work they do and look forward to partnering with them in Madera.

Medical cannabis is widely and positively regarded in the veteran community as a way to alleviate symptoms of pain and PTSD without the undesirable side effects that prescription opioids and anxiolytics can cause. These prescription medications have the potential to be not only addictive, but also life threatening in some cases, so it is understandable that many veterans opt for a more holistic and natural approach to addressing complications, disabilities, and other ailments that may have resulted from their time in service.

This treatment option, although natural, still presents a financial hurdle to some medical card holding military veterans. The system that was intended to help and support our soldiers find relief from physical and mental conditions is sorely lacking and allows vets to fall through the cracks. Under current laws and policies, veterans only have access to FDA-approved pharmaceuticals through the Department of Veterans Affairs, which does not include medical cannabis.

Stiiizy is a proud veteran-led company, and we salute all those who have served and are currently serving. We understand that these troops risked their lives to fight for our country, but they are not getting the support that they deserve back home which is why it is so vital to demonstrate our support and listen to their concerns.



## Youth Drug Prevention Education

In addition to the informational sessions we will hold regarding the science and safe use of cannabis, we hope to educate the public and especially families on the dangers of drug abuse. The Shryne Group is actively in the process of developing a Youth Drug Prevention Education program that we will implement throughout our retail locations, including in Madera. Preventing access of drugs to youths and educating the public on drug abuse and youth prevention is one of our main priorities as a legal cannabis operator. We will continue to do our part to educate the public in Madera with these types of initiatives.

We recently partnered with the leading Spanish language magazine in California, Para Todos<sup>18</sup>, for us to provide monthly educational articles on cannabis for their Spanish language readers. The topics covered in our monthly articles include preventing youth access, health and science of cannabis, dosing and other topics which can educate the Spanish speaking community in Madera and other cities in California on the risks of youth use of cannabis and drug addiction.

# PARA TODOS

25 ANIVERSARIO

PARA TODOS RA TODOS LEA LA VERSIÓN DIGITAL ¡GRATIS!

---

\*Lo último
Dr. Gedissman
Dra. Ana Nogales
Editorial
Entretenimiento
Horóscopo
María Marín
Moda y Belleza
Persona Notable
Salud y Nutrición
Sorteos

“La injusticia en cualquier lugar es una amenaza para la justicia en todas partes” Martin Luther King Jr

Cuando a un segmento en la población se lo despoja de sus derechos y eso pasa de manera desapercibida, lo

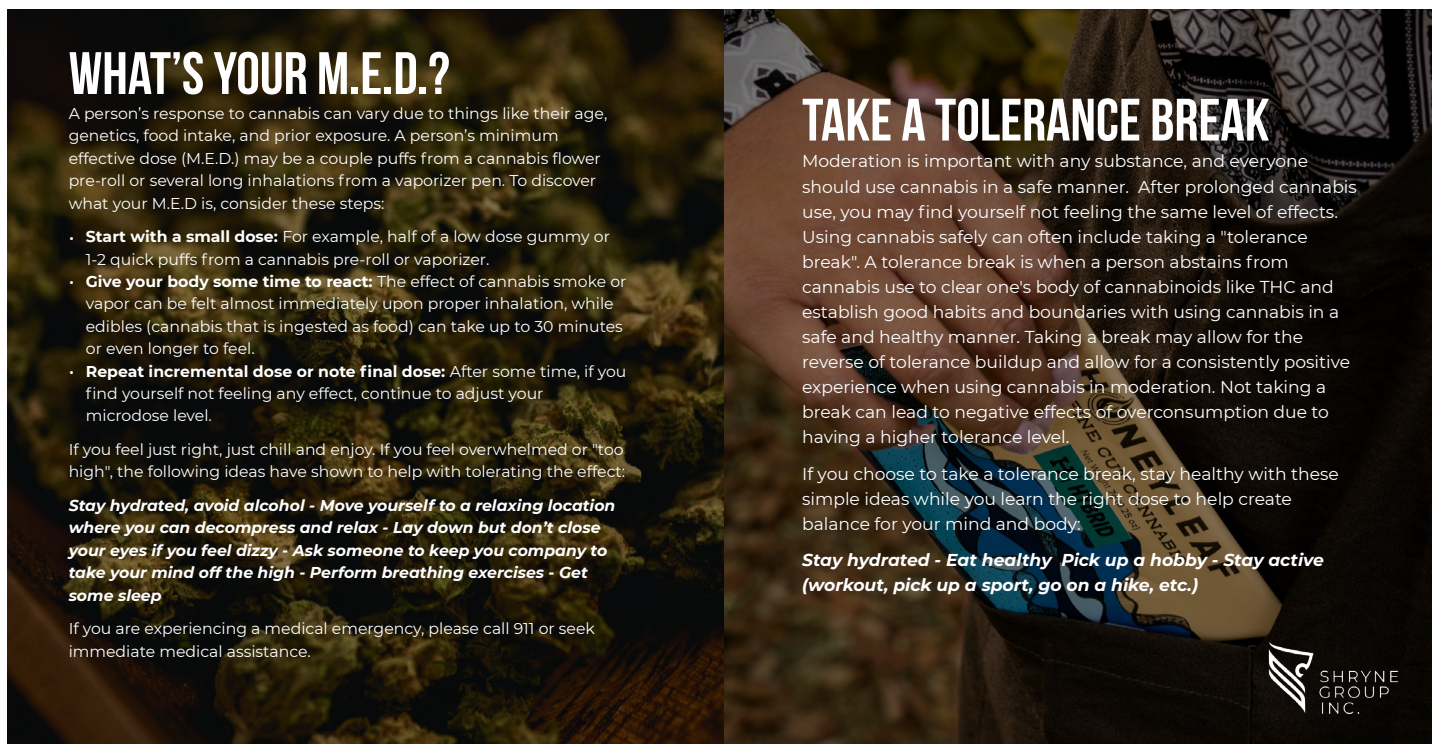
PARA TODOS RA TODOS LEA LA VERSIÓN DIGITAL ¡GRATIS!

Vicente Sarmiento nos pide que confiemos y disfrutemos del agua potable en nuestro condado

Sarmiento, abogado y miembro del Consejo de la ciudad de Santa Ana nos

18 <http://paratodos.com/pt/>

We also regularly distribute educational materials at our stores on safe dosing, preventing abuse and addiction and youth drug use prevention such as the materials below.



## WHAT'S YOUR M.E.D.?

A person's response to cannabis can vary due to things like their age, genetics, food intake, and prior exposure. A person's minimum effective dose (M.E.D.) may be a couple puffs from a cannabis flower pre-roll or several long inhalations from a vaporizer pen. To discover what your M.E.D. is, consider these steps:

- **Start with a small dose:** For example, half of a low dose gummy or 1-2 quick puffs from a cannabis pre-roll or vaporizer.
- **Give your body some time to react:** The effect of cannabis smoke or vapor can be felt almost immediately upon proper inhalation, while edibles (cannabis that is ingested as food) can take up to 30 minutes or even longer to feel.
- **Repeat incremental dose or note final dose:** After some time, if you find yourself not feeling any effect, continue to adjust your microdose level.

If you feel just right, just chill and enjoy. If you feel overwhelmed or "too high", the following ideas have shown to help with tolerating the effect:

**Stay hydrated, avoid alcohol - Move yourself to a relaxing location where you can decompress and relax - Lay down but don't close your eyes if you feel dizzy - Ask someone to keep you company to take your mind off the high - Perform breathing exercises - Get some sleep**

If you are experiencing a medical emergency, please call 911 or seek immediate medical assistance.

## TAKE A TOLERANCE BREAK

Moderation is important with any substance, and everyone should use cannabis in a safe manner. After prolonged cannabis use, you may find yourself not feeling the same level of effects. Using cannabis safely can often include taking a "tolerance break". A tolerance break is when a person abstains from cannabis use to clear one's body of cannabinoids like THC and establish good habits and boundaries with using cannabis in a safe and healthy manner. Taking a break may allow for the reverse of tolerance buildup and allow for a consistently positive experience when using cannabis in moderation. Not taking a break can lead to negative effects of overconsumption due to having a higher tolerance level.

If you choose to take a tolerance break, stay healthy with these simple ideas while you learn the right dose to help create balance for your mind and body:

**Stay hydrated - Eat healthy Pick up a hobby - Stay active (workout, pick up a sport, go on a hike, etc.)**

SHRYNE GROUP INC.

## Scholarships and Workforce Development

### SCHOLARSHIPS

Stiiizy Madera will grant up to two scholarships for low income citizens of Madera every two years. The scholarships will pay for at least two years of coursework at Madera Community College. The scholarship recipients will also have the option of working part-time at Shryne Group's own retail, manufacturing, or cultivation operations as part of our apprenticeship program so that he or she can receive hands on experience and training in the cannabis industry to supplement their formal education. Stiiizy Madera and Shryne Group look forward to implementing this program in Madera.

### WORKFORCE DEVELOPMENT

Shryne Group will provide workforce development courses led by college instructors for our Madera employees at no cost. We will compensate our employees for their participation in the program and they will also receive college credits for completing these courses. The classes will be held every two to three weeks at the Madera facility or via Zoom and will be free of charge to the employees. Employees who were initially scheduled to work during the classes will be paid to attend. One set of courses typically contain 8-10 classes, with subjects including, but not limited to:

- Microsoft Suite (Word, Excel, PowerPoint);
- Supply chain logistics and basic accounting;
- Team facilitation, effective followership, and conflict resolution strategies;
- Effective customer service and active listening; and
- Leadership strategies, task-oriented skills, and effective performance feedback.

Upon completion of a course, the employee will receive 1-3 college units which can be transferred to any 2 or 4-year college.

We believe that providing educational opportunities and opportunities to receive free college credit to our employees will help them attain the goal of thriving regardless of background or income level.



Stiiizy Los Angeles Taking a Class on Digital Literacy

## Letters from Local Non-Profit Partners

See below Letters from our Madera partners, United Way of Fresno and Madera Counties and Community Action Partnership of Madera County.



## United Way Fresno and Madera Counties

City of Madera  
Attention: Mayor Garcia  
205 West Fourth Street  
Madera, California 93637

Dear Mayor and City Council,

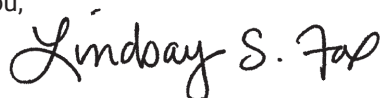
On behalf of United Way of Fresno and Madera Counties, we would like to express our support for the Shryne Group to operate a retail business in the City of Madera.

We are very impressed with the business practices of Shryne Group as well as its robust community benefits program. Shryne Group has an extensive track record for operating safe and compliant retail stores and being an excellent neighbor. Shryne Group has made safety a top priority, positively impacting communities with security procedures such as on site 24-hour security personnel and high coverage security cameras. These measures make communities safer and cleaner.

Moreover, the Shryne Group values its employees. As a partner with the UFCW, Shryne Group intends to bring high-quality jobs to Madera; meaning paying their employees a livable wage; offering full benefits; and much more. Shryne Group also provides employees opportunities to advance their careers with workforce development classes available online and in-person through Los Angeles Trade Tech College. At United Way Fresno and Madera Counties, we envision a world where working families can prosper and thrive, where things like race or ethnicity have no bearing on an individual's access to education, wealth creation, or well-being. United Way is uniquely positioned to tackle complex social issues and we plan to achieve this by addressing the racial wealth gap that has been harming our communities of color for far too long. United Way spearheads critical services in Madera such as Madera Rising, which is a comprehensive approach to financial stability that advances all aspects of prosperity - from career and employment counseling, home ownership, financial planning, and expanding social capital to broader networks. Although it is hard to capture the full reach and breadth of the work, it is critical to note in Madera that investment by socially responsive businesses, like Shryne Group, supports community transformation.

Through both annual donations per store to the United Way for core work and through ongoing investment in community organizations through the United Way, multiple community-based organizations and programs in Madera will receive critical funding in core areas thanks to the help of Shryne Group. These Core areas include, but are not limited to housing, food, workforce development, and any other core focus allowing Shryne Group's corporate social responsibility to be leveraged for the highest impact in Madera. United Way will work to match and leverage this investment to advance prosperity in Madera. Partnerships with community focused businesses such as the Shryne Group are important to our success. With their support, United Way can continue to serve those in need within the community with the goal of improving their quality of life. United Way of Fresno and Madera Counties welcomes the Shryne Group to the community, and we look forward to growing our partnership through their continued support of our important work.

Thank you,



*Lindsay S. Fox*

4949 E. Kings Canyon Rd., Fresno, CA 93727 | 559.244.5710 | [www.uwfm.org](http://www.uwfm.org)



June 13, 2022

Shryne Group Inc.  
728 E Commercial St. Fl 2  
Los Angeles, CA 90012

Dear Shryne Group Inc.,

On behalf of the Community Action Partnership of Madera County's (CAPMC) Board of Directors and staff, thank you for the generous contribution of \$2,500, dated May 26, 2022, towards CAPMC's services that support domestic violence and housing programs.

The current pandemic has caused a surge in domestic violence, both in frequency and severity. Your support will help us provide emergency food, shelter, and services to victims in this time of increased need.

We strive to improve our community by providing members the necessary resources to achieve independence to live free from violence. Again, a big thank you from all of us at CAPMC for the donation.

