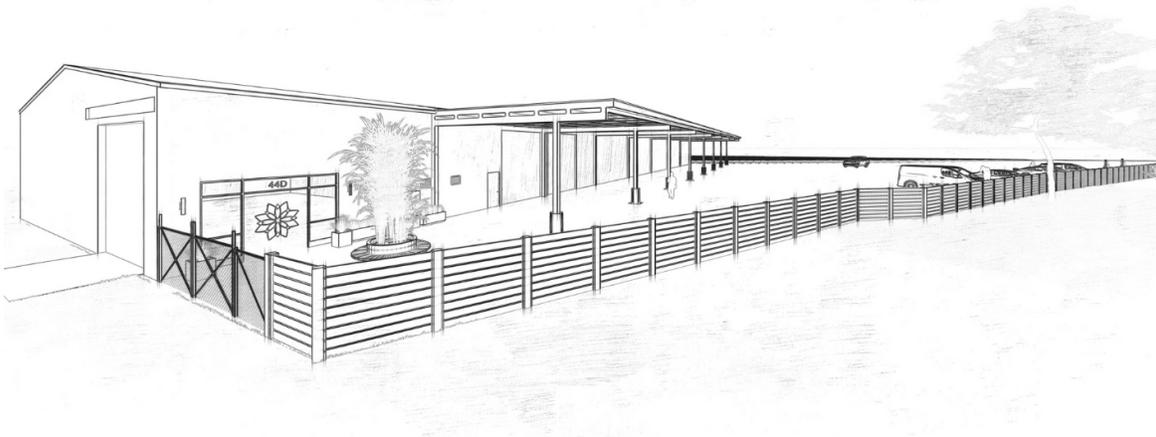


# JANE

a cannabis boutique

## HEALDSBURG

2023



[WWW.JANEDISPENSARY.COM](http://WWW.JANEDISPENSARY.COM) | ADDRESS : 44D MILL STREET, HEALDSBURG

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## **Introduction to JANE Dispensary**

Dear Application Reviewer:

JANE Dispensary is thrilled to submit this application to operate a cannabis retail facility in Healdsburg, a city to which our team has deep ties.

JANE Dispensary is a Sonoma County-based, woman-owned, woman-led, cannabis retail business with locations in Santa Rosa, California; Cotati, California; and St. Louis, Missouri. The North Bay Bohemian named our Cotati location the “Best New Dispensary” of 2023, with its sleek interior and upscale design. At JANE Dispensary we focus on high-end retail, providing a top-notch customer experience and a beautifully curated product selection as well as education about cannabis to patrons and the community. In 2023, our COO, Leigh Anne Baker, won the North Bay Business Journal’s “Influential Women Award” for her work in cannabis and a lifelong commitment to providing a safe space for women to grow professionally. Leigh Anne takes pride in building and leading a team of predominantly women in a male-dominated industry.

JANE Dispensary was founded by four of the five original members of The Apothecarium, an award winning and nationally recognized dispensary chain which had its beginnings in the Castro District of San Francisco. Four of the five of The Apothecarium founders – Jamie Shira, Anthony Shira, Michael Thomsen, and Arion Luce – either grew up or currently live in Healdsburg. The Apothecarium eventually expanded to three stores in San Francisco, one in Berkeley, one in Capitola, and one in Las Vegas. It has since grown to add locations in Maryland, New Jersey, and Pennsylvania.

The Apothecarium received several awards during its tenure in California, but none more rewarding than the City and County of San Francisco naming October 1, 2015 “The Apothecarium Day” for the business’ contributions to the community – including donating over \$300,000 that year to local charities, hosting a Women’s Support Group, a Veteran’s Support Group, and a mental health support group, among other contributions. In 2017, Apothecarium was named the #1 “Best Designed Marijuana Shops Across America” by Architectural Digest.

The JANE Dispensary team has strong Healdsburg origins, as well as ongoing legacies. Three of our co-founders are current Healdsburg residents and Healdsburg High School alumni. Our company boasts six residents among its partners, three of whom make up the entire Board of Directors (and two of whom are also Healdsburg High School alumni). Our roots go even deeper, with seven of the partners’ children currently attending Healdsburg grade schools. Members of our team have also coached local sports teams, served on local nonprofit boards, and supported city improvement projects.



Four of the JANE Dispensary partners own successful Sonoma County businesses outside of the cannabis sector, including W Real Estate, one of the most prominent locally owned real estate brokerages in the Bay Area, which also has an office in Healdsburg. Whitney Opperman, JANE Dispensary board member, whose family owns Opperman and Sons, Inc., located in Healdsburg, is General Manager of one of the largest truck and equipment sales companies in the North Bay.

While some other applicants will likely have strong local ties, none will have the combination of community involvement, entrepreneurial success in various sectors, decades of wide-ranging experience in the cannabis industry, and deep legacy in and commitment to our beautiful town of Healdsburg that the JANE Dispensary team offers.

Furthermore, the site we've secured, 44D Mill Street, is an ideal location for a cannabis dispensary – it's close to downtown, right off the highway, is near public transportation, yet is out of sight and private, far from sensitive uses, and has ample parking. Our proposal would revitalize a vacant, unattractive part of a building and increase the security of the surrounding area, which is good for the city, residents, visitors, and other local businesses.

Below are some of what makes JANE Dispensary ideally suited to operate a cannabis retail boutique in Healdsburg.

### ***People First: Prioritizing Customers, Staff, and Communities***

JANE Dispensary is committed to putting people first in every aspect of our operations. From our valued customers and dedicated staff to the communities we serve, we prioritize their well-being and satisfaction. Our commitment to people-centric values is reflected in the following areas:

#### **Customer Focus:**

We place our customers at the heart of our business. Our goal is to provide exceptional service and create a positive experience for each individual who walks through our doors. We strive to cultivate a welcoming and inclusive environment where customers feel comfortable and supported. Our knowledgeable staff is dedicated to assisting customers in finding the right cannabis solutions for their needs, ensuring their satisfaction and promoting responsible usage.

JANE Dispensary earns top ratings and rave reviews on Google:

**JANE DISPENSARY SANTA ROSA -4.9 (419 REVIEWS)**

**JANE DISPENSARY COTATI - 4.9 (118 REVIEWS)**

Below are real reviews submitted by our customers.

**Don't take our word for it**

★★★★★

Such a great dispensary. Lauren is my favorite staff member as she is so helpful, kind and down to earth. Among a sea of dispensaries in the area, this one truly stands out. Definitely worth visiting JANE!

**Nicole J.**

★★★★★

Great customer service here! I came in to get some help sleeping and was referred to many different options. There are tons of sale items for different days of the week. They even give you a present if it's your birthday month! Will be coming back.

**Cheryl G.**  
Los Angeles, CA

★★★★★

Hands down the best cannabis store there is. Incredible selection, super friendly staff and beautiful location.

**- Kai R.**

**Don't take our word for it**

★★★★★

He was courteous and friendly, very knowledgeable and incredibly helpful. He answered all of our questions and didn't mind running back and forth as we slowly decided what we wanted. The place is clean, spacious and welcoming with amazing prices! We will definitely be back

**Heather H.**

★★★★★

My first time in a dispensary and I couldn't have been more grateful to encounter David. Not only was his patience immeasurable, his kind compassionate energy made me feel his authentic self wanted for me as a customer to have the most relaxed and educated experience. You don't find many people who actively listen to your needs to provide you with the value and needs you were seeking. David provided an exceptional experience with exceptional product.

**Jody B.**

★★★★★

I love this place! And the employees! I've never had a bad experience, and they are always running promotions and sales. Today Justin helped me and he was such a delight. I've also been helped by a few other people and they are all very educated about their products and friendly. Highly recommend this dispensary!!

**Kelsey K.**

### Staff Well-being:

We recognize that our staff is integral to our success. We foster a supportive work environment that values their well-being, growth, and professional development. Through open communication, respect, and fair treatment, we empower our staff to excel in their roles. We offer training opportunities, competitive compensation, and comprehensive benefits packages to attract and retain top talent. By investing in our staff's well-being, we create a motivated and dedicated team committed to delivering exceptional service.

### Community Engagement:

JANE Dispensary is deeply committed to the communities in which we operate. We are especially thrilled to finally have the opportunity to apply for a permit in Healdsburg, a city where many members of our team call home – in some cases for many generations. We actively engage with local organizations, participate in

community events, and contribute to charitable initiatives. By being present and involved, we aim to build strong relationships, understand community needs, and actively address concerns. We value community feedback and strive to be a responsible corporate citizen, supporting local initiatives and contributing to the betterment of the neighborhoods we serve.

**Neighborhood Compatibility:**

Being a good neighbor is of utmost importance to us. We take proactive measures to ensure our operations are compatible with the surrounding community. This includes implementing robust security protocols to maintain a safe environment, maintaining a clean and well-maintained facility, and promptly addressing any concerns raised by neighboring businesses or residents. We respect the unique character of each neighborhood and strive to integrate seamlessly, contributing positively to the local economy and social fabric.

**Responsible Operations:**

JANE Dispensary upholds strict compliance with all applicable laws and regulations. We promote responsible cannabis consumption and educate our customers about safe and responsible usage. We are committed to environmentally friendly practices, minimizing waste, and reducing our carbon footprint. By operating responsibly, we contribute to the well-being of both people and the environment.

At JANE Dispensary, our commitment to people first is unwavering. We continuously strive to improve our practices, listen to feedback, and evolve to meet the needs and expectations of our customers, staff, and the communities we serve. By prioritizing people in all aspects of our business, we create a positive and thriving ecosystem where everyone can flourish.

For more information about the JANE Dispensary story, ethos, and accomplishments, we encourage you to view this brochure which is available on our website: <https://tinyurl.com/JANEHealdsburg>

We look forward to helping shape this exciting new chapter in Healdsburg history.

Sincerely,

The JANE Dispensary Team

## COMMUNITY BENEFITS



JANE Dispensary in Healdsburg conservatively projects nearly **\$5MM** in revenues by the 3rd year of full operations, which between taxes, profits, employee pay, and community donations, could boost the city's economy by well over **\$1,000,000**

**1 MILLION**  
*added to*  
*Healdsburg*  
*Economy\**



**3 years**  
*in operation*

**5 million**  
*revenue*

**25**  
*employees*

## TIMELINE OF EXPERIENCE



- 2010 **Established first dispensary, Apothecarium** in San Francisco's Castro
- 2016 February 2016 - opened **Apothecarium Dispensary Las Vegas**
- 2016 September 2016 - Opened second flagship **Apothecarium Castro Dispensary** in San Francisco
- 2017 July 2017- Opened **Apothecarium Marina Dispensary** in San Francisco
- 2017 Received recognition from Architectural Digest as the **"Best Designed Dispensary in the Nation"**.
- 2018 May 2018 - Opened **Apothecarium Dispensary in Berkeley**
- 2018 October 2018 - Opened sixth dispensary, **Apothecarium SOMA** in San Francisco
- 2019 Apothecarium acquired by TerrAscend
- 2019 **JANE Dispensary** founded 

## TIMELINE OF EXPERIENCE



-  **JANE DISPENSARY**
- 2021 April 2021 - Opened first **JANE Dispensary in St. Louis, Missouri**
- 2021 September 2021 - Opened **JANE Dispensary in Santa Rosa** on Armory Drive
- 2022 October - 2022 **JANE Dispensary Cotati** opens with a warm and welcoming atmosphere
- 2022 December 2022 - Awarded another cannabis retail permit from the City of Santa Rosa to open a JANE Dispensary off Hwy 12
- 2023 March - JANE Dispensary Cotati voted 2023 **"Best New Dispensary In the North Bay"** by North Bay Bohemian
- 2023 June 2023 - JANE Dispensary Ops Chief, Leigh Anne Baker, wins **"Most Influential Woman"** by North Bay Business Journal

North Bay Business Journal

Ops chief of Santa Rosa cannabis dispensary wins North Bay Influential Women Award



The Press Democrat

Cotati retail complex to target shoppers with a mix of pizza and weed



**Section A1: Business Plan - Finances**

***Startup Budget***

JANE Dispensary anticipates that approximately \$1,163,997.60 will be needed for startup costs and to sustain retail operations for three months. JANE Dispensary has more than sufficient funds to satisfy this budgetary requirement, as the business' owners have pledged to contribute funds to support the business. Included in this application is a commitment letter discussing this. Please note that while the funding commitment letter is from two of the owners, funding the business will be a shared responsibility among members of JF Healdsburg LLC dba JANE Dispensary.

