



CITY OF HEALDSBURG CITY MANAGER'S OFFICE

401 Grove Street
Healdsburg, CA 95448-4723

Phone: (707) 431-3317
Fax: (707) 431-3321

Visit us at www.healdsburg.gov

September 27, 2023

Alicia Wingard
Sonoma CHO dba Flora Terra
1825 Empire Industrial Court
Santa Rosa, CA 95403
alicia@floraterraca.com

RE: Invitation to City of Healdsburg Staff Selection Committee Interview – Storefront Retail Cannabis Business Permit License Application Process

Dear Candidate:

The City of Healdsburg would like to take this opportunity to congratulate you on successfully completing Phase II of the Commercial Cannabis Business Application Process. Your application was reviewed and scored using a merit-based system pursuant to Chapter 20.20.095 of the Healdsburg Municipal Code and Procedures Guidelines and Review Criteria to Evaluate Cannabis Business Applications. Based on your subsequent scoring in the Phase II process, you have been selected to participate in Phase III (interviews) of the City's application process.

You are invited to participate in an **IN-PERSON** merit-based interview with the City of Healdsburg Staff Selection Committee for Phase III of the City of Healdsburg Cannabis Business Permit application process. Your interview will be held on **October 12, 2023 at 3:00 p.m.** Please come to the City of Healdsburg City Hall, 401 Grove Street, Healdsburg, CA 95448 **no earlier than 15 minutes prior** to your scheduled interview time. Please check in at the Planning and Building customer counter and have a seat until a city representative arrives to escort you to the interview room.

Please keep in mind the following as you prepare for your interview:

1. Interviews will last a maximum of 45 minutes.
2. You are limited to a maximum number of three (3) attendees and attendees must be listed as owners on page 2 or 3 of the submitted application form.
3. Interviews will begin on-time at your scheduled time. If you are late or otherwise not present at the time of your scheduled interview, you will not be given the opportunity to reschedule your interview.
4. Only oral interviews will be conducted. No visual presentation will be allowed. Applicants will be scored solely on their responses to the questions posed by the Committee. As dictated by the application procedures, the following evaluation criteria will constitute the bases for the Committee's questions:

- Qualifications of Owners
- Neighborhood Compatibility
- Community Benefits and Equity Plan
- Proposed Site Plan

Please refer to the City's current cannabis webpage to review the Application Procedure Guidelines and Review Criteria for a Commercial Cannabis Business Permit (Storefront Retail Applications) pertaining to the Phase III process.

Upon the completion of Phase III, the Staff Selection Committee will tabulate the scores of all Applicants from Phase III to create a preliminary ranking, which will form the basis for determining who will be invited to participate in Phase IV. The ranking will be based upon the scores received during the Phase III discretionary merit-based interview process.

Please remember to consult the City's cannabis website to ensure you are up to date on the City's current cannabis application process <https://healdsburg.gov/cannabis>.

If you have any questions or additional information needs regarding the Phase III process, please submit your questions by email to cannabis@healdsburg.gov.

Sincerely,

Andrew Sturfels

Andrew Sturfels
Assistant City Manager

cc: Matthew Eaton, Deputy Director of Compliance Services, HdL Companies
Kristi Lervold, Administrative Assistant, HdL Companies