Sincerely,

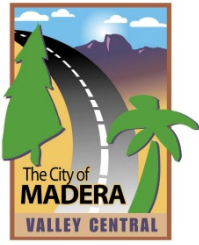
Mattie Mendez  
Executive Director

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Tax ID #: 94-1612823 – No goods or services were provided in exchange for this contribution. The full amount stated above is tax deductible. Please retain this letter as verification of the above donation

**1225 Gill Avenue • Madera, CA 93637 • [www.maderacap.org](http://www.maderacap.org)**

Administration / Community Services (559) 673-9173 • Fax (559) 673-3223  
Child Care Alternative Payment and Resource & Referral Program (559) 661-0779 • Fax (559) 661-0764  
Head Start Child Development Services (559) 673-0012 • Fax (559) 661-8459  
Fresno Migrant Head Start • 4610 W. Jacquelyn Ave • Fresno, CA 93722 • (559) 277-8641 • Fax (559) 277-2640  
Victim Services Center • 812 W. Yosemite Avenue, Suite 101 • Madera, CA 93637 • (559) 661-1000 / (800) 355-8989 • Fax (559) 661-8389



## REPORT TO CITY COUNCIL Late Distribution Notice

**DATE:** December 6, 2023  
**TO:** Mayor and City Councilmembers  
**FROM:** Will Tackett, Community Development Director  
**SUBJECT:** December 9, 2023 City Council Special Meeting  
Late Distribution for Item A-1

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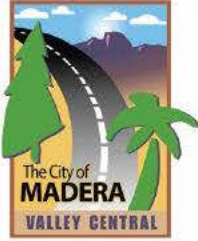
Additional time may be needed to provide additional documentation which may be received from Applicants for Item A-1: Final Presentations to the City Council for Phase IV of the Standard Retail or Microbusiness Commercial Cannabis Business (CCB) Permit Application Process.

The staff report includes the Cannabis Businesses Bulletin: Phase IV City Council Interviews and Final Decision Procedures, which was posted on the City website and delivered to Applicants following direction received from the City Council at its regular meeting held on November 15, 2023.

The procedures provide that Applicants are allowed to amend Community Benefits proposals (Section G) of their applications to present “best-and-final” proposals for Council consideration prior to interviews. The procedures provide that any amendments to Section G of applications shall be submitted to the City of Madera Planning Department in PDF file format a minimum 72 hours in advance of the scheduled meeting (Special Meeting #1).

The staff report includes those amended (Section G) application proposals which were received by 9:00 a.m. on Wednesday, December 6, 2023 (72 hours in advance of Special Meeting #1). Any additional Applicant proposals which may be received subsequently will be delivered as late distribution items in accordance with the provisions of the Brown Act.

Thank you for your understanding.



## REPORT TO CITY COUNCIL

Approved by:

  
\_\_\_\_\_  
Will Tackett, Community Development Director

  
\_\_\_\_\_  
Arnoldo Rodriguez, City Manager

Council Meeting of: December 9, 2023

Agenda Number: A-1

### SUBJECT:

Final Presentations to the City Council for Phase IV of the Standard Retail or Microbusiness Commercial Cannabis Business (CCB) Permit Application Process.

### RECOMMENDATION:

Conduct a Special Meeting of the City Council (Council) of the City of Madera to receive final presentations from the top 20 Standard Retail or Microbusiness CCB Permit Applicants:

1. Receive Applicant presentations; and then,
2. Continue the item to the Special Meeting of the City Council scheduled for December 13<sup>th</sup> to receive public comment and conduct Applicant interviews.

### SUMMARY:

On November 15, 2023, the Council received a summary report on the CCB permit process for Standard Retail or Microbusiness Applications. At the same meeting, the Council provided directions respective to the final procedures and steps to conduct the Phase IV City Council interviews to make final determinations pertaining to the award of CCB Permits in the City of Madera.

Following the November 15<sup>th</sup> Council meeting, City staff prepared and posted the attached Bulletin (please see Attachment 1 to this report), providing notice and final details as to Special Meeting dates, times, places, the length of presentations that will be provided prior to the City Council interviews, and the final procedures and steps to conduct the interviews. This Bulletin was posted to the City website and delivered to Applicants. The Special Meetings will be conducted accordingly.

In accordance with Council's direction, final presentations will be limited to a maximum 10

minutes in length and the order of final Applicant presentations (and subsequent interviews) will be scheduled beginning with the lowest Phase II scoring Applicant and ending with the highest. The order of Applicants who achieved the same/tied Phase II scores were selected at random. The order of presentations (and subsequent interviews) for the Special Meetings of the City Council to be held on December 9<sup>th</sup> and December 13<sup>th</sup> is included below:

1. Hazy Bulldog Farms (Hazy Bulldog Farms 2, Inc.)
2. Herbz (Herbz, LLC)
3. BaM Body and Mind (NMG CA 1, LLC)
4. Jiva (Jiva MAE, LLC)
5. E7 LA (E7 LA, LLC)
6. Off the Charts (OTC Madera, LLC)
7. East of Eden (GFC Central, LLC)
8. Nectar (Retail NM, LLC)
9. Zen Garden (Zen Garden of Madera, Inc.)
10. DISPO (DSPO-Madera, LLC)
11. Sugarpine 559 (Sugarpine 559, LLC)
12. Haven (Haven Madera, LLC)
13. Mainstream (Mainstream Madera, LLC)
14. Lavish (Lavish West Coast Madera)
15. Cali Oz (Cali Oz Madera, LLC)
16. HerbNJoy (Madera Erudite Ventures)
17. Cannable (GBH Retail, LLC)
18. Embarc (Responsible and Compliant Retail Madera, LLC)
19. Stiiizy (Shryne Madera, LLC)
20. Culture Cannabis Club (Madera Has Culture, Inc.)

The following attachments were included within the summary report to Council on November 15, 2023: (1) Application Locations Maps; (2) Phase II Application Scores and Summary; and, (3) Application Community Benefit Proposals. These attachments may be viewed through the following link: <https://www.madera.gov/wp-content/uploads/2023/11/E-1-11.15.23-Cannabis-Phase-IV-Summary-REDUCED-SIZE.pdf>.

Pursuant to Council's direction, Applicants are also allowed to amend Community Benefits

proposals (Section G) of their applications to present “best-and-final” proposals for Council consideration prior to interviews. Amended Community Benefits proposals received 72 hours in advance of the meeting (per the directions) are included as Attachment 2 to this report. Any additional proposals received after the 72 hour-advance deadline will be delivered as late distribution items in accordance with the provisions of the Brown Act.

**FISCAL IMPACT:**

At the time of application filing, each Applicant paid the application fee established by resolution of the City Council (to cover all costs incurred by the City in the application process). While additional Special Meetings of the City Council will result in additional staff resource costs, the application fee was anticipated to cover the Phase IV process and any additional resource costs resultant from any of the presented Alternatives are considered nominal and recoverable through benefit of the respective awards.

There is no significant fiscal impact associated with the recommended action.

**ATTACHMENTS:**

1. Cannabis Businesses Bulletin: Phase IV City Council Interviews and Final Decision Procedures.
2. Amended Community Benefits (Section G) Proposals

**ATTACHMENT 1**  
**Cannabis Businesses Bulletin: Phase IV City Council**  
**Interviews and Final Decision Procedures.**



# CANNABIS BUSINESSES BULLETIN

Will Tackett, Community Development Director

November 17, 2023

## COMMERCIAL CANNABIS BUSINESS PERMITS (STANDARD RETAIL OR MICROBUSINESS APPLICATIONS) PHASE IV: CITY COUNCIL INTERVIEWS AND FINAL DECISION PROCEDURES

In accordance with the City of Madera Application Procedure Guidelines and Review Criteria for a Commercial Cannabis Business Permit (Standard Retail or Microbusiness Applications), on November 15, 2023, the Council of the City of Madera received a summary report and provided direction on the scheduling of Special Meetings of the City Council to make final determinations pertaining to the award of Commercial Cannabis Business Permits in the City of Madera.

This Bulletin provides notice and final details as to Special Meeting dates, times, places, the length of presentations that will be provided prior to the City Council interviews, and the final procedures and steps to conduct the interviews. In addition, this Bulletin provides a clarification update of amendments and supplements which will be allowed to be made to Applications for final consideration.

All of the top 20 Standard Retail or Microbusiness Applicants invited to participate in the Phase III Public Meetings will be provided with the opportunity to make a final presentation and to be interviewed by the City Council during the Phase IV process.

Please see Special Meeting information and respective procedures included herein below:

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### ***SPECIAL MEETING #1: FINAL PRESENTATIONS***

**Date:** Saturday, December 9, 2023

**Time:** 9:00 a.m., or thereafter

**Place:** Madera City Hall Council Chamber  
205 West 4th Street, Madera, CA 93637

- Each Applicant should be prepared to conduct a final presentation to the City Council during Special Meeting #1.
- Final presentations will be limited to a maximum of 10 minutes in length.
- All Applicants are required to provide final presentations in PowerPoint format and provide final PowerPoint slides to the City of Madera Planning Department a minimum 72 hours in advance of the scheduled meeting (Special Meeting #1). PowerPoint slides shall be emailed to [communityinfo@madera.gov](mailto:communityinfo@madera.gov) and be clearly titled in the subject line.
- The order of the final Applicant presentations will be scheduled beginning with the lowest Phase II scoring Applicant and ending with the highest. The order of Applicants who achieved the same/tied Phase II scores will be selected at random. The order of presentations will be included on the Special Meeting agenda.
- Applicants will be allowed to amend Community Benefits proposals (Section G) of their applications to present “best-and-final” proposals for Council consideration prior to interviews. Any amendments to Section G of applications shall be submitted to the City of Madera Planning Department in PDF file format a minimum 72 hours in advance of the scheduled meeting (Special Meeting #1). PDF files shall be emailed to [communityinfo@madera.gov](mailto:communityinfo@madera.gov) and clearly titled in the subject line.
- Applicants should be prepared to answer questions from the City Council. However, public participation will be invited, and interviews conducted, at the second Special Meeting (see below).

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***SPECIAL MEETING #2: PUBLIC PARTICIPATION AND COUNCIL INTERVIEWS***

**Date:** Wednesday, December 13, 2023

**Time:** 6:30 p.m., or thereafter

**Place:** Madera City Hall Council Chamber  
205 West 4th Street, Madera, CA 93637

- The public has a right to comment during the Phase IV process and public testimony will be received by the City Council during Special Meeting #2.
- Each Applicant should be prepared to be interviewed by the City Council and/or prepared to enter into negotiations with the City Council during Special Meeting #2.
- The manner in which final awards will be voted upon or determined by the Council will be left to the discretion of the Council following the interview process.
- It is the desire of the City of Madera to announce final awards in the 2023 calendar year. The City Council reserves the right to announce final awards at either the end of Special Meeting

#2 or at the regularly scheduled meeting of the City Council on December 20, 2023 (or thereafter) at the discretion of the City Council.

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Special Meetings will be conducted both in person and via teleconferencing. A Zoom weblink and telephone number will be listed on the City Council agenda for the respective Special Meetings.

The public may participate in person or telephonically during the Special meeting(s) as indicated above. Comments will also be accepted via email at [citycouncilpubliccomment@madera.gov](mailto:citycouncilpubliccomment@madera.gov) or by regular mail at 205 W. 4th Street, Madera, CA 93637. The Special Meetings will also be live streamed at [www.madera.gov/live](http://www.madera.gov/live) for observation by members of the public.

If there are any questions related to the information contained in this Bulletin, please contact the City of Madera, Planning Department Office as specified at the bottom of page; or, via email at [wtackett@madera.gov](mailto:wtackett@madera.gov).

Thank you,



Will Tackett, Community Development Director  
City of Madera

**ATTACHMENT 2**  
Amended Community Benefits (Section G) Proposals

Hazy Bulldog Farms (Hazy Bulldog Farms 2, Inc.)

# Type 10 Storefront Retail with Delivery

324 S Gateway Drive  
Madera, CA 93637  
APN: 010-163-004

Applicant: Hazy Bulldog Farms  
For: City of Madera

## Community Benefits and Investment Plan



Table of Contents

**Section G - Community Benefits & Investment Plan..... 2**

**The Need for Local Opportunity ..... 2**

**How We Can Make a Difference ..... 2**

**Madera Fresh Start Program ..... 3**

**School and Youth Organization Outreach ..... 3**

**Local Resident Outreach..... 4**

**Student Cannabis Education and Outreach..... 4**

**Families and Youth Organization Outreach..... 5**

**Community Contributions ..... 5**

**Local Business Support ..... 7**

## Section G - Community Benefits & Investment Plan

### The Need for Local Opportunity

The City of Madera is one of the most impoverished communities in California, with an estimated 29.5% of its population living below the poverty line, compared with 12.3% for the entire state in 2021, according to City-Data.com. In addition, 13.9% of the city's residents live below 50% of the poverty level, compared to 6.1% statewide, and the poverty rate among the disabled portion of the community is double (31.4%) that of the state (16.2%).