Below is a budget detailing the projected costs for construction, operations, and related expenses. We anticipate that by Y3 the business will be self-sustaining and profitable.

**Projected Dispensary Buildout Costs**

<b>Item</b>	<b>Cost</b>
Tenant improvements	\$671,816.00
Soft costs (including architect and building permits)	\$45,000.00
Computers / desks / tablets / equipment	\$75,000.00
Inventory	\$150,000.00
Cash reserve	\$100,000.00
Legal and licensing	\$55,000.00
Contingency	\$67,181.60
<b>Total</b>	<b>\$1,163,997.60</b>

***Proof of Capitalization***

See PDF File #4 for bank statements and a funding commitment letter.

***4-Year Pro Forma***

	<u>YR 1 (Pre-Revenue)</u>	<u>YR 2</u>	<u>YR 3</u>	<u>YR 4</u>
<b>GROSS REVENUE</b>		\$2,500,000.00	\$ 3,750,000.00	\$ 4,875,000.00
<b>SALES DISCOUNTS</b>		\$ 375,000.00	\$ 562,500.00	\$ 731,250.00
<b>NET REVENUE</b>	\$ -	\$2,125,000.00	\$ 3,187,500.00	\$ 4,143,750.00
<b>TAXES COLLECTED</b>				
Sales Tax		\$ 191,250.00	\$ 286,875.00	\$ 372,937.50
Healdsburg Cannabis Tax		\$ 76,500.00	\$ 114,750.00	\$ 149,175.00
CA State Cannabis Tax		\$ 318,750.00	\$ 478,125.00	\$ 621,562.50
<b>ALL EXPENSES</b>				
Buildout	\$ 1,163,997.60	\$ -	\$ -	
COGS	\$ -	\$1,250,000.00	\$ 1,800,000.00	\$ 2,242,500.00
Insurance	\$ 30,000.00	\$ 60,000.00	\$ 72,000.00	\$ 86,400.00
Professional Services	\$ 24,000.00	\$ 85,000.00	\$ 102,000.00	\$ 122,400.00
Application Fees	\$ 10,647.31	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Licensing Fees	\$ 2,500.00	\$ 22,500.00	\$ 30,500.00	\$ 38,500.00
Computer License & Software	\$ -	\$ 13,500.00	\$ 14,000.00	\$ 15,000.00
Office Supplies	\$ 5,000.00	\$ 14,500.00	\$ 17,400.00	\$ 20,880.00
Rent	\$ 72,000.00	\$ 75,600.00	\$ 79,380.00	\$ 83,349.00
Wages	\$ 105,770.08	\$ 370,195.28	\$ 423,080.32	\$ 528,850.40
Marketing	\$ 25,000.00	\$ 60,000.00	\$ 72,000.00	\$ 86,400.00
Utilities	\$ 25,000.00	\$ 50,000.00	\$ 57,500.00	\$ 66,125.00
Repairs and Maintenance	\$ -	\$ 7,200.00	\$ 7,920.00	\$ 8,712.00
Security	\$ -	\$ 120,000.00	\$ 132,000.00	\$ 145,200.00
Bank Charges	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
Management Expense	\$ 60,000.00	\$ 120,000.00	\$ 132,000.00	\$ 145,200.00
<b>TOTAL EXPENSE</b>	<u>\$ 1,541,914.99</u>	<u>\$2,267,495.28</u>	<u>\$ 2,958,780.32</u>	<u>\$ 3,608,516.40</u>
<b>EBITDA</b>	\$ (1,541,914.99)	\$ (142,495.28)	\$ 228,719.68	\$ 535,233.60
<b>EBITDA/REVENUE %</b>		<b>N/A</b> -7%	7%	13%

### ***Schedule for Beginning Operations***

As indicated on the timeline on the following page, JANE Dispensary anticipates being able to have a Soft Opening of the proposed Healdsburg store on April 15, 2024 with a Grand Opening on April 20, 2024.

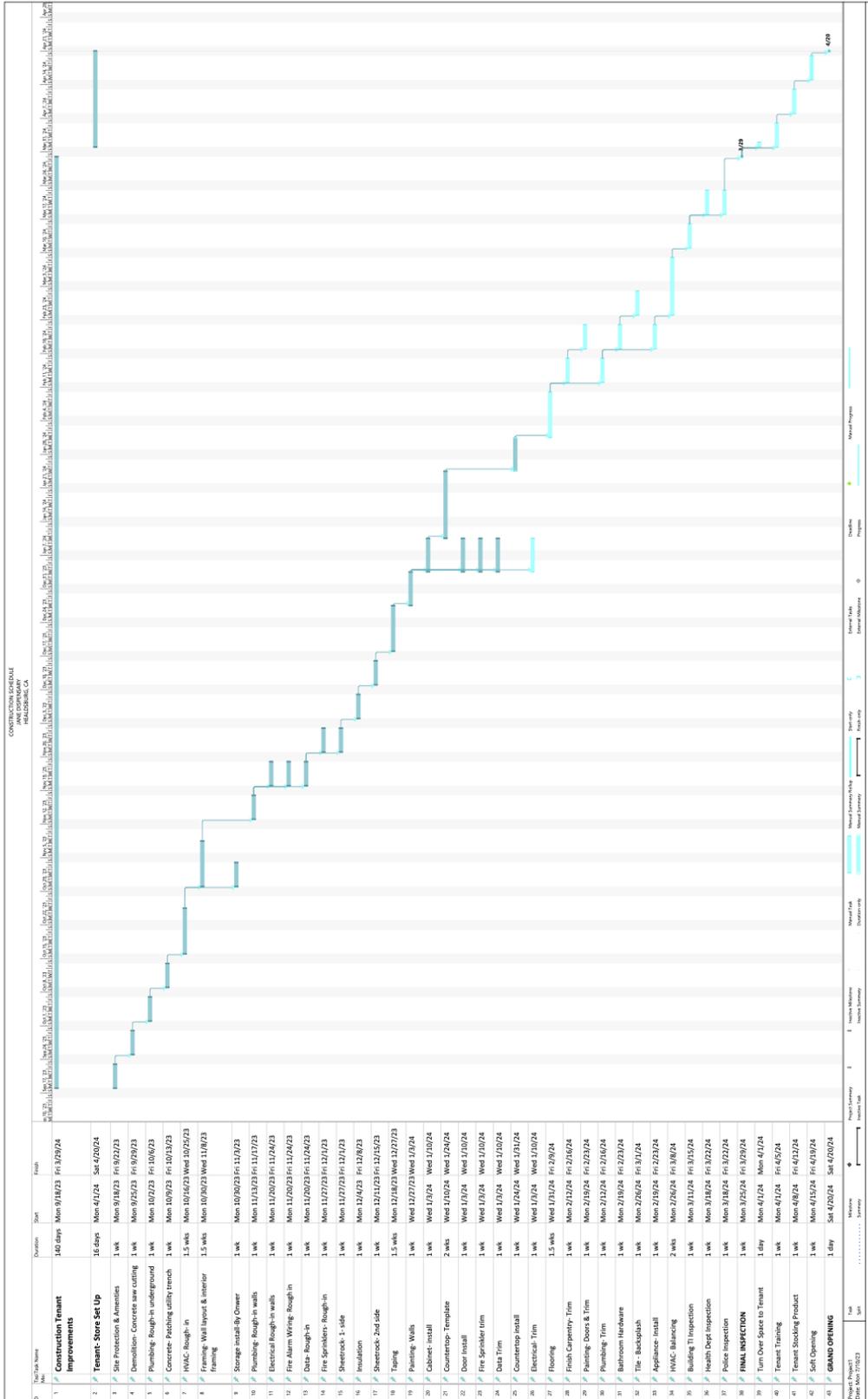
Proposed tenant improvements include but are not limited to: installation of an electric vehicle charging station, an electric bicycle charging rack, and a traditional bicycle rack; planting drought-resistant landscaping; building interior walls to divide the large existing warehouse space into discrete rooms for different dispensary functions; installation of odor control technology (filtration and air pressure control); installation of a comprehensive security system consisting of [REDACTED]

[REDACTED]

[REDACTED] adding a new handicapped parking space near the new front entrance; and addition of tasteful signage with our name and logo.

### ***Ability to Access Banking Services***

JANE Dispensary obtained a letter from Summit State Bank saying that a banking relationship already exists between them and JANE's Cotati and Santa Rosa locations, indicating that an account for the Healdsburg location will not be a problem. A copy of that letter is enclosed.





500 Bicentennial Way, Santa Rosa, CA 95403  
707.568.6000 707.573.4620  
summitstatebank.com

June 30, 2023

RE: Jane Dispensary  
Reference Letter

To whom it may concern,

Please be advised Jane Dispensary maintains a corporate relationship with Summit State Bank as part of the financial institution's Cannabis Banking Program. The relationship was established in July of 2022.

If you should have any questions, please do not hesitate to contact me directly.

Sincerely,



Charlene Richman  
Senior Vice President  
Compliance & BSA Officer

## **Section A2: Daily Operations**

JANE Dispensary has developed comprehensive Standard Operating Procedures (SOPs) for its California retail operations, which are currently used at our Santa Rosa and Cotati facilities and which have been adapted for Healdsburg. These procedures are based on applicable laws, regulations, ordinances, guidelines, standards, and industry best practices.

Submitting our full SOPs would exceed the page limits of this application (we are happy to do so if requested), but below is a summary of our day-to-day operations.

### **Access Control**

The retail facility is designed to prevent unauthorized access into areas containing cannabis goods and limited access areas. Licensed security personnel will provide on-site security for the premises during the hours of operation.

All employees and visitors are required to enter the dispensary through a manned entrance and provide government issued photo identification to security personnel. Access to the retail floor is limited to customers who have completed a check-in and verification process with staff in the reception area. Electronic access controls and doors will prevent any person other than an authorized employee from being able to enter limited access areas. The facility has a secure locked door that separates the retail area from the inventory room, where cannabis goods are securely stored. Employees will be required to wear ID badges at all times. In the instance that an individual who is not an employee requires access to the limited access area, the identity and validity of the need for access will be verified before access is granted. An authorized individual in the limited access area who is not an employee will be always escorted by an employee while in the limited access area. Authorized individuals who enter limited access areas will be required to record their name, company, reason for entry, as well as the date and times the individual entered and exited the limited access area.

### **Customer Check-In Procedures**

JANE Dispensary enforces strict age verification procedures to prevent underage individuals from accessing cannabis products. Customers are required to provide government issued identification indicating that they are at least 21 years of age (for adult use customers), or at least 18 years of age with a valid doctor's recommendation (for medicinal customers) in order to enter the facility and purchase cannabis products.

Acceptable forms of identification include the following:

- A document issued by a federal, state, county, or municipal government, or a political subdivision or agency thereof, including, but not limited to, a valid motor vehicle operator's license, that contains the name, date of birth, height, gender, and photo of the person;
- A valid identification card issued to a member of the Armed Forces that includes the person's name, date of birth, and photo; or
- A valid passport issued by the United States or by a foreign government.

Dispensary staff members undergo comprehensive training on age verification protocols and the identification of fraudulent identification documents. They are equipped with the knowledge and skills necessary to effectively enforce age restrictions.

### ***Entering the Retail Floor***

After customers are checked into the facility and Identification is verified, they are to be put into the queue within Dutchie and guided onto the retail floor. Once customers are on the retail floor, they are free to either wait in line, sit in the lobby area chairs, or browse products in the display cases.

### ***Visitor Access***

Visitors are required to check in at the reception desk before entering any other space within the premises. Visitors are required to present the proper Identification listed under the Access to Retail Premises Portion of this document. As well, they are to sign in and sign out on the Visitor log-in sheet before entering and exiting the premises. After the check-in process, visitors are to be provided a Visitor access Badge. This badge will clearly state "Visitor" on the badge. Visitor Badges are to be checked out before leaving the facility, to ensure proper security of the facility. Visitors must be escorted by JANE Dispensary personnel at all times.

### **Daily Sales Limits**

In accordance with 4 C.C.R. §15409(a), JANE Dispensary employees shall not sell more than the following amounts to a single adult-use cannabis customer in a single day:

- 28.5 grams (1 ounce) of non-concentrated cannabis.
- 8 grams of cannabis concentrate
- 6 immature cannabis plants.

