



CITY OF HEALDSBURG CITY MANAGER'S OFFICE

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November 2, 2023

Alicia Wingard
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RE: Invitation to City of Healdsburg Public Hearing – 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 III of the Commercial Cannabis Business Application Process. At the conclusion of the interview Phase, your application received a total score of 87.88%. Based on your subsequent scoring in Phase III of the City's application process, you have been selected to participate in Phase IV City Council Final Decision.

The Public Hearing will be held in City Council Chambers located at City of Healdsburg City Hall, 401 Grove Street, Healdsburg, CA 95448 on **Monday, November 13th, starting at 5PM.**

Please keep in mind the following as you prepare for the public hearing:

1. The meeting will begin with a brief presentation by City staff. A staff report will be available no later than Thursday November 9th.
2. The meeting is a verbal presentation only; no handouts or visual aids will be allowed.
3. Presenters do not have to be owners, multiple presenters are allowed. We would like the applicant team to clearly explain ownership and operator roles/relationships.
4. Each Applicant will have up to 8 minutes (timed) to present to the Council on their application. Applicants may share any information they like, but we encourage applicants to focus on the following:
 - a. **Financing** – Briefly summarize your company's financial position and funding sources for the proposed location.
 - b. **Business Concept** – Explain your business model and plans for your proposed retail operation.
 - c. **Proposed Location** – What makes your location ideal for your business and the community?
 - d. **Community Engagement & Benefits** – What have you done or plan to do to engage with and support the Healdsburg Community?
 - e. **Overall Fit** – What makes your business a good fit for Healdsburg?

3. Applicants will be invited to present in alphabetical order based on Business entity name. Order will be included in the staff report, which will be available prior to the meeting.
4. Upon completion of the presentation, Council will have the opportunity to ask each applicant any questions they would like.
5. Public comment will be held at the conclusion of all applicant presentations and Council questions.
 - a. Owner/Applicants will not be allowed to speak again during public comment.

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 IV 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 IV 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