The Center Square's article entitled "Madera, CA Ranks Among the Poorest U.S. Cities" from June 29, 2023, summarizes the U.S. Census Bureau's 2021 American Community Survey that reported the Madera metropolitan area as one of the 23 U.S. metro areas where more than one in every 5 people live below the poverty line and has the 12<sup>th</sup> highest poverty rate of 386 U.S. metro areas with available data. Annual household income is \$63,454 annually, or about \$6,300 less than the national median household income of \$69,717.

Much of this poverty is experienced by children between the ages of 0-17 years, when community-based opportunities are the most beneficial in elevating their socioeconomic status. Additionally, the fact that 40.3% of families are supported by single females with no husband present further restricts the opportunities available to children who live in households that may not be able to afford extracurricular activities, or even encourage them to work rather than attending school. Even in households with two parents, 46.4 percent of poor, married families reporting their work experience as one part-time employed person while the other did not work. With these sobering statistics in mind, it is clear the lack of local opportunities for career and wage advancement are limited.

Low- and moderate-income residents of Madera are serviced by the Madera Community Action Partnership of Madera County (CAPMC), which was formed in 1965 to essentially end poverty through a variety of programs that provides child development resources and financial assistance, as well as crisis support, shelters, and transportation. However, these residents have few additional resources and the support provided has not been enough to uplift many residents out of poverty at a generational level.

### How We Can Make a Difference

Hazy Bulldog has serviced a variety of customers since becoming operational in 2018 as a cannabis retail store, including people at low- and moderate-income levels, and try to meet their needs as a business on a daily basis through value-based product options that fit within their budgets. We also contribute to local events in our hometown of Sonora on a regular basis, including sponsoring events such as Vets Helping Vets and contributing to community shelters. However, as a cannabis company we are not able to contribute to children, meaning that community benefits funding from incorporating cannabis retail stores into the Madera community will primarily advantage adults. Yet, for low- and moderate-income residents to experience real change, we believe the focus should be about uplifting youth and propose to create a 501(c)(3) non-profit organization that would allow our retail store, as well as others, a pathway to contribute to the children in the community.

Our non-profit will be trustworthy and accountable and will be managed by community volunteers and regularly audited. To find volunteer board members, we would put out advertisements and social media posts to recruit volunteers from the local community. We would require a statement of interest in being a board member, conduct interviews with these applicants, and select three board members from the pool of applicants. In addition, the non-profit would submit an annual report of its activities and programs for the city to review.

Our non-profit will focus on creating a program that addresses the core issues of childhood poverty, including:

- Stabilizing housing needs and food security;
- Decreasing truancy and increasing school participation; and
- Providing access to developmental activities outside of school.

### Madera Fresh Start Program

To accomplish our vision, we propose to establish the Madera Fresh Start Program to carry out the vision we have for the non-profit. Our retail store is required to contribute 2% of its revenue to community benefits. We instead propose to contribute 3% of our revenue to this cause and, in addition, intend to convince other cannabis retailers in Madera, as well as other cannabis businesses in the region to also contribute funds equal to at least 1% of their revenue. We anticipate the Fresh Start Program will receive funding in the order of \$30,000 - \$50,000 per month to start and expect to grow in the first 3 years to at least \$100,000 per month. These additional funds would greatly exceed the City's expectation of 2% and provide disadvantaged children in the city and surrounding region with much needed assistance.

With this funding available, we intend to establish an office in the City of Madera that will act as headquarters. The Madera Fresh Start Program will first focus on public relations development that targets local and regional schools and youth organizations. Our relationships with schools and youth organizations will center on what they specifically provide in terms of child development and how children in Madera may benefit from them. We will then engage City residents through bilingual staff at our office, as well as our website on the internet, with the intent of educating them about our program and how their children may be able to participate. We further explore this two-pronged approach below.

### School and Youth Organization Outreach

Our volunteer board of directors will be responsible for selecting and hiring a public outreach and educational coordinator for the non-profit who will directly work with school administrators and youth organization leaders to understand the needs of the children they serve. We anticipate that our coordinator will develop specific funding needs based on achieving our vision. Such funding needs may include:

- Before and after school meals to poor and malnourished children;
- After-school activities that allow parents to work or catch up on chores;
- Onsite physical and mental healthcare;
- Merit-based scholarships to attend fieldtrips, science camps, or play sports based on grades or attendance.

Our coordinator will vet the most supportive schools and youth organizations, as well as those in most need, and develop parameters to use and track these specific needs for reporting. We will then evaluate the effectiveness of providing funding and adjust the amounts or parameters as needed. We recognize that any program in an education setting must be flexible to meet the needs of the community and comply with local rules and regulations. We would require the local outreach coordinator to connect with local leaders in the school district, police force, and other community service-oriented groups to solicit ideas for effective outreach that would meet the needs of the community.

### Local Resident Outreach

In addition to engaging with schools and youth organizations, our Madera Fresh Start Program will be open to the public for drop-in or appointment-based meetings to discuss how we can assist with a variety of children's needs. Qualified low- and medium-income parents may register their child with our program for specific needs, such as:

- Merit-based scholarships for curricular and extra-curricular developmental activities
- Food and shelter assistance for unsheltered children
- Before and after school daycare assistance.

Our staff will evaluate each registration and determine what assistance can be provided, based on available funds, as well as the specific situation and condition of the child. Merit-based scholarships will be issued to children based on class attendance and making the honor roll in school. As unsheltered children are an increasing problem in the U.S., the Madera Fresh Start Program will include funding to help them relocate to a more stable environment and access nutritious food. Finally, our program will work to provide before and after school daycare assistance to single parents.

### Student Cannabis Education and Outreach

Hazy Bulldog Farms specifically wishes to focus our outreach and support efforts on two special groups in Madera, these groups include both students and youth organizations in need of education and assistance. Our public outreach and educational coordinator will actively work to engage with local schools. Where it concerns students, we want to focus most of our outreach efforts and contributions on supporting children of late-middle school and early high school ages. As parents ourselves, recognize that this is a time in life where social pressures and environmental influences make a serious and lasting impact on the youth of the community. As these children move toward adulthood, they face many challenging decisions about how to conduct themselves, many times coming face to face with questionable activities and environments. How and why, they make the choices they decide on in those moments has a great deal to do with the care and support they are receiving from their parents, teachers, supportive adults in their lives, and the community at large.

To truly make outreach plausible and effective, we must recognize as a community that cannabis has become a part of popular culture. It is seen and referred to in the technical environments frequented by youth, such as social media, music and entertainment streams, many times as a positive or "cool" habit to adopt. As we accept this reality, we also accept that Hazy Bulldog Farms and the extended community cannot simply preach abstinence and expect positive results. We believe that properly trained professionals will be needed to inform students of the realities of cannabis use and how it should be

used in a safe and appropriate way by adults 21 and over. To affect this reality, Hazy Bulldog Farms will be sharing its time, resources, and special education programs liberally as both a function of public outreach, and direct administration through the school system as allowed.

### Families and Youth Organization Outreach

Our focus on educational institutions alone is not exclusive to our outreach mission. We understand that schools are limited in terms of time and resources and must abide by a specific set of regulations that may limit the types of programs available in the classroom or assembly setting. Our outreach anticipates this limitation in its desire to additionally supply resources directly to families and youth organizations outside of the school setting who are struggling with defining the role of cannabis in their lives and understanding the impact that its use may have on their familial group. To meet this desire, we intend to:

- Promote and provide visibility to commonly accepted and proven tools such as articles, videos, training, and educational opportunities, in the form of links on our website, information in our newsletters and in additional ways as we interact with the community at large;
- Target coming of age cannabis users with webinars, podcasts, videos, and other written materials that can help educate and properly orient them to the safe, effective use of cannabis;
- Provide materials and outreach to parents that helps them understand how to best educate and inform their children about the benefits and risks of cannabis use in a responsible and effective manner;
- Create and share content across our website and other platforms that assists with the goal of shaping and molding the outlook on cannabis use in society at large to engender more respect and responsible use of the remedy.

### Community Contributions

Hazy Bulldog will also provide charitable contributions to the following organizations as funding and resources are available.

#### **Madera County Foodbank**

The Madera County Foodbank is an important community institution that focuses on providing food for individuals and families. We intend to volunteer and participate in the Foodbanks' two annual food give-a-aways at Thanksgiving and Christmas. We may run canned food drives during this time and provide incentives for our customers to donate food through a discount program during the holidays. Our incentive program will be \$1.00 off the customer's purchase order per nonperishable food item up to \$5.00 per customer per visit. We will also become a platinum level sponsor of the Madera County Foodbank by providing a \$2,000 donation.

#### **AAUW of Madera**

The Madera California branch of the AAUW has provided local women opportunities for community service and educational enrichment. This important program aims to encourage and support young women in our community. We will also donate \$2,000 dollars to this non-profit annually in to help advance equity for women and girls.

### **Madera Lodge No 1918 Benevolent and Protective Order of Elks-**

We would like to support the local Madera Elks Lodge. As a local chapter of a major national philanthropic organization, there are several national programs that we would like to support locally, including the Elks National Drug Awareness Program, which is operated by volunteers to eliminate the use and abuse of illegal drugs with a focus on providing kids with a drug free environment. In addition, we would like to participate in the local Madera version of the veteran's support programs. The national chapter works on rehabilitation through adaptive sports programs and therapy kits. Veterans support holds a special part in our heart and lives as our founder is a veteran and Courtney Muzio's father is a disabled veteran. We value the sacrifice and service that these members of our community have made the decision to protect and serve our nation. We will donate \$2,000 to local Elks Lodge to help promote youth awareness of illegal drugs and to help our veterans.

### **Madera Youth Soccer League & Madera National Little League:**

As athletes ourselves, sports have always played an important role in our lives growing up and we have passed on our love and passion to sports to our young children. Representing our local community sports teams was a great honor in our childhood and we would love to give back to youth sports within the Madera community. Youth sports provide children opportunities to develop leadership skills, teamwork, and healthy active habits. To provide support for spaces that provide facilities and equipment for our children to develop, we would like to donate and become un-named league sponsors for both the Madera Youth Soccer League and Madera National Little League. We will donate \$1,000 to the soccer league and become a home run level sponsor by donating \$2,000 to the baseball little league.

### **Annual Entrepreneur Scholarship:**

In addition to supporting existing community programs, we would like to support the community in a unique way by providing funds towards two scholarship programs that would be awarded in February of each year. As small local business owners in multiple communities around the state, we want to provide much needed resources and opportunities to young entrepreneurs as well as other career-oriented individuals within the community who have limited opportunities for higher education, trade schools, or upward mobility. The first scholarship for young adults and entrepreneurs would focus on supporting individuals interested in starting new careers or businesses that require resources such as higher learning, additional skills, or start-up capital. Applicants would be required to submit an essay of 500-1,000 words to tell us why the concept of higher education is important and how that student would implement their goals in a particular field of study. Funds would be provided to youth who can demonstrate an ability to excel in their endeavors but have not been provided the resources needed to pursue their dreams by either attending a college or starting their own business. Additionally, we will establish a second scholarship fund that will provide financial resources to individuals in Madera County who are interested in starting a cannabis career or business but have no experience or the means to do so. The scholarship fund will specifically target online training that is easy to complete at home. We have preliminarily vetted two such resource companies that would accomplish this goal, including Oaksterdam University or Cannabis Training University. The fund will also assist with purchasing laptops and internet access to ensure these individuals can complete the training.

### **Post Interaction Community Surveys**

Hazy Bulldog intends to track the effectiveness of the non-profit's programs by providing post interaction surveys to staff, community groups, and audience members to provide metrics for improvement of educational programs and outreach. In addition, the results of these surveys will also be used as data points for an annual report that the non-profit will provide to the City of Madera each year.

## Local Business Support

As business owners in the city of Sonora, we know how important it is to hire locally and support locally businesses. We will continue this trend by prioritizing hiring local contractors to improve our facility for the new cannabis store and purchasing cannabis products from local wholesalers in Madera County. We additionally will require vehicles, gasoline and other auto products, maintenance, insurance, and food services for our in-store and delivery staff to be locally purchased. As we anticipate employing up to 44 staff by year 3, we will be a major local job creator and indirectly contributing to all the services, products, rent, and mortgage payments those people will be paying in the city and surrounding communities. Finally, we anticipate purchasing electric vehicles for our delivery fleet as part of our plan to have an entirely electric fleet within 5 years and will source them from local suppliers.

Herbz (Herbz, LLC)

## **Herbz LLC Section G: Amended Community Benefits**

Herbz is making a commitment to contribute 2% of its annual gross sales towards community benefits. As noted in the 3-year Pro Forma, we estimate that 2% gross receipts will be \$54,750.00 in year 1, \$83,037.50 in year 2, and \$109,500.00 in year 3. We have consulted with CPA's who specialize in the cannabis industry to determine the possibility of making a commitment to donate 2% of gross profits. With the current federal tax structure that does not allow cannabis businesses to deduct normal business expenses, anything above 2% is not viable. Our goal is to make a commitment that we can keep rather than over promise.

### **The funds will disbursed amongst these three community partners**

#### **1. Community Action Partnership of Madera County (CAPMC)**

- Their Mission Statement: Helping people, changing lives, and making our community a better place to live by providing resources and services that inspire personal growth and independence.