In accordance with 4 C.C.R. §15409(b), JANE Dispensary employees shall not sell more than the following amounts to a single medical cannabis patient, or to a patient's primary caregiver, in a single day:

- 8 ounces of medicinal cannabis in the form of dried mature flowers or the plant conversion as provided in Health and Safety Code section 11362.77.
- 12 immature cannabis plants.

### **Donated Medical Cannabis Goods**

JANE Dispensary may participate in a compassion program to donate free medical cannabis to patients who can't afford it. Any participation in such a program will comply with State law and regulations, including Business & Professions Code §26071 and 4 C.C.R. §15411, to ensure that all cannabis goods are properly tracked and for taxation purposes.

With the exception of such state-authorized compassion programs, JANE Dispensary will not give away any free cannabis goods.

### **Shipping / Receiving Procedures**

All shipping and receiving activities will comply with MAUCRSA, the Department of Cannabis Control's regulations (in particular, 4 C.C.R. §15422), and the Healdsburg Municipal Code.

Shipments will only be received between the hours of 6:00am - 10:00pm, or as further limited by the City. Cannabis products will only be received from licensed vendors. The shipping / receiving area is a secure sallyport that vehicles can drive into for secure loading and unloading, in order to avoid using the same entrance used by the public. JANE Dispensary staff will verify that the manifest for the shipment matches what has been received in terms of product type and quantity; that none of the items are damaged; that all of the items are properly packaged and labeled in accordance with State law and the Department of Cannabis Control's regulations; and that valid Certificates of Analysis (COAs) exist for the products received.

Below is an outline of the procedures that JANE Dispensary staff will follow when receiving a new inventory shipment from a distributor.

#### ***Receipt of Cannabis Goods from Distributor***

Follow this process for receiving inventory:

1. Sign the transport driver(s) into the Shipping/Receiving Log.
    - Be sure they fill out the log completely (Name, Time-in, Vendor, Time-out, Signature).
  
  2. Review the Purchase order, and ensure it matches the Invoice from the vendor.
    - If products from purchase order are different than the invoice, check with purchasing, Inventory, and/or Retail manager to verify that the difference between the two is acceptable. Give reasons why there is a difference.
    - Verify the price between the invoice and purchase order.
    - Verify that all products on the shipping manifest match both the inventory delivered and the invoice.
    - Ensure that all discounts have been applied to the invoice, if stated on the purchase order.
  
  3. Ensure the Certificate of Analysis (COA) matches the products delivered.
    - Check the COA for all product cases and ensure that the Batch number and/or the UID/Package number matches the physical product label (Pull a couple of randomized products from their case and check).
      - The UID/Package number is listed on the products, and/or on the Product case.
      - The UID/Package number on the METRC manifest is to match the blue package tags.

(If there are discrepancies between the UID, Package tags, and shipping manifest, you are to reject the entire Package.  
(If there are discrepancies between UID and the COA, ask the vendor to have their company email a new COA for that product, print out the new COA and verify that it matches.)
- 
4. Count all inventory.
  - When counting inventory review the shipping manifest.
  - Verify all products are counted and match to the amount on the shipping manifest.
  - Verify the counts match what is on the Invoice (Invoice should match the purchase order, manifest, and products delivered).
- 
5. Rejecting and Accepting Packages.
  - Rejecting partial or incorrect packages –

- When Rejecting packages, you must circle the package tag on the shipping manifest, and in METRC after finishing intake of the entire shipment.
- Within METRC, when receiving a new shipping manifest, you are to click reject and select the best answer, and write a note if needed to describe why that product was rejected.

Accepting partial packages -

- If there is a difference between inventory amounts on the shipping manifest and what has been delivered:
  - a. Reach out to the vendor, or ask the delivery driver to reach out to the person responsible for METRC and have them update the manifest to reflect the accurate inventory.
    - i. Once updated, you can reprint the manifest from METRC with the correction.
  - b. Reach out to the vendor or ask the delivery driver to reach out to the person responsible for the invoice and have them send you an updated invoice for that delivery.
    - i. Be sure to print out the new invoice that accurately reflects the correct amounts.
- Intake employees are to accept or reject, in whole, shipments of cannabis goods.
- Partial shipments of cannabis goods shall be rejected in the following circumstances:
  - If a licensee receives a shipment containing cannabis goods that differ from those listed on the sales invoice or receipt, the employee shall reject the portion of the shipment that is not accurately reflected on the sales invoice or receipt.
  - If a shipment arrives containing any cannabis goods that were damaged during transportation, we shall reject that portion of the shipment that was damaged.
  - If we receive a shipment containing cannabis goods that are non-compliant with labeling requirements or exceed the provided expiration date, employees are to reject the portion of the shipment that is non-compliant with labeling requirements or that expired.

When rejecting a shipment of cannabis goods, whether in whole or in part, JANE Dispensary staff will record this in the track and trace system,

and indicate on any relevant manifest, invoice, or sales receipt, the specific reason for rejection.

6. Payment - Ensure that cash payments are ready before the vendor arrives. Keep all pre-designated payments in bank cash bags and ensure they have the following on them:

- Amount of Cash
- Date Prepared
- Name of persons Prepared by
- Vendors DCC License Number
- Vendors Name
- Signatures of two employees
  - a. Ensure both people have counted the cash
  - b. Manager & Supervisor signatures on bag

Rules to follow for cash payments:

- Keep automatic Cash counter on-hand for counts after products have been received
- Allow Vendor or Distributor to count the cash while you are present
- Do not leave sight of cash until the count is verified and Vendor has taken receipt of cash
- If the amount of cash needed is above what has been prepared, ask your supervisor to prepare more cash for the transaction

After all cash has been counted, or checks have been written and the vendor verifies the amount is correct, write receipt in the receipt book and include the following:

1. Name of Vendor
2. DCC License Number
3. Date of payment
4. Payment amount
5. Employee signature
6. Vendor Signature

Ensure Vendor has signed out of the Vendor Delivery logbook.

## **Delivery Procedures**

JANE Dispensary plans to offer a delivery option for customers who are unable to visit the storefront. Such deliveries will be fully compliant with the Medicinal and Adult Use Cannabis Regulation and Safety Act (MAUCRSA) and the Department of Cannabis Control's (DCC) regulations.

Delivery sales will only be conducted by JANE Dispensary employees in accordance with 4 C.C.R. §15415. All vehicles used for delivery will comply with applicable requirements, including but not limited to being equipped with a GPS system, an alarm, and a secure container affixed to the inside of the vehicle to store cannabis goods while in transit. Per state regulations, JANE Dispensary will have no more than \$10,000 worth of cannabis goods in the delivery vehicle at one time.

### ***Delivery Employees***

In accordance with 4 C.C.R. §15415, all deliveries of cannabis goods shall be performed by a delivery employee who is directly employed by JANE Dispensary. Each delivery employee of JANE Dispensary shall be at least 21 years of age. All deliveries of cannabis goods shall be made in person. A delivery of cannabis goods shall not be made through the use of an unmanned vehicle.

The process of delivery begins when the delivery employee leaves JANE Dispensary's premises with the cannabis goods for delivery. The process of delivering ends when the delivery employee returns to JANE Dispensary after delivering the cannabis goods, or attempting to deliver cannabis goods, to the customer(s). During the process of delivery, JANE Dispensary's delivery employee may not engage in any activities except for cannabis goods delivery and necessary rest, fuel, or vehicle repair stops; or because road conditions make continued use of the route unsafe, impossible, or impracticable. Cannabis may not be consumed in the delivery vehicle.

A delivery employee of JANE Dispensary shall, during deliveries, carry a copy of JANE's current license of the location dispatched from, a copy of the QR code associated with the license, the employee's government-issued identification, and an employee identification badge.

Prior to providing cannabis goods to a delivery customer, a delivery employee shall confirm the identity and age of the delivery customer as required by 4 C.C.R. §15404 – specifically, that the customer has a valid I.D. demonstrating that they are at least 21 years of age if they are an adult-use customer and at least 18 years of age with a current doctor's recommendation if they are a medicinal customer – and ensure that all cannabis goods sold comply with requirements of 4. C.C.R. §15413, regarding proper packaging.

JANE Dispensary will maintain an accurate list of the retailer's delivery employees and provide this list to the DCC upon request.

### ***Delivery Address***

General Rules to follow for delivery to physical address

- Delivery drivers may only deliver cannabis goods to a physical address in California.
- Delivery employees shall NOT leave the State of California while possessing cannabis goods.
- Delivery employees shall NOT deliver cannabis goods to an address located on publicly owned land or any address on land or in a building leased by a public agency. This prohibition applies to land held in trust by the United States for a tribe or an individual tribal member unless the delivery is authorized by and consistent with applicable tribal law.
- A delivery employee may deliver to any jurisdiction within the State of California provided that such delivery is conducted in compliance with all delivery provisions of this division.
- A delivery employee shall NOT deliver cannabis goods to a school providing instruction in kindergarten or any grades 1 through 12, day care center, or youth center.

### ***Delivery Vehicle Requirements***

JANE Dispensary delivery employees, carrying cannabis goods for delivery, shall only travel in an enclosed motor vehicle. The vehicle used in the delivery of cannabis goods shall be operated by a JANE employee. Our delivery vehicle shall not have any marking or other indications on the exterior of the vehicle that may indicate that the delivery employee is carrying cannabis goods for delivery. Only the licensee or an employee of the retailer licensee for whom delivery is being performed shall be in the delivery vehicle.

While carrying cannabis goods for delivery, a JANE Dispensary delivery employee shall ensure the cannabis goods are not visible to the public.

- Cannabis goods shall be locked in a fully enclosed box, container, or cage that is secured on the inside of the vehicle. No portion of the enclosed box, container, or cage shall be comprised of any part of the body of the vehicle or trailer. For purposes of this section, the inside of the vehicle includes the trunk.

- JANE Dispensary delivery employees shall not leave cannabis goods in an unattended motor vehicle unless the motor vehicle is locked and equipped with an active vehicle alarm system. Any cannabis goods left in an unattended vehicle must be stored in a container.

Jane delivery vehicles used for the delivery of cannabis goods are outfitted with a dedicated Global Positioning System (GPS) device for identifying the geographic location of the delivery vehicle and recording a history of all locations traveled to by the delivery employee while engaged in delivery. A dedicated GPS device must be owned by the licensee and used for delivery only.

- The device shall be either permanently or temporarily affixed to the delivery vehicle and shall remain active and inside of the delivery vehicle at all times during delivery. At all times, JANE Dispensary shall be able to identify the geographic location of all delivery vehicles that are making deliveries for JANE and document the history of all locations traveled to, by a delivery employee while engaged in delivery.

The history of all locations traveled to by a delivery employee while engaging in delivery shall be maintained by JANE Dispensary for a minimum of 90 days.

### ***Cannabis Goods Carried During Delivery***

JANE Dispensary employees shall NOT carry cannabis goods in the delivery vehicle with a value in excess of \$10,000 at any time. This includes goods for which an order has already been placed as well as goods which have not been ordered.

The value of cannabis goods shall be determined using the current retail price of all cannabis goods carried by, or within the delivery vehicle of JANE Dispensary's delivery employee.

- A delivery employee may only carry cannabis goods in the delivery vehicle and may only perform deliveries for JANE Dispensary. A delivery employee must depart and return to JANE Dispensary before taking possession of any cannabis goods from another licensee to perform deliveries.

JANE Dispensary's delivery employee(s) shall not leave the licensed premises with cannabis goods without at least one delivery order that has already been received and processed by JANE Dispensary.

Per the DCC's regulations, in particular 4 C.C.R. §15418(d), before leaving the retail facility, the delivery driver must have a delivery inventory ledger of all cannabis goods

they were provided with. For each cannabis good, the delivery inventory ledger shall include **the type of good, the brand, the retail value, the track and trace identifier, and the weight, volume or other accurate measure of the cannabis good.**

All cannabis goods prepared for an order that was received and processed by JANE Dispensary prior to the delivery driver's departure from JANE Dispensary must be clearly identified on the inventory ledger. After each customer delivery, the delivery inventory ledger must be updated to reflect the current inventory in possession of the licensed retailer's delivery driver. Delivery inventory ledgers may be maintained electronically, and the information must be entered into METRC no later than the end of the calendar day in which they occurred.

In accordance with Section 15418(e) of the DCC's regulations, JANE Dispensary's delivery driver shall maintain a log that includes all stops from the time the delivery driver leaves JANE Dispensary to the time that the delivery driver returns to the licensed premises, with the reason for each stop. The log shall be turned in to JANE Dispensary when the delivery driver returns to the licensed premises. JANE Dispensary will maintain the log as a commercial cannabis activity record as required by MAUCRSA. The log may be maintained electronically.