Our purpose with this commitment is to directly provide relief to the

following Programs:

- Martha Diaz Shelter (Domestic Violence)
- Shunammite Place (Homelessness)
- Positive Parenting Programs
- Child Care
- And whatever programs that lack funding

#### **2. City of Madera Parks & Community Services Department, Beautification Committee**

- Our purpose for this commitment is to directly impact facilities and resources that are used by our children. As a resident and father of three children, I want to improve this area that is so important for the family-oriented culture in the City of Madera. Update playgrounds, parks, facility, sports fields, youth /adult sport activities.

### **3. Narcan Dispensing Sites**

- Our goal is to have at least five or more Narcan vending machines placed throughout the City of Madera at approved and appropriate locations by 2026. Our purpose with this commitment is to prevent further victims of the fentanyl and drug overdoses. Pre Centers for Disease Control (CDC) there was over 107,000 drug overdoses deaths in 2021. The City of Madera currently does not have Narcan dispensing sites. Narcan vending machines are already in use in parts of Las Vegas and other cities across the country.

### **Herbz Employee Yearly Paid Time for Community Service**

- We will include 24-hours of paid time off for each employee annually, for community service. This will not be included in our 2% gross profits commitment. Our goal it help and teach our employees the value of helping within the community.

BaM Body and Mind (NMG CA 1, LLC)

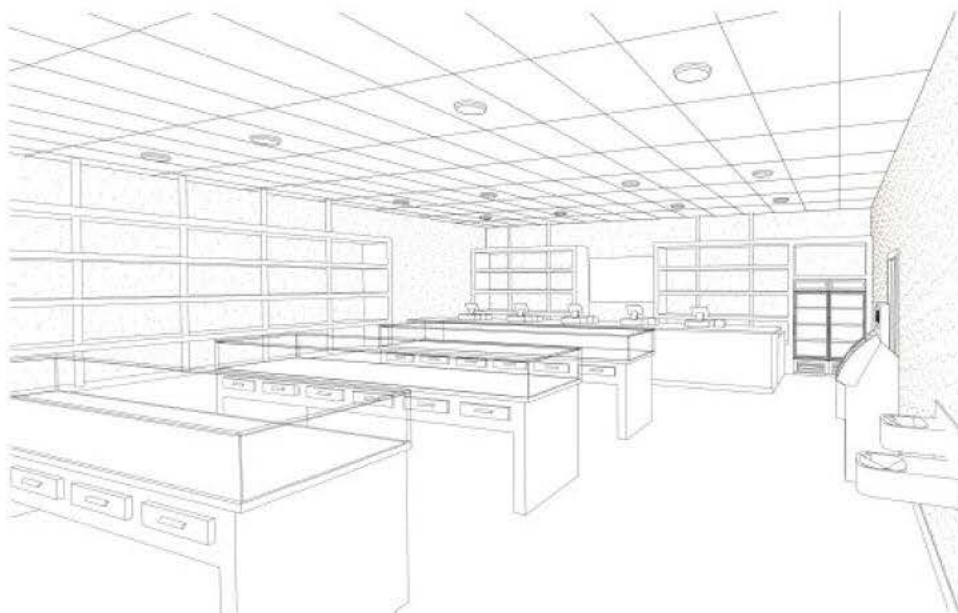


*The Perfect Balance™*

# **SECTION G COMMUNITY BENEFITS AND INVESTMENTS PLAN**

**1410 Country Club Dr.  
Suites 120-122  
Madera, California  
93638**

**Standard Retail  
Commercial  
Cannabis Permit  
Application**



## **NMG CA 1, LLC**

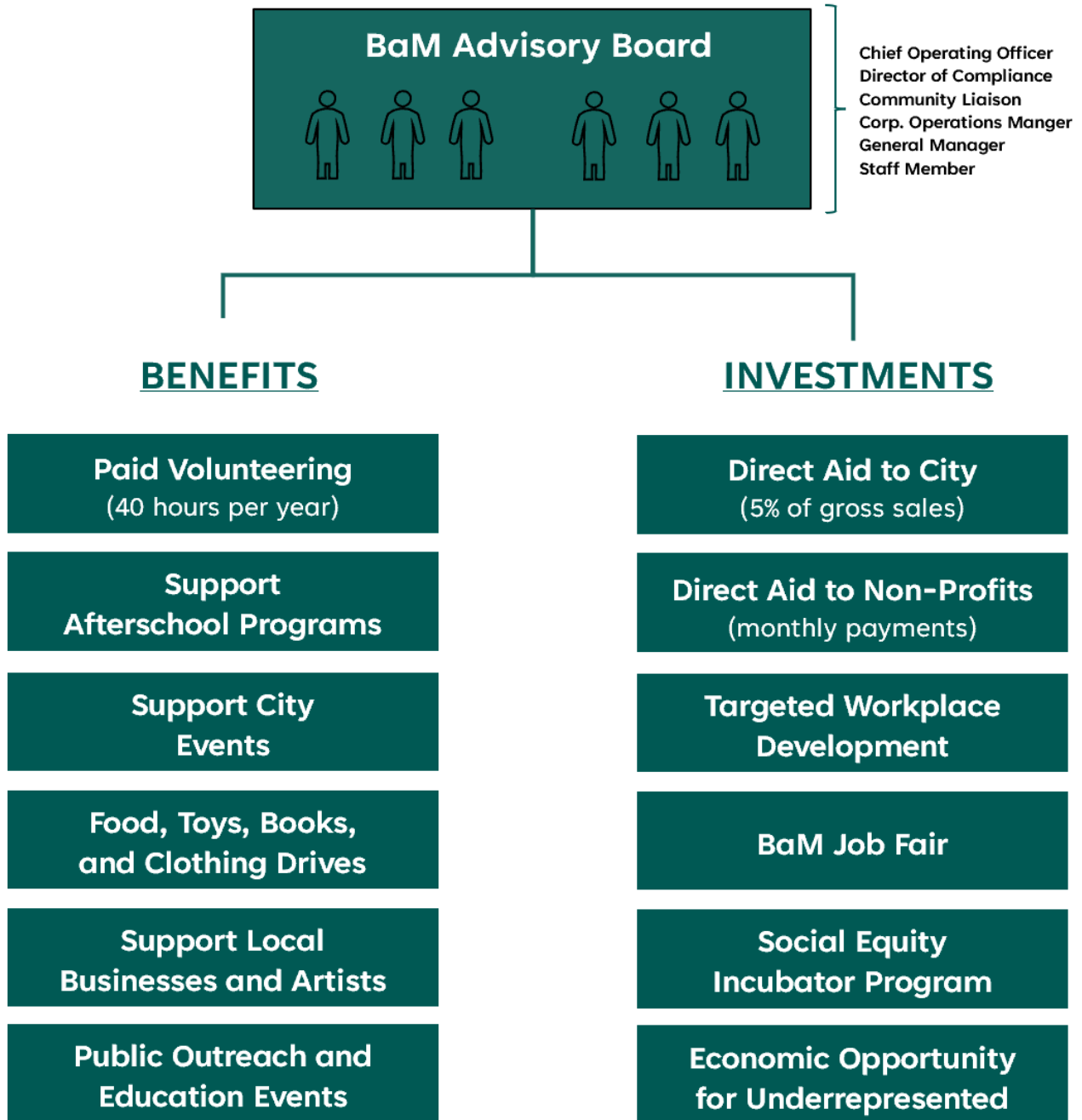
Stephen 'Trip' Hoffman  
2625 N. Green Valley Pkwy,  
Suite 150  
Henderson, NV 89014  
(303) 396-5921  
[triphoffman@bodyandmind.com](mailto:triphoffman@bodyandmind.com)

[www.BodyandMind.com](http://www.BodyandMind.com)

Section G. Community Benefits and Investments Plan

Overview

# Community Benefit Agreement



## Section G. Community Benefits and Investment Plan



### Community Oriented and Results Driven

Body and Mind submits the following Community Benefits and Investment Plan that we believe addresses the growing needs of the Madera community. Our plan is based on our assessment of the city and community through our engagement with residents, meeting with community leaders and business owners, and researching the disparities that exist in the city. We took our findings and merged them with our company culture of enhancing social responsibility, offering equal opportunities, battling inequities, and boosting community investment. Because each community is unique and has its own concerns and priorities, we believe joining our research results and company culture allows us to act in a fashion that will deliver optimal results.

Over the course of six years, Body and Mind's success was not by accident or by chance. Apart from our strong business acumen and amazing employees, our success has been built upon our decision to listen and act in our communities. We have established professional values as a company that require us to be a pillar in our community(ies) – a force of good – that brings solutions to the challenges our communities face. We consider our communities an extension of our company that drives our passions and achievements, which is why we assembled a unique community engagement plan centered around the City of Madera. As a successful marijuana business, we strive to improve the lives of our customers, employees, and communities through outreach, volunteerism, philanthropy, and hiring, while producing an economic benefit to the city, community, and residents. Our mission is simple: positively impact our community.

## Section G. Community Benefits and Investment Plan

At each of our retail locations, we derived our investment plans based on the community that far exceeded any community development requirements established by local or state governments. To enhance social responsibility, increase diversity, and battle social inequities, we established incubator programs that provide qualified social equity candidates opportunities to work in the cannabis industry and learn from industry experts on dispensary operations, compliance, inventory management, and more. To date, many of our social equity incubator program participants have been promoted and continue to succeed in our company, thriving in an environment that encourages equal opportunity and advancement. To boost community investment, we established and implemented employee development programs that focus on developing and managing volunteer programs focused on the surrounding communities, such as community cleanups, event volunteering, and more. We also continue to sponsor non-profit organization fundraisers, where we donate a portion of sales each month to non-profit organizations that are hand-picked by our employees and customers. These are just some examples.

### Community Benefit Agreement

Body and Mind is very familiar with entering into Community Benefit Agreements (“CBA”) with local jurisdictions. We are fully committed to entering a CBA with the City of Madera that details our community commitments, in-kind donations, sponsorships, and financial support of community events, education plans, food, toys, clothing, and book drives, engagement with local artists, support for local businesses, and social equity incubator initiatives.

### Community Benefits and Investments Advisory Board

Body and Mind takes pride in the work we do and the communities we benefit and invest in. We have established a Madera Community Benefits and Investments Advisory Board (the “Board”) to meet and discuss how to invest in the community and oversee how funds are dispersed. Our Board will regularly meet and consult with community leaders to determine how best to assist the community, whether through volunteering, fundraising, social equity issues, targeted workplace development, or collaborating with minority and women organizations. The following six members will be appointed to the Board:

1. Chief Operating Officer
2. Director of Compliance
3. Community Liaison
4. Corporate Operations Manager
5. General Manager
6. Staff member

### Board Oversight and Compliance

To facilitate oversight and ensure compliance with our commitments outlined in the Community Benefit Agreement, **the Board will conduct quarterly audits to assess if the obligations outlined in the Agreement have been fulfilled by the Dispensary.** All actions related to the benefits and investments administered by the Board will be documented and stored in our business records, which will include a summary tracking our actions and receipts, photographic evidence, invoices, acceptance letters, and other supporting documentation. Following our internal audit, we will provide the city with our records and documentation to confirm that we have fulfilled our obligations as of the date of audit. If there is any disagreement between our documentation and the obligations outlined in the Agreement, we will immediately act to rectify the situation, satisfy our obligations, and report the results to the city.

## Section G. Community Benefits and Investment Plan

### Staying Informed on Issues that Matter

We realize priorities evolve as communities progress. We will stay well-informed on issues that matter the most to the City of Madera and its residents to ensure the community profits from our benefits and investments in the best way possible. A representative from our Board will regularly attend City Council meetings, meet with community leaders and residents, monitor the City's social media accounts and website, attend public meetings, conduct surveys, and meet with local non-profit organizations and coalitions. In addition, our Community Liaison will be tasked with developing and maintaining open lines of communication with local leaders and non-profit organizations to stay well informed on the needs of the community, address any concerns, and increase our commitments as our business grows.

### Community Outreach and Education Plans

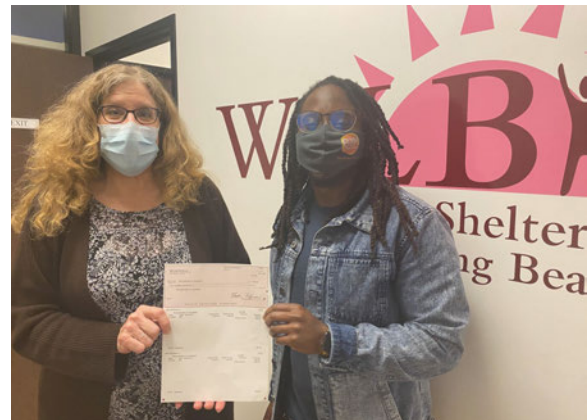
#### Volunteer Events



Community cleanup events have been some of our most successful methods of community

engagement. Because we understand sections of beaches and riverfronts have been negatively affected by pollution and waste, we created a cleanup program that focuses on parks, beaches, and other public areas. If approved for a license, our facility will sit near the middle of the city, offering us easy access and extensive opportunities to easily cleanup areas affected by tourism and industrial waste. Because of our proximity, we feel a sense of duty to regularly hold cleanup events in public parks, industrial and sales areas, dog parks, and major streets. Not only will our employees conduct, participate, and advertise these events, but we will solicit the help from community volunteers to join our efforts to combat pollution and maintain the integrity of areas in and around the City of Madera.