Prior to arrival at any delivery location, JANE Dispensary must have received a delivery request from the customer and provided the delivery request receipt to the delivery driver electronically or in hard copy. The delivery request receipt provided to JANE Dispensary's delivery driver shall contain all the information required in section above, except for the date and time the delivery was made, and the signature of the customer.

Immediately upon request from the Department of Cannabis Control, the City of Healdsburg, or any law enforcement officer with appropriate jurisdiction, JANE Dispensary shall provide:

- (1) All delivery inventory ledgers from the time JANE's delivery driver left the licensed premises up to the time of the request.
- (2) All delivery request receipts for cannabis goods carried by the driver, in the delivery vehicle, or any deliveries that have already been made to customers.
- (3) The log of all stops from the time JANE's delivery driver left the licensed premises up to the time of the request.

If a JANE Dispensary delivery driver does not have any delivery requests to be performed for a 30- minute period, the delivery driver shall not make any additional

deliveries and shall return to JANE Dispensary premises. Required meal breaks shall not count toward the 30-minute period.

Upon returning to the JANE Dispensary premises, all undelivered cannabis goods shall be returned to inventory and all necessary inventory and track-and-trace records shall be updated as appropriate that same day.

### **Point-of-Sale (POS) System**

Jane Healdsburg will use Dutchie or a comparable Point-of-Sale system that integrates all required customer sales data into and out of METRC. This is a two-way API connection which pulls in customer sales and sends sales information back to Dutchie during the time of sale. During the transaction, a purchasing limits bar is fixed to the screen. Sales are then sent to Metrc through the API connection. This connection, in conjunction with our Point-of-Sale Software Purchasing Limits verifies that we are not over-selling Cannabis products to the customer.

JANE currently uses Dutchie at its other facilities, as it integrates with METRC easily. You can learn more about Dutchie here: <https://business.dutchie.com/pos>

We anticipate having seven sales terminals available to efficiently serve customers when the business is at full capacity. There will also be a few self-serve kiosks spread throughout the library where customers can place their order for pick-up without waiting in line – however, the transaction still must be completed at a register by a JANE staff member.

### **Customer Volume**

During the first year of operations, the business anticipates serving approximately 125 customers per day spending an average of \$55, with the busiest time projected to be 4pm through 6pm. During the second year of operations, the business anticipates serving approximately 170 customers per day spending an average of \$60. During the third year of operations, the business anticipates serving approximately 190 customers per day spending an average of \$70. These estimates are based on the customer volume and purchase amounts at our other locations, taking the different population and visitor base of Healdsburg into account.

### **Tracking to Prevent Diversion**

JANE Dispensary will comply with all state and local rules regarding tracking of products. All cannabis products will be labeled with a UID and scannable code, and

all activity involving cannabis products will be entered into METRC. Additionally, regular inventory reconciliations will take place to ensure that products are not being diverted to the illicit market. Any significant discrepancies in inventory will be reported to the Department of Cannabis Control and the Healdsburg Police Department within 24 hours in accordance with 4 C.C.R. §15036(a)(1), 4 C.C.R. §15034, and HMC §20.20.095(A)(15)(a). The Healdsburg Municipal Code defines “significant discrepancy” as 2% of inventory, which is more stringent than the DCC’s definition (5%); the City’s more strict definition will be used when determining whether a discrepancy in inventory is significant.

In addition, any diversion, theft, loss, other criminal activity, or other breach of security involving the dispensary will be reported by JANE Dispensary personnel to the Healdsburg Police Department and the Department of Cannabis Control within 24 hours per 4 C.C.R. §15036(a)(2)-(5) and HMC §20.20.095(A)(15)(b)-(c).

As noted above, JANE Dispensary plans to use Dutchie for real-time, user-friendly METRC tracking. This is the POS software we use at our other locations, and it is used by many other operators as well. All personnel will be trained on proper use of the POS system and the importance of careful tracking of cannabis products

### ***Inventory Counts - Procedure***

JANE Dispensary will maintain a consistent program of counting and reconciling all inventory. Follow this process for inventory counts. Counts are to take place Every Wednesday (Overlapping Day) Evening after the store has been closed.

Build out the list of current products on hand within the Vault the Inventory on-Hand Reporting. A minimum of three people is required to perform and verify these counts: Two people to physically count inventory, One person to input data as completed into METRC Reconciliation.

Each week, we are to count a different category in cycles. Filter down by Category and print each separately. Start by category:

1<sup>st</sup> week - Flower & Pre-rolls

2<sup>nd</sup> week – Edibles

3<sup>rd</sup> week - Concentrates & Vape Cartridges

4<sup>th</sup> week – Wellness

Count all live inventory on display.

Make sure the barcode on display matches current barcode/batch for sale.

Log displayed products in excel sheet.

Take each plastic bin per category to the intake room for counts.  
Before starting, verify the UID number matches the product on the sheet.

Double check by scanning the barcode of any given SKU.  
Open Each bin and log each product counted by the Name, Package, Tag ID, and amount on hand in an excel sheet.

Pull each product for the given package tag out of the inventory bin and count each physically as you go.  
As counts are being completed someone should be designated to input this information directly into METRC Reconciliation.  
All inventory counts MUST be inputted before opening the next day.

## **Waste Management**

Damaged, defective, expired, and returned cannabis products are to be put into the secure cannabis waste area located in a limited access area within the facility. These items are to be marked (both physically and in METRC) in accordance with their specific reason code for disposal.

JANE Dispensary employees will not dispose of cannabis goods, unless disposed of as cannabis waste in accordance with state and local laws and regulations. The third-party vendor in charge of waste disposal will be GAIACA (<https://www.gaiaca.com/>, 831-264-4242), a leading provider of compliant waste disposal services in the cannabis industry.

Cannabis goods intended for disposal shall remain on the licensed premises until rendered into cannabis waste. JANE Dispensary will ensure that:

- Access to cannabis goods is restricted to the licensee, employees or agents
- Storage of the cannabis goods allocated for disposal is separate and distinct from other cannabis goods.
  - To be rendered as cannabis waste for proper disposal, including disposal of any hazardous waste as defined under Public Resources Code section 40192, cannabis goods shall first be destroyed on the licensed premises.
  - This includes, at a minimum, removing or separating the cannabis goods from any packaging or container and rendering it

unrecognizable and unusable under video surveillance in accordance with Title 4, C.C.R. §17223.

- Rendering of cannabis waste will take place in a limited access area.
- Vape Cartridges are not required to be emptied.
- Cannabis waste shall be secured in the receptacle provided by GIAICA.
- All cannabis waste activities, up to and including disposal, will be entered into the track and trace system.

## **Signage**

JANE Dispensary will prominently display the following permits and signage at our facility:

- Department of Cannabis Control-issued license.
- Department of Cannabis Control-issued QR Code.
- City of Healdsburg Business License..
- State of California Seller's Permit.
- Signage required by Healdsburg Municipal Code §20.20.095(B)(7)(p), each no less than eight by ten inches in size and displayed prominently where customers can easily see them, specifically:
  - i. "The dispensing of cannabis without a state license is illegal."
  - ii. "Use or consumption of cannabis on this premises or property is prohibited."
  - iii. "All visitors to this premises must be at least 21 years of age, or, at least 18 years of age and able to show a government issued medical cannabis ID card in accordance with California Health and Safety Code Section 11362.7 *et seq.*"
- Other signage required by applicable laws, regulations and ordinances.

## **Section B: Labor and Employment Plan**

### **I. Collective Bargaining**

At JANE Dispensary, we firmly believe that our employees are at the heart of our success. We are committed to fostering a workplace culture that embraces inclusivity, support, and passion for cannabis. Our team comprises knowledgeable cannabis consultants, friendly support staff, and experienced managers who collaborate to deliver an elevated and exceptional experience for our valued customers. In this section, we outline our commitment to our employees, our approach to collective bargaining, and the various benefits and opportunities we offer to create a thriving and fulfilling work environment.

We recognize that worker rights are human rights, and respect the importance of the organized labor movement. While we do not currently have a collective bargaining agreement in place, we are open to engaging in a collaborative process with a bona fide labor organization. We pledge to enter into a Labor Peace Agreement (LPA) with a bona fide labor organization upon hiring our 10th employee – specifically, within 60 days of that hire, but in no event later than July 1, 2024 – in accordance with State law. This LPA will provide an opportunity for JANE Dispensary employees to meet with labor organization representatives on-site, ensuring that they can learn about unionization while maintaining our commitment to delivering high-quality products and service to our customers and providing a benefit to Healdsburg residents and visitors.

We understand that collective bargaining can have benefits for both employees and employers, and we are open to exploring the potential advantages that such an agreement may bring. We believe that engaging in constructive dialogue with labor organizations can lead to improved working conditions, fair compensation, and enhanced employee satisfaction.

JANE Dispensary is committed to complying with all applicable labor laws and regulations. Led by our talented HR Director, we will work diligently to create a safe and supportive workplace that encourages open communication, mutual respect, and fair treatment for all employees. Our aim is to establish a positive and collaborative relationship between management, workers, and labor representatives.

We remain committed to providing fair wages, competitive benefits, and opportunities for professional growth and development. We believe that by fostering

a positive work environment and valuing our employees, we can create a fulfilling and rewarding experience for everyone at JANE Dispensary.

## **II. Number of Employees**

We initially plan to employ a total of approximately 15-20 staff members, with the potential to employ up to 25 staff members by Y3. This includes various positions to ensure efficient operations and excellent customer service. To the extent allowable by law, we intend to prioritize hiring Healdsburg residents.

The majority, if not all, of our staff members will be full-time employees. We believe that providing full-time employment opportunities offers stability and allows our employees to fully engage in their roles, contributing their skills and expertise to the success of JANE Dispensary. We are committed to creating a supportive and fulfilling work environment where our staff can thrive and grow professionally.

By having a dedicated and knowledgeable team, we aim to deliver exceptional customer experiences, maintain operational efficiency, and uphold the highest standards of service within the cannabis industry.



JANE Dispensary employees at our Cotati location.

## **III. Employee Responsibilities**

JANE Dispensary will employ dedicated and qualified individuals to fill various positions within the company. These positions include:

***President***

- Provide strategic leadership and overall direction for JANE Dispensary.
- Develop and execute business strategies to achieve company goals.
- Oversee operations and ensure compliance with regulations and industry standards.
- Foster a positive company culture and maintain strong relationships with stakeholders.

***Chief Operating Officer (COO)***

- Drive operational excellence and efficiency across all departments.
- Develop and implement operational policies and procedures.
- Oversee supply chain management, inventory control, and vendor relationships.
- Collaborate with other executives to align business strategies and objectives.
- Ensure compliance with regulatory requirements and industry best practices.

***Chief Financial Officer (CFO)***

- Oversee all financial aspects of JANE Dispensary, including budgeting, financial planning, and forecasting.
- Develop and implement financial strategies to support the company's growth and profitability goals.
- Monitor and analyze financial performance, identifying areas for improvement and cost-saving opportunities.
- Ensure compliance with all financial regulations and reporting requirements.
- Manage financial risk and ensure effective internal controls are in place.
- Collaborate with other departments to provide financial insights and support decision-making processes.
- Lead financial modeling and analysis for potential business opportunities and expansions.
- Supervise financial reporting and provide regular updates to the CEO and COO.
- Manage cash flow, liquidity, and investment strategies.
- Oversee tax planning and preparation in coordination with external accountants.
- Maintain relationships with financial institutions, investors, and stakeholders.
- Stay informed about industry trends and changes in financial regulations to ensure the company's financial practices are up-to-date and compliant.

***General Manager***

- Oversee day-to-day operations of the dispensary.
- Manage and support department managers to ensure smooth workflow.
- Develop and implement operational plans to achieve business objectives.
- Monitor financial performance and identify areas for improvement.
- Maintain strong relationships with customers and the local community.

***Human Resources Director***

- Develop and implement HR strategies aligned with the company's goals.
- Manage recruitment, onboarding, and employee development programs.
- Oversee employee relations, performance management, and compensation.
- Ensure compliance with employment laws and regulations.
- Foster a positive and inclusive work environment.

***Marketing Director***

- Develop and implement marketing strategies to promote JANE Dispensary.
- Manage brand identity, advertising, and public relations activities.
- Conduct market research and analyze consumer trends.
- Oversee digital marketing, social media, and content creation.
- Collaborate with other departments to align marketing efforts with business objectives.

***Lead Employee***

- Oversee the day-to-day operations of the dispensary.
- Manage staff and ensure adherence to company policies and procedures.
- Implement effective sales strategies and promotional activities.
- Maintain inventory and ensure accurate product tracking.
- Foster a positive work environment and provide leadership and support to the team.

***Cannabis Consultants (Budtenders)***

- Greet and assist customers in a friendly and knowledgeable manner.
- Provide accurate information about cannabis products and their effects.
- Guide customers in product selection based on their preferences and needs.
- Ensure compliance with applicable regulations and age verification methods.
- Maintain a clean and organized sales floor.

***Inventory Manager***

- Manage and oversee all aspects of inventory control and management for JANE Dispensary.

- Develop and implement inventory management policies and procedures to ensure accurate tracking and reporting of inventory levels.
- Coordinate with suppliers and vendors to ensure timely and accurate delivery of inventory items.
- Conduct regular inventory audits and reconciliations to identify discrepancies and resolve any issues.
- Optimize inventory levels to meet customer demand while minimizing carrying costs and stockouts.
- Utilize inventory management software and systems to track and monitor inventory movements and levels.
- Forecast inventory needs based on sales trends and seasonal fluctuations.
- Collaborate with other departments, such as purchasing and sales, to coordinate inventory needs and ensure adequate stock levels.
- Implement quality control measures to ensure the accuracy and integrity of inventory data.
- Train and supervise inventory team members, providing guidance and support as needed.
- Monitor and maintain appropriate inventory levels to avoid overstocking or shortages.
- Analyze inventory data and trends to identify opportunities for process improvement and cost savings.

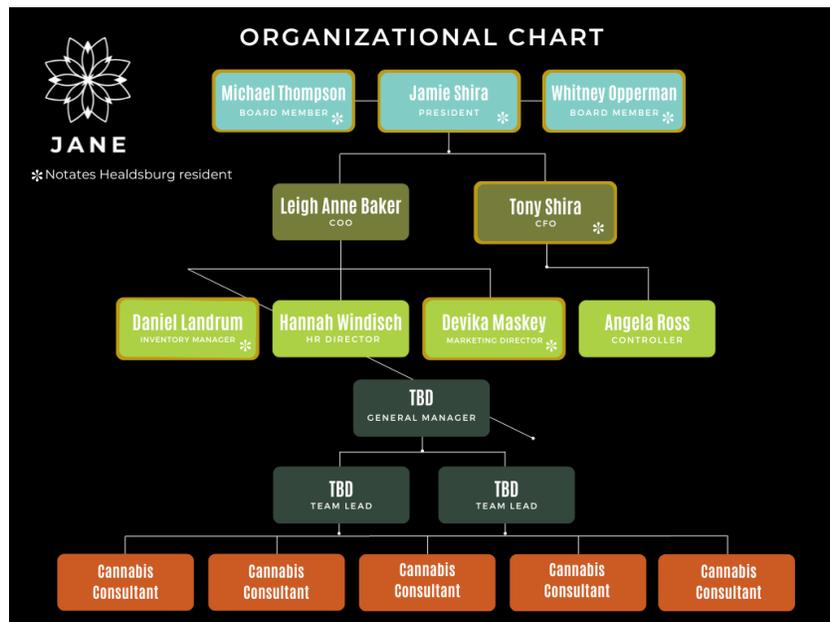
### ***Controller***

- Oversee all aspects of invoice management and bill payment for JANE Dispensary.
- Process and manage incoming invoices, ensuring accuracy and completeness.
- Ensure all bills are paid on time and in compliance with company policies.
- Prepare and provide regular financial reports related to invoices and payments.
- Analyze financial data and identify opportunities for cost optimization.
- Monitor cash flow and budgetary compliance to support financial planning.
- Stay updated on industry best practices and changes in financial regulations.
- Work with external auditors during financial audits and provide necessary documentation.
- Support senior management in making informed financial decisions.
- Uphold financial confidentiality and maintain data security standards.

### ***Delivery Drivers***

- Safely operate delivery vehicles to transport cannabis products to customers' designated locations.
- Ensure timely and accurate delivery of orders to customers, following designated routes and schedules.
- Verify customer identification and age to ensure compliance with legal requirements for cannabis delivery.
- Maintain proper documentation and records of deliveries, including proof of delivery and customer signatures.
- Adhere to all traffic laws, safety regulations, and company policies while driving and operating delivery vehicles.
- Demonstrate professionalism and represent JANE Dispensary positively while interacting with customers and the public.

Each employee at JANE Dispensary plays a crucial role in delivering a positive and professional experience to customers. By fulfilling their respective responsibilities, the team collectively contributes to the dispensary's success and will solidify our reputation as a trusted cannabis retailer in the Healdsburg community.



#### IV. Employee Benefits

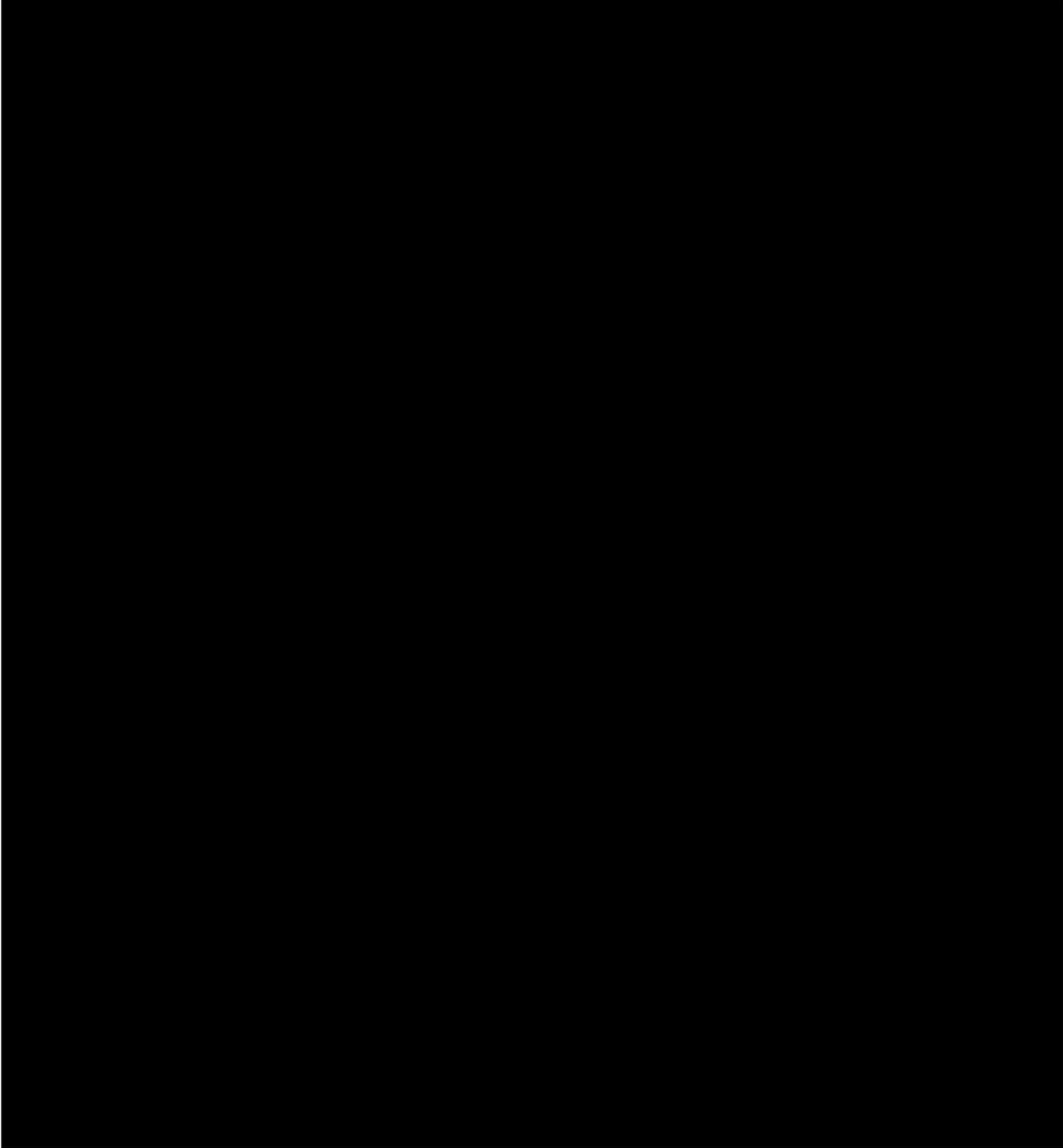
At JANE Dispensary, we believe in prioritizing the well-being and satisfaction of our employees. We offer a comprehensive benefits package to support their personal and professional needs. As part of our commitment to employee welfare, we provide the following benefits:

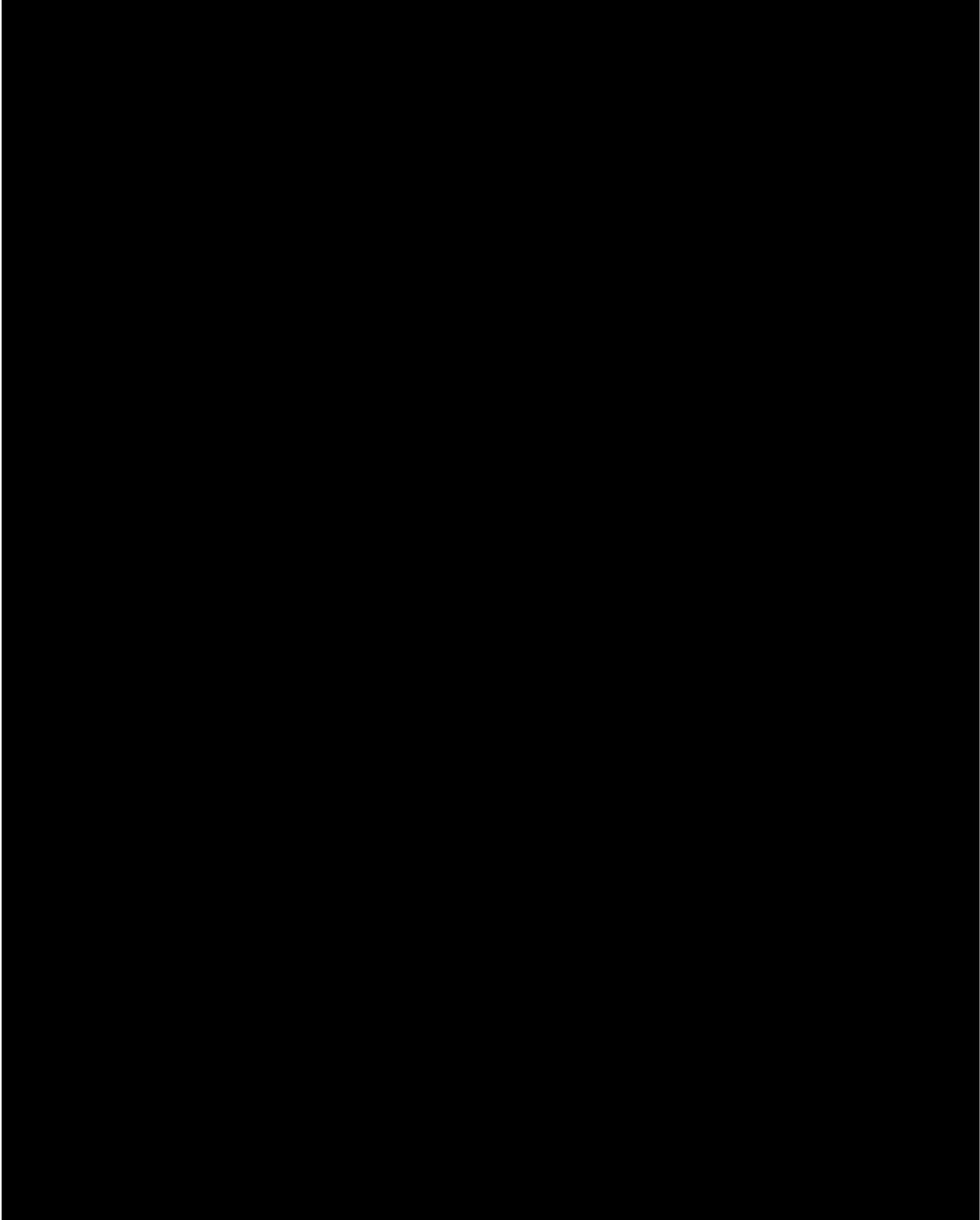
- **Health Care:** We believe that access to quality health care is essential. We are proud to offer a health care plan/health insurance options to our employees, with 100% of the cost covered by JANE Dispensary. Our goal is to ensure that our employees have the necessary medical services and coverage to support their well-being.
- **Vision and Dental Coverage:** Our benefits package includes vision and dental care options to further support our employees' overall health. We strive to provide comprehensive coverage for our employees to address their vision and dental needs.
- **Paid Vacation Time:** We understand the importance of work-life balance and provide paid vacation time for eligible employees. The number of vacation days earned per year increases with length of employment.
- **Sick Days:** Regular full-time employees are eligible to receive three paid sick days per calendar year to address personal health needs.
- **Paid Holidays:** Regular full-time exempt employees are eligible to receive holiday pay for the following holidays that fall on normal workdays:
  - New Year's Day
  - Presidents Day
  - Memorial Day
  - Independence Day
  - Labor Day
  - Thanksgiving Day
  - Day after Thanksgiving
  - Christmas Eve
  - Christmas Day
  - New Year's Eve
- **Social Security:** All employees are covered by the Federal Insurance Contribution Act (Social Security). JANE Dispensary matches the employee's Social Security contributions, providing retirement, disability, death, survivor, and Medicare benefits for employees and their dependents.
- **State Unemployment Insurance:** Eligible employees are covered by the state's unemployment insurance program, which provides weekly benefits if they become unemployed through no fault of their own or due to other qualifying circumstances described in the law.