#### Direct Aid to Non-Profits



Sometimes the best way to reach the community is through local investment, so we created a promotion that will raise money for local non-profit organizations in the City of Madera. Our investment plan includes donating every month a percentage of sales towards transitional housing shelters, children's hospitals, community centers, first-responders, animal shelters, and other local organizations. To date, we have made monetary donations to multiple non-profit organizations in the City of Madera. We believe in investing in our neighborhoods and raising the bar for local non-profits because these organizations play a vital

## Section G. Community Benefits and Investment Plan

role in lifting those in need of assistance. These programs will not only prove to be beneficial to the local community, but our customers will be thrilled to know that a portion of our sales will go to a cause that matters to them.

In addition to the \$1,500 we recently donated to local non-profits, we have identified the following City of Madera non-profit organizations that we will provide direct aid to:

### 4-H Youth Development, Madera County

145 Tozer St. Suite 103  
Madera, CA 93638

### Madera County Food Bank

225 S Pine St.,  
Madera, CA 93637

### Hope House

117 N R St  
Madera, CA 93637

### Madera County Child Abuse Prevention Council

1675 E Olive Ave  
Madera, CA 93638

### Heartland Training Center

323 N E St  
Madera, CA 93638

### Madera Coalition for Community Justice

219 S D St  
Madera, CA 93638

### Big Brothers, Big Sisters

2300 W Industrial Ave.  
Madera, CA 93637

### Community Action Partnership, Madera County

1225 Gill Ave  
Madera, CA 93637

### The Salvation Army Family Center of Madera

121 Dwyer St  
Madera, CA 93637

### Habitat for Humanity

4991 East McKinley Avenue, Suite 123  
Fresno, CA 93727

### United Way, Madera County

1901 Howard Rd  
Madera, CA 93637

### Madera Rescue

332 Elm St  
Madera, CA 93638

### Direct Aid to the City of Madera

In addition to local taxes generated by the dispensary, we will also commit to donating five percent (5%) of our total gross sales to the City or its assignees, up to \$50,000 per year. We believe in supporting our local communities by funding public recreational areas, parks, playgrounds, improvements, events, and activities. We will make this donation every quarter.

### Direct Donations to Non-Profits in Madera

To date, we have donated \$1,500 to the following organizations. We believe it is important to develop and build relationships with local nonprofit organizations to support our community investment plan and the resident of the City of Madera.

### Madera County Food Bank

We have made an initial donation of \$500 to the Madera County Food Bank. After meeting with their team, we have developed a plan to regularly make donations, hold fundraisers, and collect food donations. We are excited to partner with the Madera County Food Bank and continue supporting their thriving programs to the fulfill the needs of the Madera community.

### Habitat for Humanity

We have made an initial donation of \$500 to the Habitat for Humanity, specifically to support the "Act of Kindness" division that is providing aid to a senior resident of Madera who requires repairs

## Section G. Community Benefits and Investment Plan

and ADA upgrades to their residential home. After meeting with the interim CEO, we have developed a plan to support their work in the City of Madera, which includes regular donations, rallying other businesses to support the organization to ensure their work in Madera continues, and supporting residents that seek help from Habitat for Humanity.

### Community Action Partnership, Madera County

We have made an initial donation of \$500 to the Community Action Partnership of Madera County, a nonprofit organization that provides support to those in need of emergency shelter, financial assistance, crises intervention, child development resources, shelter, transportation, and more. We look forward to working with the Community Action Partnership of Madera County to regularly provide support in the form of monetary donations and fundraising.

## Section G. Community Benefits and Investment Plan



May 23, 2022

Jayne Rivard  
The Reef  
1900 Fremont Boulevard  
Seaside, CA 93955

Dear Mr. Rivard,

On behalf of by the Food Bank for Monterey County, I would like to thank you for your generous donations during 2020.

Total 2020 Donations:           \$10,000.00

As we continue to address this unprecedented level of need, we could not have done this without you. Thanks to your generous gifts, we were able to quadruple services in response to the COVID crisis, and provide our friends and neighbors in need not only with food, but with dignity and hope as well.

Kind Regards,

  
Melissa Kendrick  
Executive Director

*To satisfy IRS requirements, I confirm that you received no goods or services in exchange for your donation. Our Tax ID Number is 77-0270228.*

Section G. Community Benefits and Investment Plan

DEP NEVADA INC  
376 E WARM SPRINGS RD STE 190  
LAS VEGAS, NV 89119

Partner Colorado Credit Union  
PO Box 1346, Arcata, CO 80001-1346  
(303) 422-6221  
(800) 367-2474

2141  
23-7530/3020  
CHECK NUMBER

5/17/2022

PAY TO THE ORDER OF Madera County Food Bank \$ \*\*500.00

Five Hundred and 00/100..... DOLLARS

Madera County Food Bank  
225 S. Pino St, Ste 101  
Madera CA 93637

MEMO

*Stephen Hoffman*  
AUTHORIZED SIGNATURE

Photo Safe Deposit®  
Details on Back.

DEP NEVADA INC  
376 E WARM SPRINGS RD STE 190  
LAS VEGAS, NV 89119

Partner Colorado Credit Union  
PO Box 1346, Arcata, CO 80001-1346  
(303) 422-6221  
(800) 367-2474

2161  
23-7530/3020  
CHECK NUMBER

6/10/2022

PAY TO THE ORDER OF Habitat for Humanity Greater Fresno Area \$ \*\*500.00

Five Hundred and 00/100..... DOLLARS

Habitat for Humanity Greater Fresno Area  
4991 E. McKinley Ave Suite 123  
Fresno, CA 93727

MEMO *Madera repair*

*Stephen Hoffman*  
AUTHORIZED SIGNATURE

Photo Safe Deposit®  
Details on Back.

DEP NEVADA INC  
376 E WARM SPRINGS RD STE 190  
LAS VEGAS, NV 89119

Partner Colorado Credit Union  
PO Box 1346, Arcata, CO 80001-1346  
(303) 422-6221  
(800) 367-2474

2160  
23-7530/3020  
CHECK NUMBER

6/10/2022

PAY TO THE ORDER OF Community Action Partnership MaderaCounty \$ \*\*500.00

Five Hundred and 00/100..... DOLLARS

Community Action Partnership MaderaCounty  
1225 Gill Avenue  
Madera, CA 93637

MEMO

*Stephen Hoffman*  
AUTHORIZED SIGNATURE

Photo Safe Deposit®  
Details on Back.

## Section G. Community Benefits and Investment Plan

### Supporting After-School Programs

We believe that youth consumption of cannabis is one of the most dangerous risks to this industry and are committed to establishing robust measures to ensure we mitigate exposure and these risks. As part of this effort, we will act as a silent partner with local public schools and public parks to help build after-school programs and promote a positive sense of self for youth through cognitive, social, physical, and creative development in an environment that is safe and nurturing. We will work directly with these after-school-programs to identify the best way to provide support, whether in the form of volunteering, donating supplies, fundraising, consulting, or financial donations.

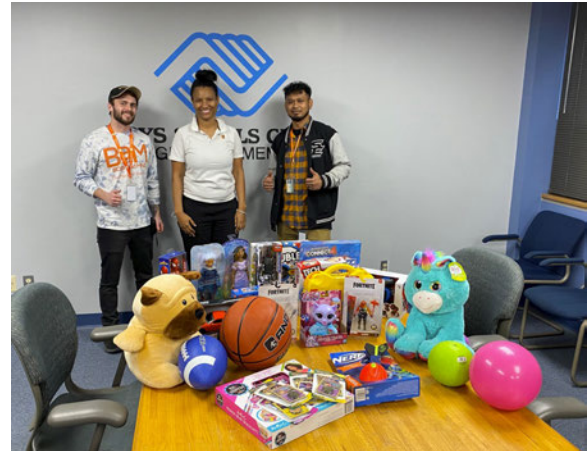
### Supporting City Sponsored Events



The City of Madera sponsors many events throughout the year. We have set aside a budget to help sponsor and support local events, such as Concerts in the Park, Eggstravaganza, Fiesta in the Park, Fright Night, Movies in the Park, National Night Out, Winter Wonderland, and Pomegranate Festival. We will also devote time and resources to recreational events and activities, such as adult and youth sports, after school programs, aquatics and swimming lessons, drop-in recreation, recreation and fitness programs, and senior activities. Working closely with the city, we will also provide volunteer hours for city service

projects, such as painting, trash pickup, tree/brush trimming, river cleanup, and other labor-intensive tasks that may be unique to a site.

### Food, Toys, Books, and Clothing Drives



At other locations, we have been successful in collecting food, toys, books, and clothing throughout the year and providing those items to those in need. In City of Madera, as we build our company, hire employees, and work with community leaders, we will continually hold food, toy, books, and clothing drives and donate those items to reputable, reliable local organizations. During these drives, we will establish a donation box at the facility for individuals to donate canned/box goods, unwrapped toys, and lightly used clothing to a local cause. At the end of each collection period, the items will be collected, transported, and donated to local organizations. As a company, it is very important to us that we give back however we can and include our employees, managers, and neighboring businesses in those efforts.

## Section G. Community Benefits and Investment Plan

### PEAK Educational Events



We believe in reaching the community through education and discussion by holding events in person and online at organizations based and connected locally, which include homeowner associations, community centers, non-profits, and other private institutions. To do this in the City of Madera, we will engage local organizations to hold public events to present information about marijuana and substance abuse.

These presentations will be called, “PEAK” events, an acronym that stands for *Public Education, Awareness, and Knowledge*. In today’s world of expanding marijuana products and substance abuse issues, we believe it is important that the public is kept abreast of the various strains, product choices, correct dosing, and methods of administration. As marijuana becomes more and more mainstream, we consider it our obligation to educate the public about this relatively new and growing industry. Some of the topics that we will cover during the PEAK events focus on health, compliance, and safety. Some of the topics center on the risks and side effects associated with marijuana and prevention, symptoms, and reporting accidental ingestions. These PEAK events will include substance abuse and adverse events and information about SAMHSA, Madera County Behavioral Health Services, local rehabilitation clinics, and California Poison Control Center.

### Targeted Workplace Development

#### City of Madera BaM Job Fair

Upon license approval, we will advertise a “BaM Job Fair” in the City of Madera to recruit and hire qualified employees and identify social equity incubator candidates. Since we pay some of the highest wages in the industry and offer full time benefits, we anticipate a strong showing at the job fair. During the job fair, prospective employees will have an opportunity to submit their resume, meet with the General Manager, and discuss the position and their professional goals and aspirations. The job fair will focus on recruiting employees who live in and around the City of Madera.

#### Economic Opportunity for the Underrepresented

We will partner with local coalitions and organizations that focus on providing economic opportunities to low-income residents, minorities, women, and other underrepresented groups, with a specific goal to recruit, train, and staff our dispensary. These coalitions and organizations, such as Madera Coalition for Community Justice, have proven track records of promulgating job opportunities to underrepresented communities. We will provide these organizations any and all pertinent company and position information to be displayed on their platforms. We will look to promote our positions in accordance with the standard practices of these organizations and work with each one to further develop our social incubator program. We believe that these local initiatives will align nicely with our company-wide commitment to improving economic opportunities for low-income residents, minorities, and women.

## Section G. Community Benefits and Investment Plan

### Social Equity Incubator Program



Another part of our community support efforts involves promoting and encouraging residents in the City of Madera who have been disproportionately impacted by marijuana prohibition to participate in the marijuana industry. The core of our social equity efforts will be to increase access to the industry and provide training for qualified individuals. We will seek exceptional candidates who qualify for social equity status and hire, train, and mentor them. We will attend conferences, trade shows, and industry events, and meet with community leaders to find, interview, and hire qualified individuals. Our goal is to ensure individuals who have been disproportionately impacted by marijuana prohibition will have an opportunity to participate in the industry and positively impact their communities.

Once a social equity candidate is identified, they will move through an interview and review process, which includes meeting with the General Manager and Chief Operating Officer to discuss their professional goals, experience, and availability. Once the candidate is hired and on boarded, the qualified employee will learn from the ground-on-up and move through multiple positions at the facility to learn about marijuana

operations. Overtime, the qualified employee will learn all aspects of the operation. The General Manager will regularly meet with the employee to review standard operating procedures, training sessions, discuss professional goals, and evaluate performance.

### Economic Development

#### Supporting Madera Businesses

Supporting the community also involves supporting local businesses in the City of Madera. Our goal is to spread prosperity through the local community by spending no less than 50% of our non-cannabis operational dollars on local businesses. We have identified the following locally owned businesses that we intend to engage:

#### Construction

General Manager Construction –  
18896 Farallon Rd., Madera, CA 93638

#### Plumbing and Handyperson

Garza Plumbing and Building –  
26829 Merrill Ave, Madera, CA 93639

#### Landscaping

Drew's All-Season Landscaping –  
1701 West 4th Street, Madera, CA 93637

#### Information Technology

Computer Technologies –  
1501 Howard Rd., Madera, CA 93637

#### Cleaning Services

A Clean Slate –  
1188 Seneca Dr., Madera, CA 93637

#### Upholstery Cleaning

Chem-Dry of Madera –  
517 Willis Ave., Madera, CA 93637

#### Employee Lunches

Mojo's Catering Services and Restaurant –  
1016 S Pine St., Madera, CA 93637

## Section G. Community Benefits and Investment Plan

### Equipment Rentals

United Rentals –  
750 Madera Ave., Madera, CA 93637

### Hosting Local Artists



Local artists are often struggling to find outlets and venues to host and sell their art. In the City of Madera, we will regularly host local artists to display and sell artwork and other creative products in our dispensary. We want to provide a medium for local artists to combine their art and talents in a friendly setting for both serious collectors and casual customers to view and purchase. To do this, we will recruit artists locally and partner with Madera County Arts Council, a local non-profit organization committed to showcasing and supporting local artists. Our gallery may include paintings, sculptures, jewelry, photography, furniture, pottery, glass, drawings, and more. All proceeds from any art sales will go directly to the artist.