- **State Disability Insurance:** JANE Dispensary offers state disability insurance, providing temporary disability benefits for employees unable to work due to a non-occupational accident, illness, or pregnancy. Employees must complete a state form to receive benefits.
- **Workers' Compensation:** The company carries Workers' Compensation Insurance to protect employees from income loss due to occupational injury or illness. This coverage is provided at no cost to employees and is effective immediately upon employment.
- **Vehicle Allowance:** Employees required to use their vehicles for company purposes will be reimbursed at the IRS set rate. A mileage log must be submitted to receive reimbursement.
- **Family and Medical Leaves:** JANE Dispensary recognizes the importance of supporting employees during significant life events or health challenges. Eligible employees may request unpaid family and medical leaves of absence, as governed by applicable laws. These leaves provide job protection and time off to care for a newborn child, a child placed for adoption or foster care, or a spouse, child, or parent with a serious health condition. Employees must meet certain eligibility criteria and provide appropriate notice and certification as required by law.
- **Stock Options:** None offered currently; however, we are open to exploring equity incentives for our employees in the future as the business grows.
- **Other Benefits:** JANE Dispensary offers a number of sales incentives, which change often and are available to all non-management level employees.

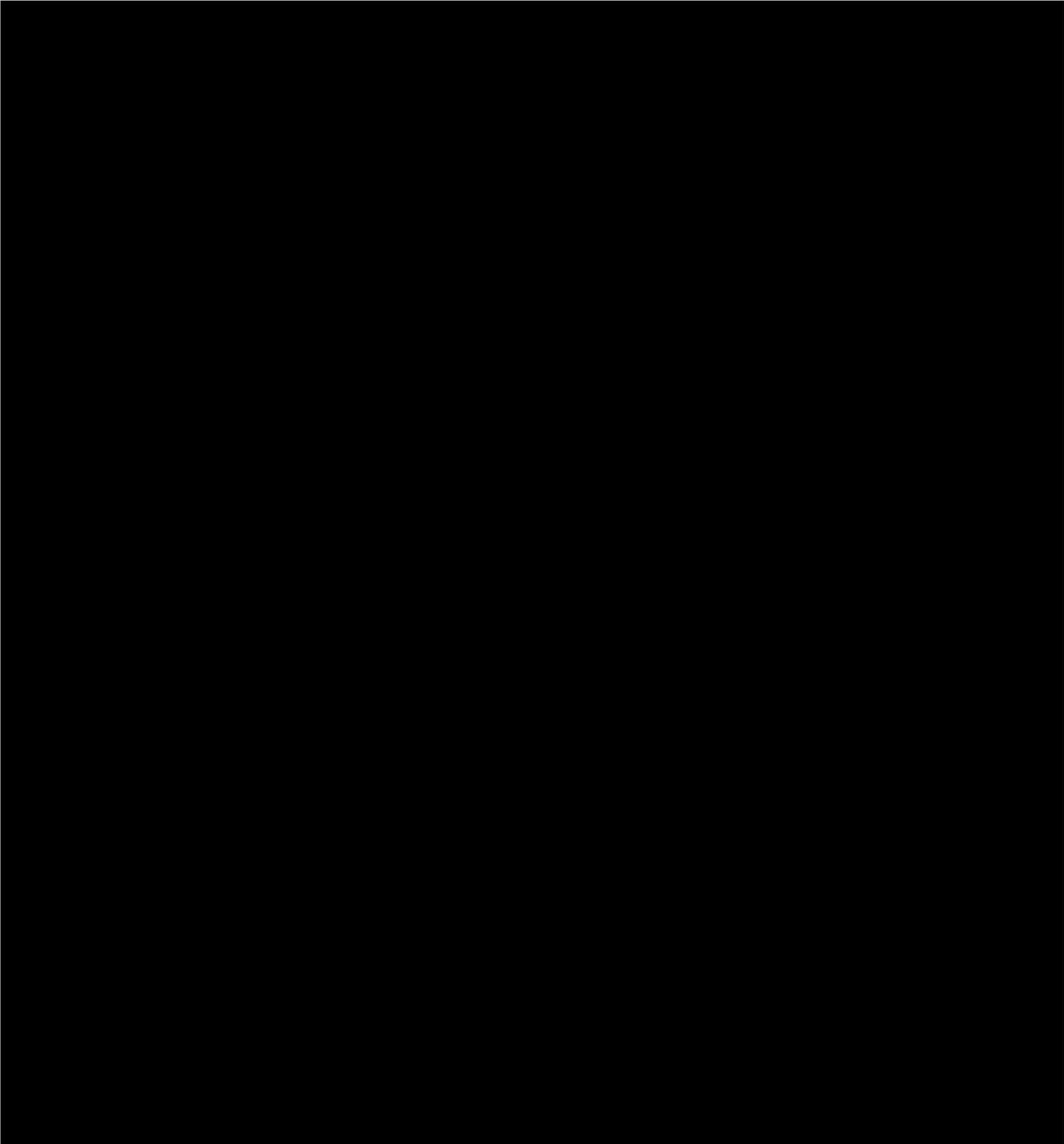
JANE Dispensary is committed to providing comprehensive employee benefits that prioritize the well-being, financial security, and work-life balance of our valued team members. We believe that by supporting our employees, we create a positive and fulfilling work environment where everyone can thrive.

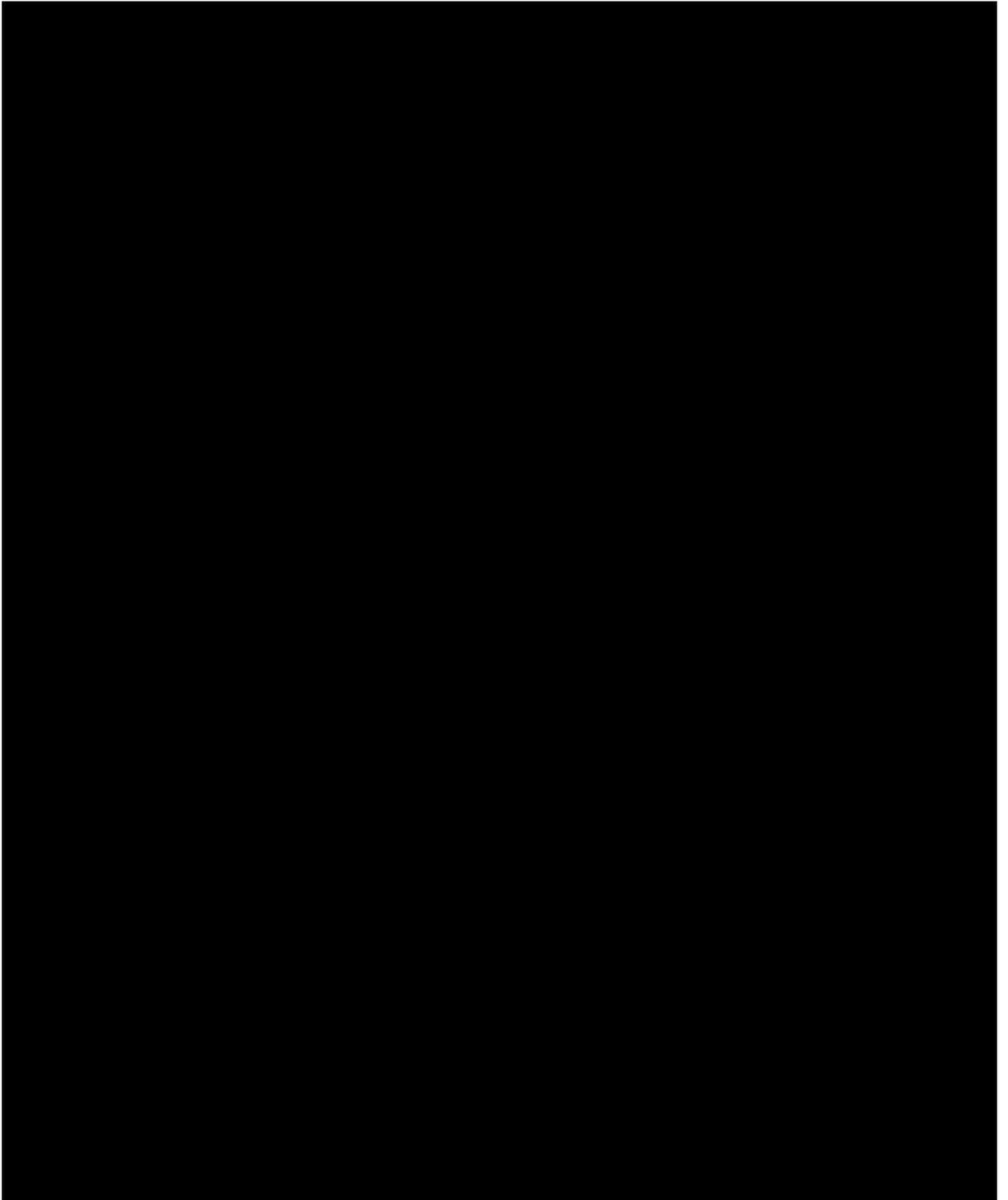
## Section C: Security Plan

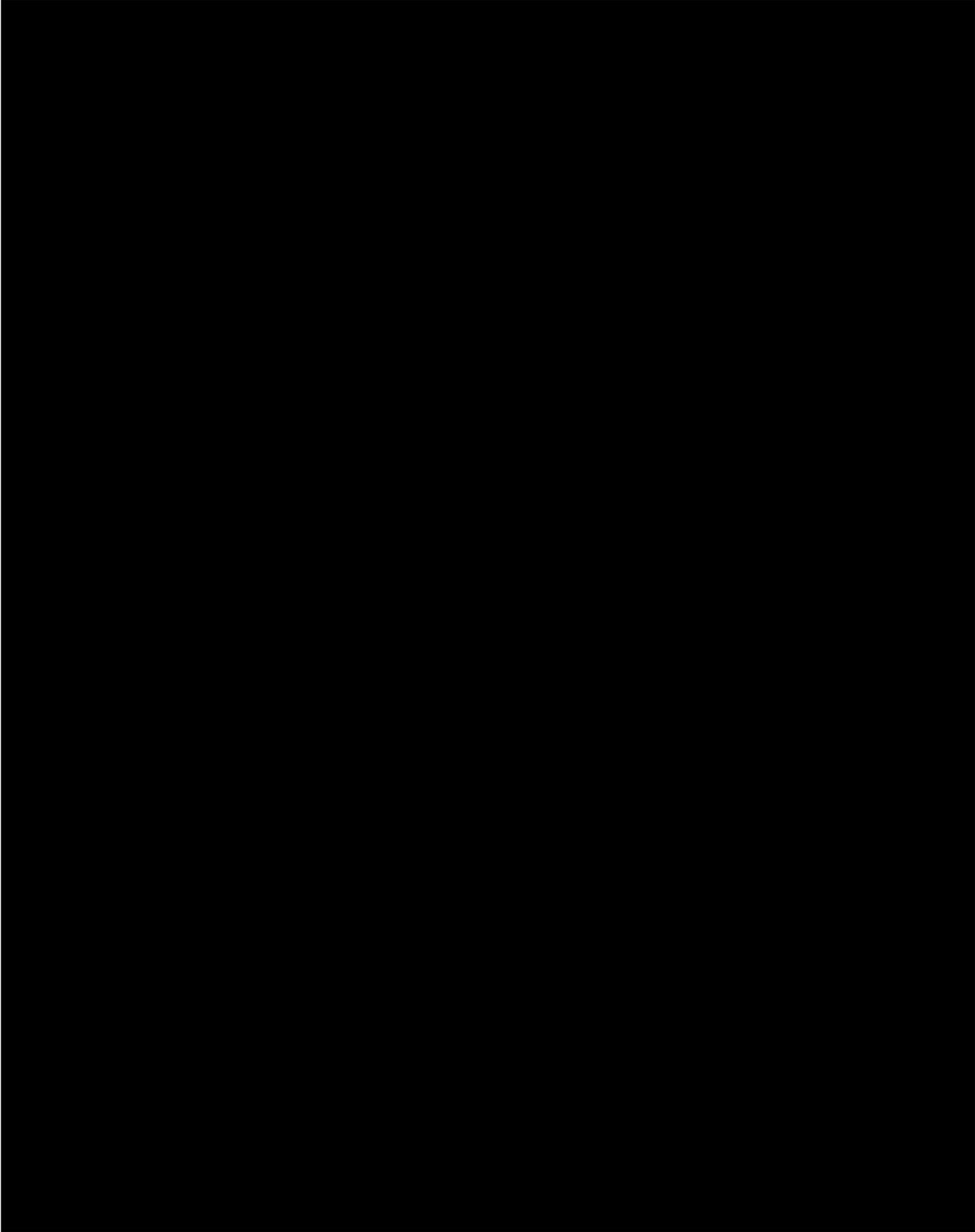


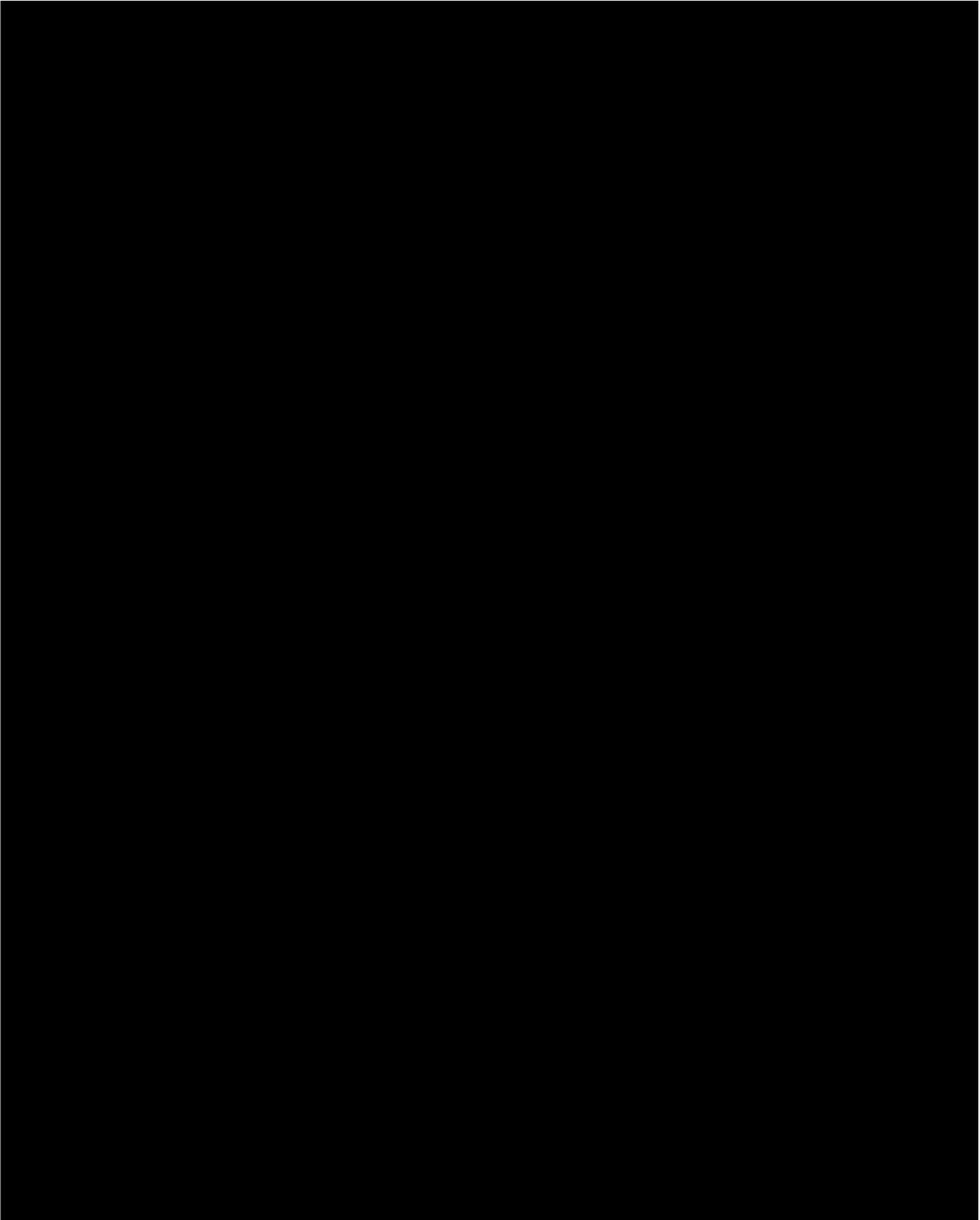


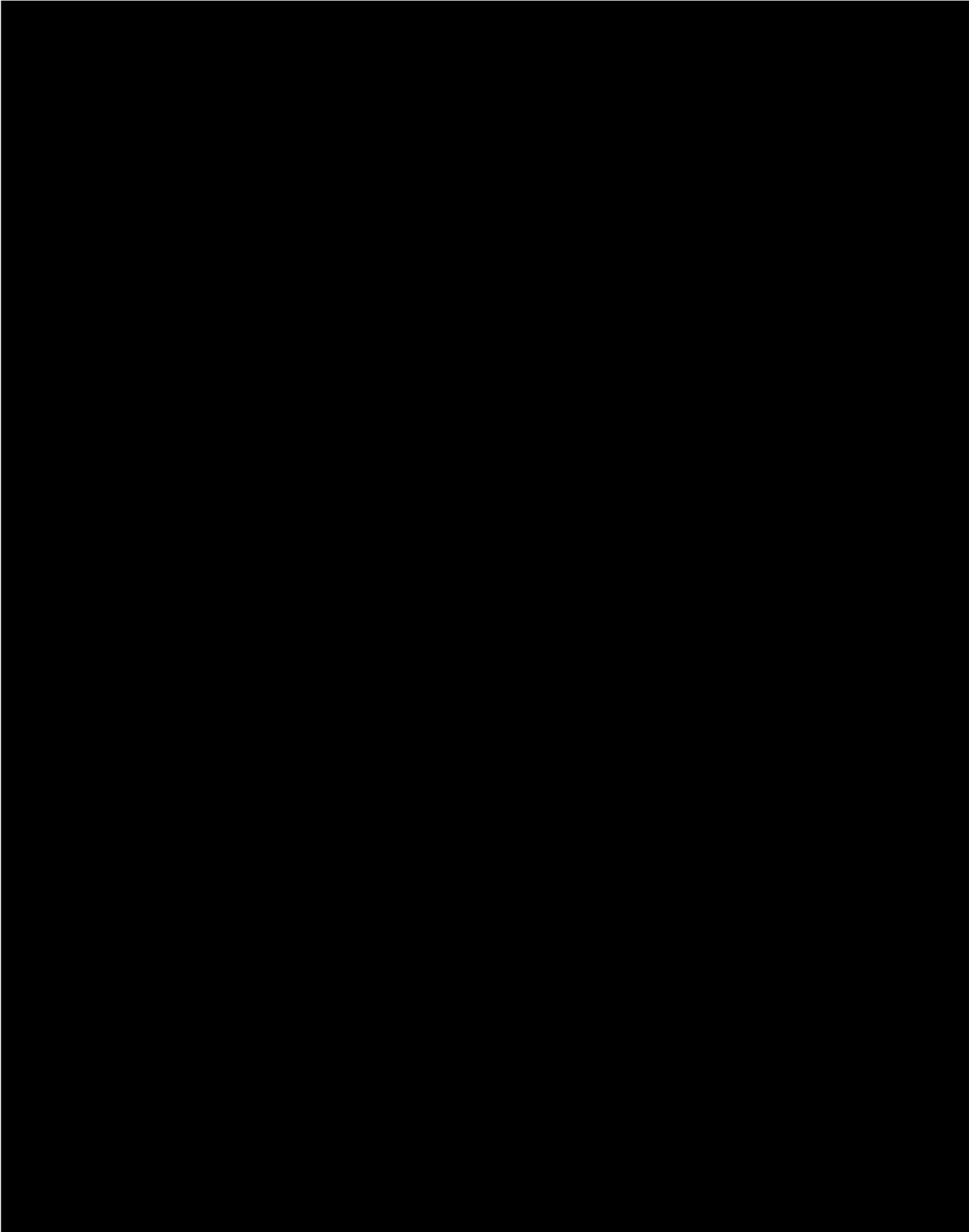