### Customer Education Plan

#### Educating Customers

Educating our customers as necessary is very important in our mission to provide a safe, supportive environment to customers. At our proposed dispensary, we will provide customers with free cannabis education materials upon purchase, including information-graphics, brochures, pamphlets, and cards, and hold free events at its dispensary to train employees and educate customers about cannabis and products.

Content will include the dispensary hours of operation, address, and telephone number, state and federal laws, the risks associated with consuming cannabis products, proper storage, information about cannabis devices, types of strains, customer limits, and online ordering options. We have prepared cannabis literature for customers that provide information about conditions, types of strains (indica, sativa, hybrid, etc.), methods of approved administration, proper ways to consume cannabis, legal places to consume, state and federal laws, possession limits, the signs and symptoms of substance abuse, and cannabinoid profiles.

#### Public Presentations

Given our experience in the cannabis industry and the contacts we have established in the State of California, our officers and advisors will engage local organizations to present information about cannabis and substance abuse. We are experienced speaking and presenting information to the public during community events, career fairs, community council meetings, and sponsored educational courses with a focus on regulation and compliance. We believe in educating the community about the types of strains, unprocessed and processed products, marijuana consumption, state and federal laws, changes in the industry, testing and labeling, science behind marijuana, and substance abuse, so customers can make good decisions when selecting and consuming marijuana. All events will be thoroughly reviewed by the Director of Compliance to ensure it is compliant with California law, including advertising rules to ensure the event is not located near any sensitive use areas or where minors gather.

#### Identifying Substance Abuse

Our employee training program provides extensive training on how to identify and address possible substance abuse or diversion by a customer. If the

## Section G. Community Benefits and Investment Plan

employee suspects that a customer may have negative health or safety consequences, or if the customer is exhibiting signs of potential abuse or diversion, the employee will consult with the manager in charge before refusing service to ensure proper assessment. If the manager in charge agrees with the employee, service will be denied, the customer or caregiver will be told the reason, and they'll be given education materials about substance abuse and adverse events and the toll-free telephone numbers for SAMHA, California Department of Public Health, local rehabilitation clinics, and California Poison Control Center.

### Risks and Side Effects Associated with Cannabis

All employees will be trained to understand risks of using cannabis including the following specific conditions.

Respiratory problems: Cannabis smoke has many of the same irritating and lung-damaging properties as tobacco smoke. Long-term abuse may lead to a chronic cough and lung infections.

Cardiovascular risk: Cannabis ingestion can increase the heart rate for several hours, increasing the risk of heart attack or stroke. Especially at risk are those with pre-existing heart conditions.

Mental health effects: Long-term cannabis abuse can decrease performance on memory-related tasks, reduce motivation and interest in everyday activities. Cannabis abuse can also intensify symptoms in users with schizophrenia

Child development: Cannabis use during pregnancy can affect the development of the fetus' brain and has been linked to behavioral problems in babies.

Psychological Dependence: Like most drug abuse, individuals who use cannabis for long periods of

time can develop a psychological dependence on it.

### Preventing Accidental Ingestion

All employees will be educated on safe consumption and handling that includes the following topics:

Keep out of Reach: Always keep cannabis and devices out of sight and reach from children and pets.

Labeling: Before taking any cannabis, read and ensure you understand all the information on the label.

Packaging: Always store product in its original packaging to prevent ingesting the wrong product and to ensure expiration, dosage, and warning information are accurate.

Expiration Dates: Check all expiration dates.

Expired Products: Dispose of expired or outdated products and discard damaged containers, old supplies, and old devices.

Disposal: The safest and most effective way to dispose of unwanted or expired medications is to drop it off at a licensed, cannabis dispensary that participates in a cannabis disposal program.

Inventory: Regularly take inventory and restock products that are low or missing.

Storage: Always store marijuana and marijuana devices in a cool, dark place, away from other people. Consider purchasing and using a secure lockbox sold by the dispensary.

First Aid Supplies: Keep basic first aid supplies on hand, in case of emergencies. Supplies include assorted bandages, adhesive tape, gauze rolls and pads, antiseptic wipes, mouth-to-mouth barrier device, antibiotic ointment, hydrocortisone cream, calamine lotion, medical exam gloves, tweezers, thermometer, scissors, and safety pins.

## Section G. Community Benefits and Investment Plan

Emergency Contact: Have emergency contact information and a list of allergies and medications for each family member readily available.

Emergency Response: Consider enrolling in a CPR course.

### Symptoms of Accidental Ingestion

We will also provide education to all employees regarding some of the symptoms of improper cannabis consumption.

Neurologic: Drowsiness, fatigue, weakness, dizziness, ataxia (loss of bodily movement), headache, agitation, anxiety, giddiness, altered mood, numbness, tingling, muscle twitching, and chills.

Gastrointestinal: Altered taste, increased appetite, dry mouth and throat, mouth irritation, nausea, vomiting, loss of appetite.

Cardiopulmonary: Shortness of breath and palpitations.

Integumentary: Excessive sweating, itching, burning eyes, itching eyes.

### Other Customer Education and Support Materials

We will train our employees to provide education, safety and support materials that contain the following helpful information:

Limits: Limitations on the right to possess and use cannabis.

Safety: Safe techniques for the proper use of cannabis and cannabis devices.

Dangers: Prohibition against, and dangers associated with, cannabis extractions and usage.

Consumption: Alternative methods and forms of consumption or inhalation by which one can use cannabis.

Adverse Reactions: Instruction for customers and caregivers with cannabis related inquiries or reports of adverse reactions to the toll-free telephone line.

Substance Abuse: Signs and symptoms of substance abuse and opportunities to participate in substance abuse programs.

Safe Storage: Proper, safe storage of cannabis is critical to maintaining the integrity and desired effect of the product. Customers should carefully consider where they will store their cannabis. The following recommendations will be considered:

Safety: Keep all cannabis devices out of the reach of children. Make sure all labels remain on the medication, so that it is clear it is medication. It is recommended to store marijuana in a locked box or room, out of sight.

Keep out of Light: The ideal location to keep cannabis is in a dark place.

Keep it Cool: Excessive heat can negatively affect the quality and effectiveness of cannabis.

Limit Oxygen Exposure: At the time of purchase, customers should minimize how much cannabis is exposed to air. The best solution is to keep it in its original packaging and container, sealed to avoid exposure.

Humidity: Humidity between 30% and 50% is ideal for storing cannabis.

Touching: Every time a customer touches unpackaged cannabis, the product effectiveness may be changed.

### Reporting Accidental Ingestions

California Poison Control Center: CPCC is a 24-hour resource for any type of poisonous crisis. Its staff is comprised of certified and highly educated professionals to help people prevent and recover from accidental ingestion of marijuana. Our employees will be trained to provide the

## Section G. Community Benefits and Investment Plan

information to customers to report accidental ingestion of marijuana; CPCC is available at (800) 222-1222. The customer will be provided with a list of information to have ready for the operator that answers.

### **Conclusion**

We believe our Community Benefits and Investment Plan includes meaningful items that address the needs of the City of Madera and its residents. By categorizing our investments and benefits and establishing an advisory board to provide oversight, we have created a plan that supports the City of Madera and its community across a vast spectrum and addresses what we believe are shared mutual goals between the City of Madera and Body and Mind: enhancing community resources and opportunity. If we are awarded a license, we propose the following items to be included in a Community Commitment Agreement:

### **Investments**

- Direct aid to the city (5% of gross sales) up to \$50,000 per year
- Monthly donations to local non-profits
- Targeted workplace development
- Job Fair and local hiring
- Social Equity Incubator Program
- Economic opportunities for the underrepresented

### **Benefits**

- Paid Volunteering (40 hours per year)
- Support for afterschool programs
- Support for City events
- Food, toys, books, and clothing drives
- Support for local businesses
- Public outreach and educational events

DISPO (DSPO-Madera, LLC)



## **SECTION G**

COMMUNITY BENEFITS AND  
INVESTMENTS PLAN  
DSPO-MADERA, LLC  
Dba DISPO

Madera, CA



**DSPO-Madera, LLC's Community Benefit and Investment Mission Statement**

*We strive to have an organization that successfully capitalizes on enhancing our communities. We believe that with a plan to assist and work with our community we can address systemic barriers embedded within policies, practices, programs, and services that will include all individuals in the community. Our organization strives to create an inclusive community where our local citizens are working together with us to make the lives of all significantly better. It is our goal to benefit the members of our community to the highest extent possible, because without them we would not survive.*

## SECTION G: COMMUNITY BENEFITS AND INVESTMENTS PLAN

### Community Engagement Through Alignment With the Madera Vision 2025 Implementation Plan.

DSPO-Madera, LLC chose our company name to build a deep-rooted business for the local community. We seek to promote and recognize the Madera community's unique, inclusive, and caring spirit in everything we do, including taking an integrated and personal approach to our business ventures. The ownership is driven to collaborate with various local organizations and align ourselves with the City Council's priorities in the Vision Madera 2025 Plan, including Housing-Homeless, Transportation, a Vibrant Downtown, and Children/Youth programs. The Vision Madera 2025 Plan, through its Implementation Committee, has helped achieve updates to the General Plan and Zoning Ordinance to better guide the future development of the city. Part of these developments include planning for additional open space within the city, beautification of the city through graffiti removal, and the development of alternative transportation through the River Trail and the JET Express Service.

Our team has referenced Madera Vision 2025 (the “Plan”) as one guide in the outlook on how our company will contribute to the community. Another guide in the development of our Community Benefits Plan is our local owner, Rochelle Noblett. Rochelle has dedicated much of her adult life to philanthropy and community development in Madera. Through Rochelle’s long history of community activism, our team has been able to truly understand the areas in which the Madera community can most benefit in order to strike at the heart of the most needed issues. Through these two guides, we have identified some themes which helped us develop our own internal Community Benefits Plan. The overarching themes are Beautification, Redevelopment, Transportation, Education, Job Development, Community Health and Safety, and Environmentalism. Through our plan, which includes several public and private relationships, our efforts will directly aid, participate in, or fund the work of local non-profits, community-based organizations, civic organizations, and social services organizations.

#### A. BEAUTIFICATION AND REDEVELOPMENT

##### I) THE DOWNTOWN ART PROJECT

We are committed to helping redevelop a vibrant downtown, and we believe promoting the arts and funding the revitalization and activation of the alleyways behind our location will be a perfect place to start. We are committed to working with Rochelle Noblett and the Downtown Madera (DOMA) Arts District to make the area a community gathering place with artworks, including a sculpture garden, lighting, overhead shade, seating, and activities to bring residents downtown and benefit the restaurants and businesses in the surrounding area. With Rochelle’s lifelong experience and commitment to Downtown Madera and the arts, we have the benefit of her expertise to guide us in our commitment to making the entire downtown a showcase. With senior tours and block events, the DOMA project will enliven the community in Madera and give us a chance to give back while connecting with our community.

We have already secured the commitment of the local businesses and property owners within this area to begin the project. Additionally, we have established the DOMA Arts District Non-Profit Organization to work with the City of Madera in achieving this goal. DSPO-Madera has already committed to making a \$25,000 donation to DOMA in order to begin this wonderful venture. Upon our approval for a retail cannabis business permit, we will work with the necessary city planning agencies to begin developing this public space revitalization simultaneously with the development of the retail store. The proposed illustrations below are of an actual space that is in dire need of revitalization in the downtown area. This area is located in the alleyways and public parking lot between C and D street and Yosemite Ave. and 6<sup>th</sup> street in downtown.



## II) CROW ABATEMENT ASSISTANCE

The City of Madera, in tandem with the Madera Downtown Association and the County of Madera, has an annual crow abatement project. This abatement project utilizes falconry to remove crows that nest in the downtown and peripheral areas of the city. Each year these crows congregate in such large masses that their feces become such a nuisance that the abatement project became a necessity. The project pays for a professional falconry group to release their trained falcons throughout downtown which in turn causes the crows to abandon their rooftop nesting places. Falcons are a crow's natural enemy so within 2-3 days after the release of the falcons the entire population of crows relocate to the rural outskirts of the city. After about 6 months the crows realize the falcons are gone, and the crows return for an easy meal. Their return leads to another annual crow abatement through falconry.



The cost of the falconry is \$31,000 and is split equally by the Madera Downtown Association, the City of Madera, and the County of Madera. DISPO will be located in the heart of Downtown Madera and with our concerted efforts to revitalize downtown through the DOMA Arts District, we pledge to pay \$1,500 of the crow abatement fee toward the Crow Abatement Assistance.

## **B. TRANSPORTATION**

### **I) Bicycle Locking Station**

Community-based transportation systems have been and continue to be an essential way of offering solutions to communities for many years. The Madera Vision 2025 Plan includes many policies relating to improving bicycle and pedestrian transport to be more convenient, comfortable, and safe. We believe that pedestrian safety is as important as vehicle safety. We also want to educate the community in our outreach training on the many benefits of using walking and biking as a transportation source. Biking lowers the mortality rate of car accidents by 40%, and walking reduces the mortality rate by 25%. It also promotes colossal health benefits. New research by health economists at the University of East Anglia and the Centre for Diet and Activity Research (CEDAR) show that walking or cycling to work is also better for the community's mental health. Educating the community and offering solutions will help build a healthier community for all. Auto crashes are the number one cause of death in children, and motor vehicles are the number one cause of pollution. We believe investing in this safe mode of transportation would greatly benefit Madera. It would also limit traffic and congestion.

At our facility located at 124 South C St., we will install 2 of these bike racks on the outer edge of our parking lot for the public to safely lock their bicycles up. Additionally, we know that Yosemite Ave. will be undergoing a major renovation in the coming future. One of the renovations is the development of bicycle paths on each side of the street. As an additional commitment, we will work with the Implementation Committee to permit us to pay for the installation of an additional 5 bicycle-shaped bike racks along the sidewalk through the Yosemite Ave. corridor. The goal is to further assist in the desire for the citizens of Madera to ride their bicycles when going downtown for dining, shopping, or work.

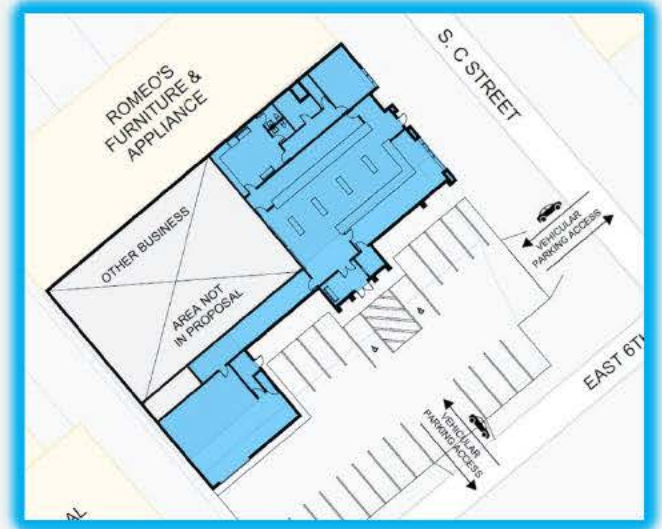
### **II) Barrier Protected Transportation Lanes**

DISPO will work with the city to invest in barrier-protected transport lanes for the community's vital protection. Our team connected with the Senior Transport Coordinator of Madera and completed the process's initial stage of due diligence. Currently, no protective barriers or paths for biking or walking in Madera are deemed safe for non-vehicle transportation. There have been many fatalities and injustices that could have been avoided with the protective barriers in place. The city has prioritized this issue in the Madera Vision 2025 Plan. DISPO will invest in the protective lane barrier, starting with the city's most threatening areas. We seek to build a long-term relationship with many other non-profits and projects that involve transportation, safety barriers and protective lanes, safe overpasses for pedestrians, community bicycle racks, and more.



### III) Zero Impact on Public Parking

The location which will house our retail cannabis store has a plethora of parking for both our customers and employees. With 22 dedicated parking spaces including 2 handicap spaces right at the front entrance, we will have no impact on the already crowded parking in Downtown Madera. This dedicated parking will also permit our on-site security to closely monitor customers and employees coming to and from the store. With many of the other applicants being unable to provide dedicated parking that will only exacerbate the crowded downtown area, our store will create no impact to this issue.



## C. EDUCATION AND JOB DEVELOPMENT

### I) Cannabis Consumer Education

DSPO-Madera will engage the local community by creating opportunities for education to teach our local community about the positive benefits, adverse reactions, and proper limitations on cannabis to create a better-informed conversation as a therapeutic alternative. Our Company will support the local community with a focus on the medical benefits of cannabis. Our employees and seasoned budtenders will acquire licensed medical marijuana training certifications from Clover Leaf University before interacting with customers. Additionally, we will be implementing quarterly cannabis education events at our dispensary where we will invite industry experts such as Dr. Uma Dhanabalan, who is a dear friend, to speak with our customers about the benefits and cautions of cannabis.

### II) Cannabis Industry Education

Clover Leaf University Workforce Training - Clover Leaf University is the first cannabis and hemp university approved by the Department of Higher Education's Private Occupational School Board. One of our partners, Chloe Villano, is the founder of the Clover Leaf University (CLU), and CLU has educated thousands of government agencies, business owners, and employees with regard to the highest standards of industry compliance, responsible marketing, seed-to-sale tracking, consumer safety, money security, and budtender product safety. We will provide our workforce with an occupational curriculum, supplying an additional layer of post-secondary educational opportunities in Madera. Our company will fully fund the preparation of the best-trained employees and community patrons in the cannabis industry. We will support programs in local hiring, vocational mentoring, and continuing education through our local dispensary, benefiting both customers and the Madera community as a whole.

### III) Higher Education

Another partner, Rochelle Noblett, has worked with Madera Community College to help the citizens of Madera further advance their education. Rochelle has helped develop scholarship programs for local individuals that desire to achieve a higher education but are faced with a difficult financial burden. Madera Community College has an array of wonderful trade development programs including nursing, commercial trucking, and farming technical training. DSPO-Madera, through the DOMA Arts District Non-Profit, will establish an annual scholarship in the amount of \$500 for each of these 3 trades. These particular trades were chosen because they are either in need in Madera, or they are within the realm of advancing the agricultural industry directly or indirectly.

Dispo will also create an annual \$500 scholarship for the Madtown Robotics team to be used toward their transportation to and from their competitions. The Madtown Robotics team has won two world championships in the last 4 years. The Madtown robotics team is composed of students from 4 high schools in Madera that gives students

the opportunity to dive into the world of engineering at a young age. This program helps advance youth education, helps pave the way for the future of robotics. In total, our \$2,000 a year commitment through trade development at Madera Community College and the Madtown Robotics team assistance will help plant the seed to help ensure that the healthcare, agricultural, and the Madtown Robotics team in Madera continues to thrive in the future.

#### IV) Social Equity Hiring Practices and Business Partnerships

##### a) Social Equity Employment

Dispo is a diverse and inclusive equal opportunity employer that prioritizes minority applicants in our hiring process. We will also offer preference to residents of the community. Dispo pledges to comply with all local, state, and federal laws regarding our hiring practices. Additionally, we are not a team that considers minimum standards a goal to achieve. We want to exceed all standards. Without a healthy staff, Dispo will not be successful. Creating a team and work environment that is efficient, hardworking, and happy is the balance we strive to achieve in our hiring practices.

Dispo will give job priority to local residents of the city with a preference on minority community members. We will host local job fairs and events to alert residents of the many opportunities we will offer the town. In addition, we will host classes and educational outreach sessions that will not only educate the local community but also train them for future job opportunities. We are committed to setting goals and benchmarks in our local hiring process and will develop clearly stated inclusive hiring practices at all levels of the operation with an inclusive focus on minorities. We will target local recruitment through direct community outreach and engagement. We will build partnerships with local community organizations and businesses to offer training, careers and opportunity. We will also utilize this local hiring process for our contractors, vendors, and all third-party businesses as our Dispo ventures to build long term relationships.

Dispo's staff is vital to the success of our organization. Providing staff members with continuing education opportunities is a great way to show our appreciation and invest in their personal and professional growth. Continuing education involves providing our team with opportunities to develop skills that will benefit both themselves and our organization. This can be traditional higher education, post-secondary courses, or even targeted skill-development programs for entire teams or departments. The key is to focus on what our employees are looking for in terms of continuing education. This could be asking our employees about the highest level of education they've attained. Or asking our employees what skills they feel would benefit them professionally.

For many people, full time higher education is not an option. Financial obligations, familial duties, and working often do not allow for much time. This is where Virtual Post-Secondary Education can help develop the skills of the employee without having to attend a four-year school. Dispo uses a program called Outback Team Building and Training.



It provides courses in Organizational Leadership, Accounting, Business Management and Group Skill Development. Outback team Building also offers an array of professional licenses and certificates that can further their professional development.

By having a membership with Outback Team Building and Training, our employees can easily sign up for any course that they would like and accomplish these skills from the comfort

of their own home. Most of these courses will be free to the employees. For advanced courses that allow for a professional license or certificate, Dispo will subsidize the cost based on the employee's length of employment and good standing.

For our employees that do want to attend a traditional university, they may apply to the Human Resources department for tuition assistance. The amount of assistance will be again based on the employee's length of employment and good standing with Dispo.

### **b) Social Equity Partnerships**

Dispo will commit to obtaining 30% of the cannabis products sold in our store from Social Equity owned cannabis manufacturers, cultivators, and distributors throughout the central valley. Although this benefit reaches beyond the Madera Community, we believe that the patrons that purchase these products are helping curtail the imbalance in the workforce systems and policies that have created inequity and oppression.

## **D. COMMUNITY HEALTH AND SAFETY**

### **I) Support of Treatment Centers for Addiction**

Alcohol and substance abuse are realities for many families who live in the community. Dispo will pledge donations to healing those local families which suffer from alcohol and substance abuse. In 2017, 47 Madera County residents died of drug-related causes. The Central Valley Opioid Safety Coalition Health Grant #19-10779 states the statistics and plan for the central valley opioid epidemic and provides multi-pronged strategic approaches to comprehensively address opioid misuse, abuse, and overdose deaths for Fresno, Tulare, Kings, Merced, Mariposa, and Madera. In December of 2017, reported deaths were 67,850, compared to 70,980 in 2019. 70% of these drug overdose deaths involve an opioid. Nearly 450,000 people died from a drug overdose between 1999-2018.

Our Company will provide financial support to treatment centers that focus on behavioral health counseling, residential services, outpatient treatment, aftercare planning, and traditional 12-step treatment programs. We will also work with local community organizations to promote healthcare, public education, and awareness.

### **II) Rock The Socks Campaign**

Dispo has partnered with Ocean Beach Sock Co. out of the Bay Area to provide socks to organizations like the Madera Rescue Mission, Madera Hope House, and the Holy Family Table. Socks are the most requested item by individuals who are homeless. Especially during the winter months in Madera, being homeless without a warm pair of socks can be devastating. Through our partnership with Ocean Beach Sock Co., we will distribute \$5,000 worth of socks to our homeless population throughout Madera and its greater area. At the end of this Community Benefits Plan, you will find the commitment letter from Ocean Beach Sock Co. for the Rock The Socks venture with DSPO-Madera.

The Madera Hope House is a local organization whose team members are committed to overcoming incredible odds in the face of hopelessness, human suffering, and countless roadblocks as they seek to better the community and lift themselves out of homelessness. It provides homeless and low-income men and women with the resources they need to rebuild their lives by volunteering and using programs to better themselves and join the workforce as it restores hope and opportunities. With our efforts through the Rock The Socks campaign, we hope to help the Madera Hope House achieve this common goal.



### **III) Cannabis Delivery Fee Waiver**

At Dispo, we understand that many individuals are unable to visit our retail store to obtain cannabis products to help alleviate ailments they may have. Whether these individuals are physically unable to visit our store, or they simply do not have the means of transport, we will offer them a waiver of the delivery fee to bring their desired cannabis product to them. On our website and app, we will advertise a waiver of the delivery fee for any individual that expresses a limitation for coming into our store with no questions asked.

### **IV) Local First Responder Support**

We are aware of the potential downside that the presence of cannabis in a community might place on first responders. As an active community partner, Dispo will support the local Madera Fire Department and Police Department by committing some of our staff for volunteer assistance once a year for whatever fundraiser or event the Police or Fire Department choose. During the approval of our Fire and Police Permits in the store's development, we will inform the departments via a formal Commitment Letter from Dispo of this continuous annual obligation. Each department may choose, at their sole discretion, how they would like us to assist each and every year.

### **V) Neighborhood Security & Improvements**

The property which will house our retail cannabis store is located on a main commercial corridor in Madera. The lot is located in a compliant zone for cannabis businesses, which does not restrict the property from operating a retail dispensary. There are no schools, libraries, or parks within the buffer zone limitation, so the property is compliant under the Madera Zoning Ordinance. Additionally, we will take upgraded security measures by employing onsite security guards and contract for 24-hour off-site CCTV security surveillance of the surrounding buildings. We will engage heavily in our Neighborhood Watch programs and provide top-of-the-line security cameras in all areas to help protect any neighboring facilities, businesses, or residents.

### **VI) Community Engagement and Responses to Complaints**

We are dedicated to ensuring that Dispo is well received by the community. In order to have transparent open lines of communication to address any questions or concerns, we have dedicated a position within the ownership to be our Community Liaison. This individual will be Rochelle Noblett. On the front window of the dispensary there will be a poster with her title "Community Liaison," her name, store phone number and email address as well as a statement that says, "*If you have any questions or concerns regarding the safety, security, or any other issues please contact me.*"

#### **a) Community Engagement:**

Our Community Liaison will not only be the person that the community can count on if they have any question or concerns, but she will also be the individual proactively coordinating with our neighbors to ensure our compatibility within the Downtown District. Dispo also intends to work closely with local law enforcement to determine what the largest concerns in the local community are. These concerns are likely ubiquitous with all residents and business owners. One way to demonstrate compatibility is to stand together on common ground to mitigate the concerns shared by all.

#### **b) Responses to Complaints:**

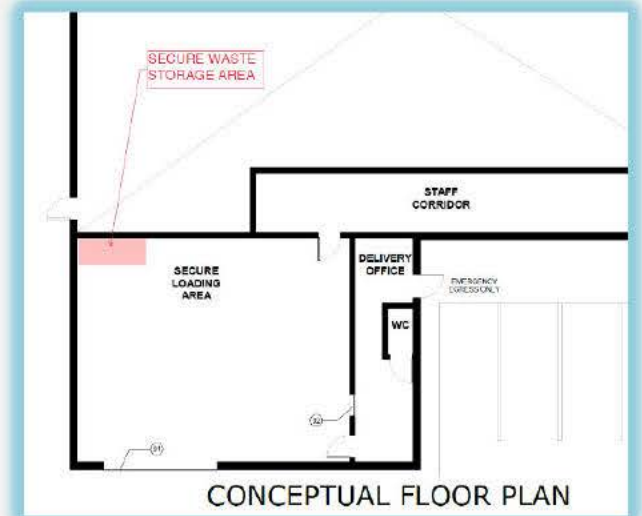
Our legal counsel has created a "Community Complaint" intake form which can be completed by any member of the staff but will always be directed to the Community Liaison for addressing. The form will detail the facts or concerns the complainant has and have a section for solutions once a discussion has ensued with the individual or group with the concern. The form also will have a section that asks whether law enforcement needs to be contacted in the event



## II) Responsible Waste Removal

All cannabis or hazardous waste at our location will be stored in the secure waste storage in the delivery bay inside the premises upon a recall or return of cannabis products. The secure waste is then stored inside or in a secure locking cage and bin for safekeeping. *See secured waste area to the right.* The secure waste containers will have padlocks on them for security measures to ensure no pests or unauthorized individuals can reach the contents inside. Prior to placing cannabis waste inside, management will be required to enter all SKUs into COVA, our track and trace system, to ensure that they are properly reported prior to pick up by the GAIACA. This will help further ensure security and traceability for waste products.

Because we are a retail store where all products are pre-packaged and sealed, we will not have onsite waste rendering. Rather, Dispo will have a 50-gallon secure polyethylene container that will house all cannabis waste that is non-compliant. This waste is picked up through scheduling an appointment with GAIACA each time waste removal is needed. Once removed, GAIACA will then create the manifest and upload it into their California cannabis waste manifest system. Last, there will be a camera dedicated to this view in the event a security concern arises we will be able to investigate it with clarity.



## III) Green Cannabis Community Action

Dipso will support the green businesses within California's cannabis culture to minimize the negative impact. Indoor cannabis cultivation operations equal one percent of electricity usage in the US each year, which comes to about \$6 billion in energy usage annually, according to a 2011 report. Outdoor cultivation leads to deforestation, diverting of water, and destabilization of whole ecosystems. One pound of cannabis equates to about 1.95 metric tons of carbon dioxide or 2,095 pounds of coal burned.

Water use for cannabis plants can be as much as 1 billion liters of water per square mile in a single growing season in a sizeable outdoor activity. A single plant can use up to 6 gallons of water per day during the summer season. Using ebb and flow trays, which recycle the water between adjacent plants, indoor facilities may allow more efficient water use. Our Owners feel that an emphasis on sustainable water conservation practices should become the new standard to minimize the cannabis industry's future impact. Our Company's solution focuses on reducing carbon footprint by minimizing the environmental impact, and carbon footprint cannabis operations produce. We will establish a preference for vendors with energy efficiency standards, processes, and sustainable practices in place to guarantee less wasteful production of cannabis and its ancillary products.

## F. ADDITIONAL COMMUNITY SUPPORT MEASURES

Our Company is committed to embrace the diversity of this community and embody the ideals of respect and inclusion in everything that we do, starting from non-discriminatory hiring practices, payment of truthful living wages to our employees, green power initiatives, in addition to participating directly with local residents, business owners, organizations, and governmental stakeholders. We are committed to up the standard of our community through

artistic entrepreneurship. We are excited for the chance to develop a forward-thinking and exquisite new business that will grow the Madera community.

### **I) Supporting the Youth of Madera**

The city of Madera, California, has a population of 66,575 residents. A percentage of this population is an important group that will, in the future, work at the local business, own a home and raise a family within the town, and play a vital role in making Madera a vibrant place to live. This group is the children and youth of Madera. The young people are an imperative group of individuals worth investing in as they grow into mature adults and benefit the town. Youth programs help mold important qualities in these early years of life to help them grow toward success.

[John Wells Youth Center - Providing services with compassion, not judgment. \(701 E 5th St, Madera\)](#)

The City of Madera Youth Center offers youth a positive, safe, happy place to become or stay healthy, interact with others in the community, receive mentorship, and provide leadership. The youth center looks to provide the kids with mentorships and resources to empower them to use their voice, choices, education, and leadership to change the community positively. The youth's investment should not be ignored but looked at as an opportunity to influence the city's future entirely. We see this as a crucial aspect of any community's current and future well-being. Our commitment is to partner with the center to help fund and provide opportunities for the youth by giving directly to the center and helping the cost of weekend field trips and yearly basketball leagues.

### **II) Veteran Community Support**

Our Chief Executive has pledged the Company's support of local veteran organizations, including the local American Legion Post 11, and the VFW Post 1981, which promotes tremendous veteran assistance within the local community. We will also pledge financial support by offering discounts to the local trauma and PTSD Treatment Centers to promote and rehabilitate veterans who find it difficult to readjust to life upon returning home after serving their country. We will also work with industry veteran associations such as Weed for Warriors to provide services and discount pricing for the Madera community veterans.

### **III) Community Business Partnerships**

As previously discussed, partnerships with the existing neighborhood and area businesses are fundamental to our success. We will give priority to our local entrepreneurs and expect to utilize the services of local contractors for the construction of our business and the many professional services we will need throughout the store's operations. We will commit to continuously seek out and develop prolific partnerships within the Madera business community.

### **IV) Tax Contributions**

We aim to raise revenues to generate significant tax revenue for Madera, helping to educate the community by our actions, best practices, and commitments.

### **V) Membership Associations and Affiliates**

- Madera Chamber of Commerce - <https://maderachamber.com/>
- Clover Leaf University - <http://www.cloverleafuniversity.com>
- California Cannabis Industry Association - <https://thecannabisindustry.org/>
- NORML - <https://norml.org/chapters/>

- Minorities for Medical Marijuana Participation - <https://www.M4mm.com>
- Americans for Safe Access- <http://www.safeaccessnow.org>
- Weed for Warriors Veteran Support - <https://www.wfwproject.org/>
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**G. LETTERS OF RECOMMENDATION**

**DOWNTOWN BUSINESS AND PROPERTY OWNERS  
SUPPORTING DOMA ARTS DISTRICT**



June 17, 2022

Mayor Santos Garcia  
Members of City Council  
405 West Fourth Street  
Madera, CA 93637

Dear Mayor Santos and City Council Members,

We hope that you will agree that a beautified downtown area will be beneficial to all residents and that you will help to make our dream possible by approving permits for two dedicated businesses to operate and contribute to the city's growth and prosperity.

We, the undersigned, are business and property owners in Downtown Madera who support the approval of permits for two special cannabis businesses. Although a number of potential dispensary businesses have either bought or taken limited leases on downtown buildings, only *DSPO Madera and HerbNJoy* are committed to invest in a transformational project that will make Downtown Madera a destination as our city's Art District. The venture that we have discussed with the two businesses and which they enthusiastically support is an Alleyway Revitalization Project. Together, we have developed a plan to convert the T-shaped alleys between South C Street and South D Street, as well as the partial alleyway that runs north from 6th Street for a half block, into public spaces for the arts, sport courts, and cultural events.

We are convinced that DOMA (DOWntown MAdera) will attract new businesses and create a robust mix of shopping, dining, and entertainment. In turn, this will provide the opportunity for jobs in a variety of skills and income levels. In addition to providing funding for the DOMA project, both companies have pledged financial support and volunteer services for the ongoing improvement of the business district.

Some of us are long-time owners and business operators, others are relative newcomers. However, collectively, we share a belief that DOMA can and will be a vibrant area that will attract and inspire our diverse population.

Please allow DSPO and HerbNJoy to make this dream come true by approving their request for permits to operate in Downtown Madera.



**Business and Property Owner**  
Chris Miller, Leighton's Jewelry



**Business and Property Owner** Ramiro Sepulveda  
Romeo's Furniture



**Business Owner** Garrett Tain, Diamond Communications



**Business and Property Owner**  
George Buenroastro, TJ's Bar and Grill



**Property Owner** James A. "Lex" Bufford



**Business and Property Owner**  
Rochelle M. Nobilett, Pete's Sport Shop



P.O. Box 812 - Madera, CA 93639

June 17, 2022

David Nola  
DSPO

To Whom It May Concern:

We would like to thank you for attending our meetings and allowing us the opportunity to get to know your company. Learning of your commitments and activities in the communities you currently conduct business allowed us the opportunity to see what your presence could potentially do for our city with an emphasis on our downtown district.

The Madera Downtown Association would like to acknowledge our formal support of your application for a cannabis permit to conduct business in the downtown area.

Thank you for your commitment to Madera Downtown Association and the non-profits in our community. We look forward to partnering with you on future projects, pending approval of your permit.

Best wishes as you move forward in this process.

Respectfully,

A handwritten signature in black ink that reads 'Mona Davie'. The signature is written in a cursive, flowing style.

Mona Davie, President  
Madera Downtown Association



ocean beach  
c o m p a n y

496 Jefferson | San Francisco, CA 94109

Dear City Manager,

I am writing to you for the purpose of formally recommending DSPO - Madera LLC., be granted a retail cannabis permit in your wonderful city. I spoke with the owners of DSPO – Madera, LLC about a proposal they would like to implement into their plan of giving back to the community. Their plan is to donate socks to the local homeless shelters, and they are looking for a company that can help them achieve this goal on a large scale. You may or may not know, but socks are one of the most requested items at homeless shelters, so by creating an alliance between our two great companies, we will help alleviate this need.

DSPO – Madera LLC has dedicated to us that they will purchase in wholesale value \$5,000 in socks from us every year. They asked us if we can fill this order for them every December, just in time for winter and Christmas. I am pleased to announce that my company has accepted this proposal. We have officially decided to call this venture "Rock the Socks." Our companies have also decided we will begin looking for other cities to expand this idea in an effort to solve one of the largest problems these individuals have.

We look forward to this exciting venture with DSPO – Madera LLC and I hope that you do as well.

If you have any questions about our plan, feel free to contact me.

Brandon Ellis  
949-278-6122

(949) 278-6122 | [brandon@bigfootsockco.com](mailto:brandon@bigfootsockco.com) | [www.oceanbeachco.com](http://www.oceanbeachco.com)

Cali Oz (Cali Oz Madera, LLC)

## **Section G: Amended Community Benefits and Investments Plan**

This section represents an amendment to the original Community Benefits & Investment Plan submitted by Oz Cannabis.

**Oz will now commit to dedicating 2% of our gross revenues annually to charitable giving,** representing a significant increase from 1% of gross revenues pledged in our initial application. This enhanced commitment reflects our commitment to being an outstanding community partner in Madera, going above and beyond the commitments made by other remaining applicants.

This enhanced Community Benefits & Investments pledge is the latest example of the unique emphasis that Oz Cannabis places on being a fully engaged and supportive member of the Madera community. If granted a license, we will be deeply focused on integrating ourselves in the Madera community and helping ensure, through our actions and support, that all stakeholders in the City come to view Madera's new experiment with cannabis as a success. We view ourselves as a critical community partner for the City, helping ensure local support for Madera's new cannabis industry, as it takes shape.

As described in our initial application, the Community Benefits funds provided by Oz Cannabis will be used to provide monetary donations to local community organizations, as well as for sponsorships of community events. Oz has identified the following charitable and community organizations in Madera as partners:

- Madera Rescue Mission
- Madera Coalition for Community Justice
- O.L.I.V.E. Madera
- CASA of Fresno and Madera Counties
- H.O.P.E. House Madera

Notably, Oz Cannabis has already made donations to financially support several of these organizations. Particularly with the enhanced Community Benefits commitment made by Oz Cannabis, the scope of these donations will increase significantly once we are operational in Madera.

Finally, Oz Cannabis pledges to establish a Community Advisory Board of local Madera residents that will review the community organizations that will receive financial support from the company on an ongoing basis. This will help ensure that new community organizations in Madera will continue to benefit from Oz Cannabis' presence in the City, and will ensure local decision making on how to best benefit the City.

The Community Benefits and Investments Plan will continue to be overseen by Lesley Smith, Oz's Director of Community Engagement, a longtime Madera resident and a 51% owner in the business.