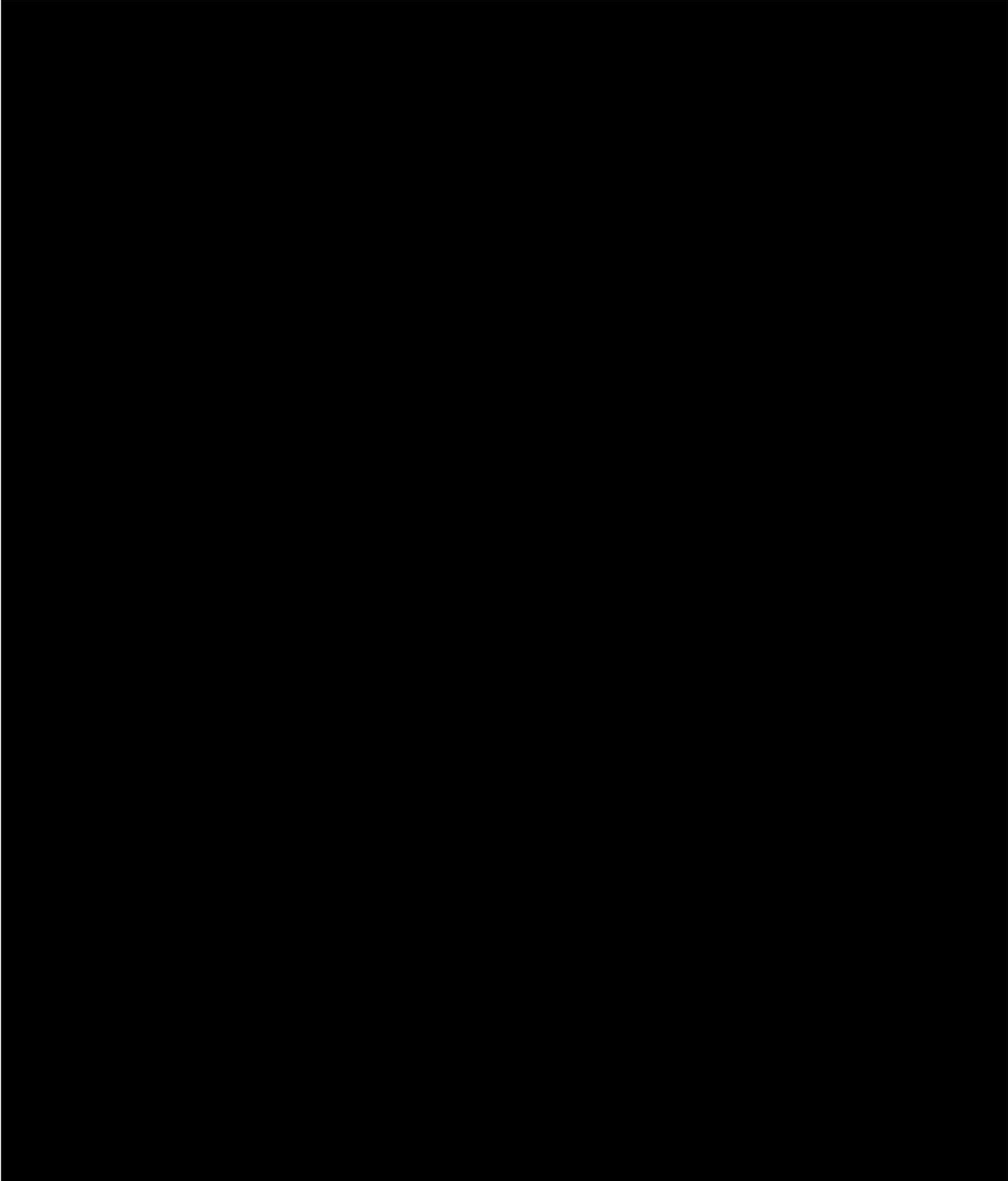




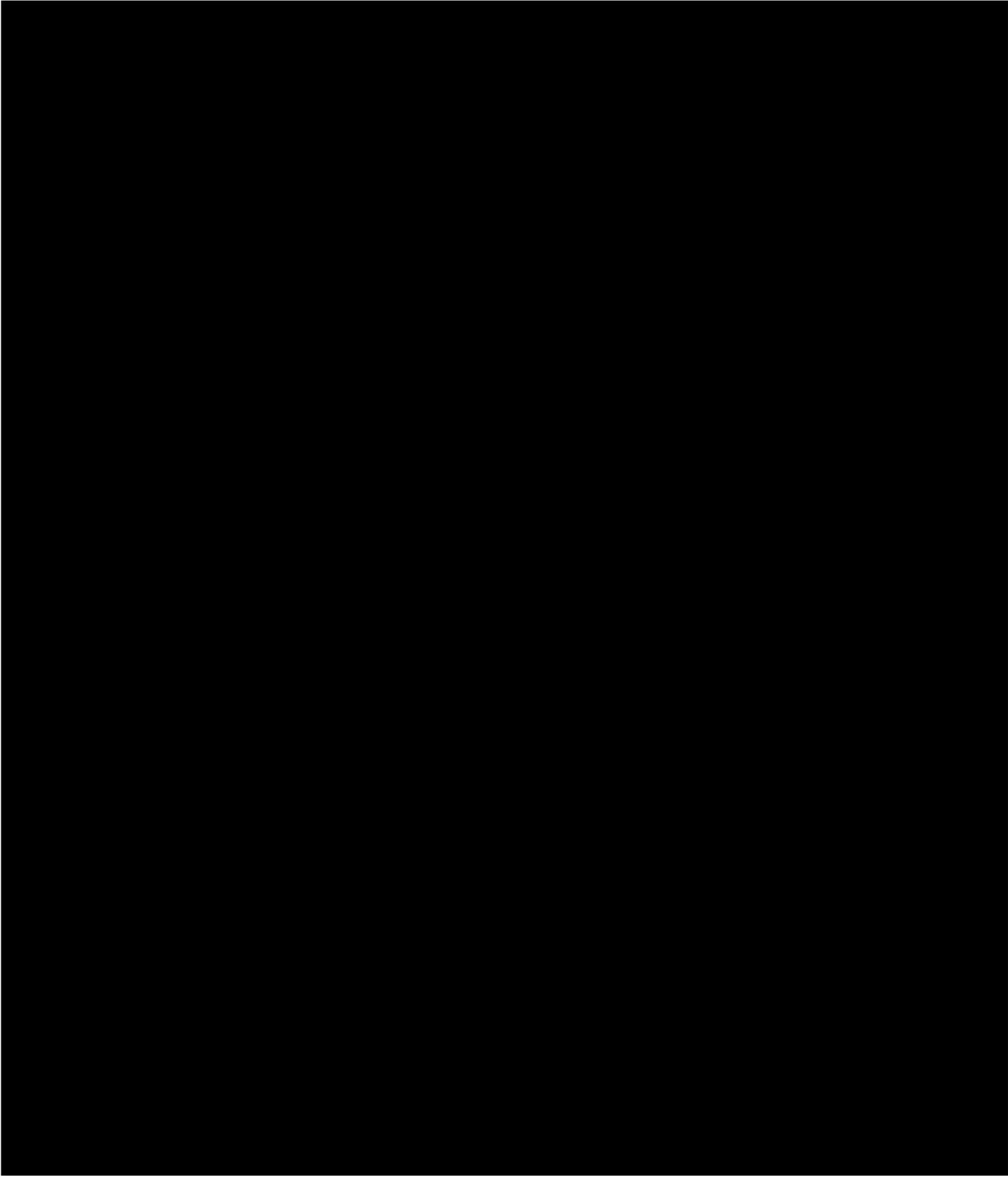


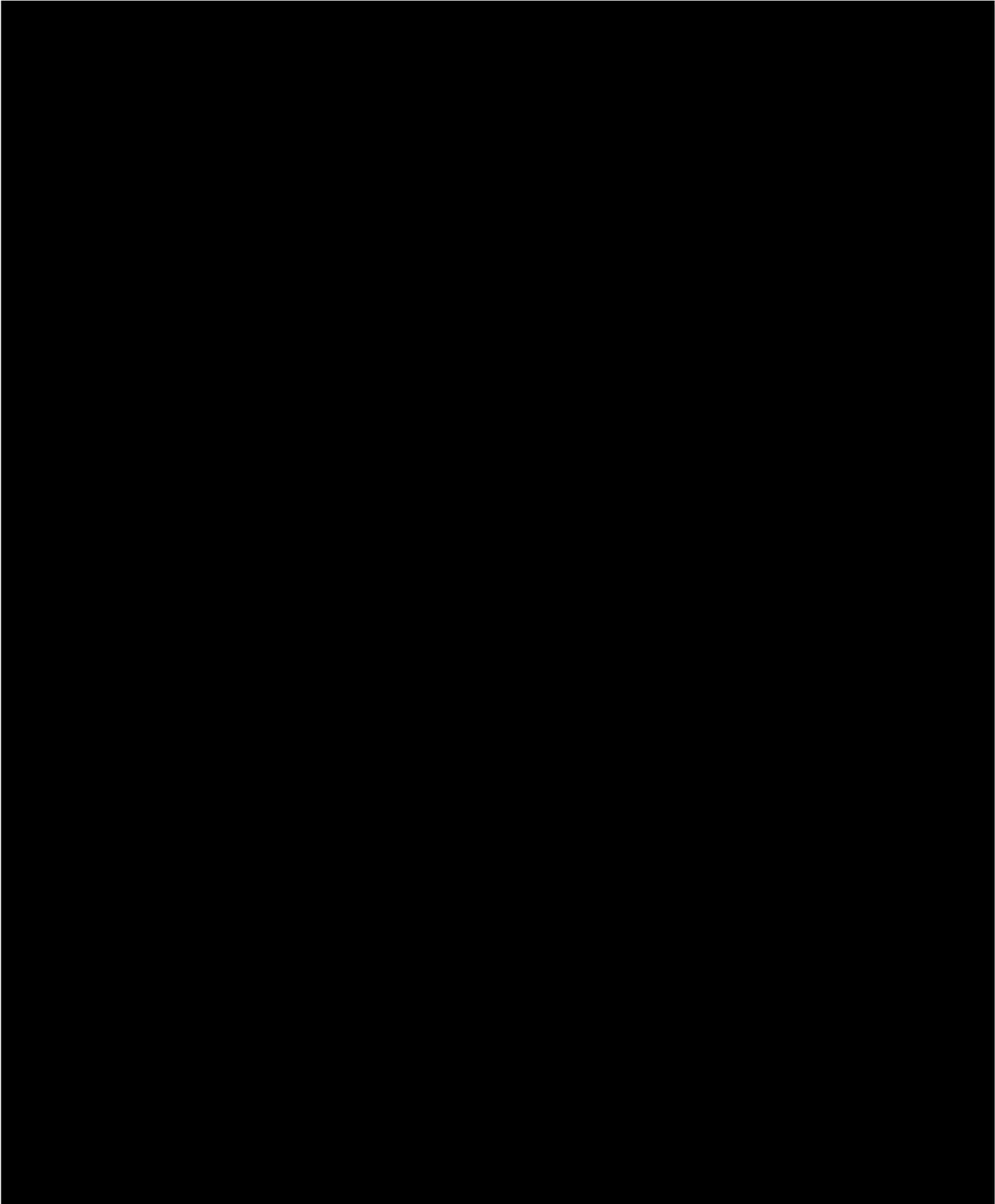






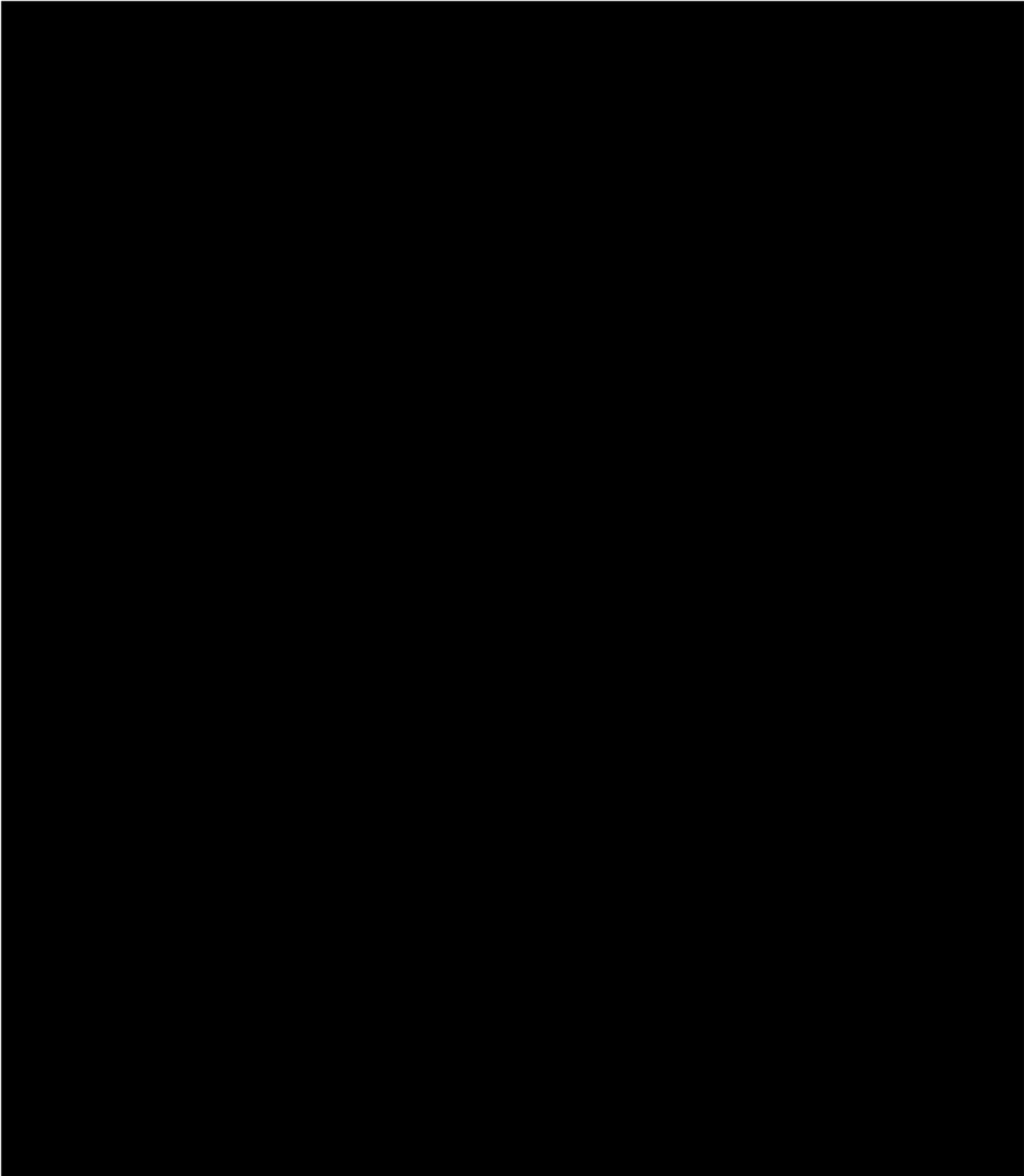


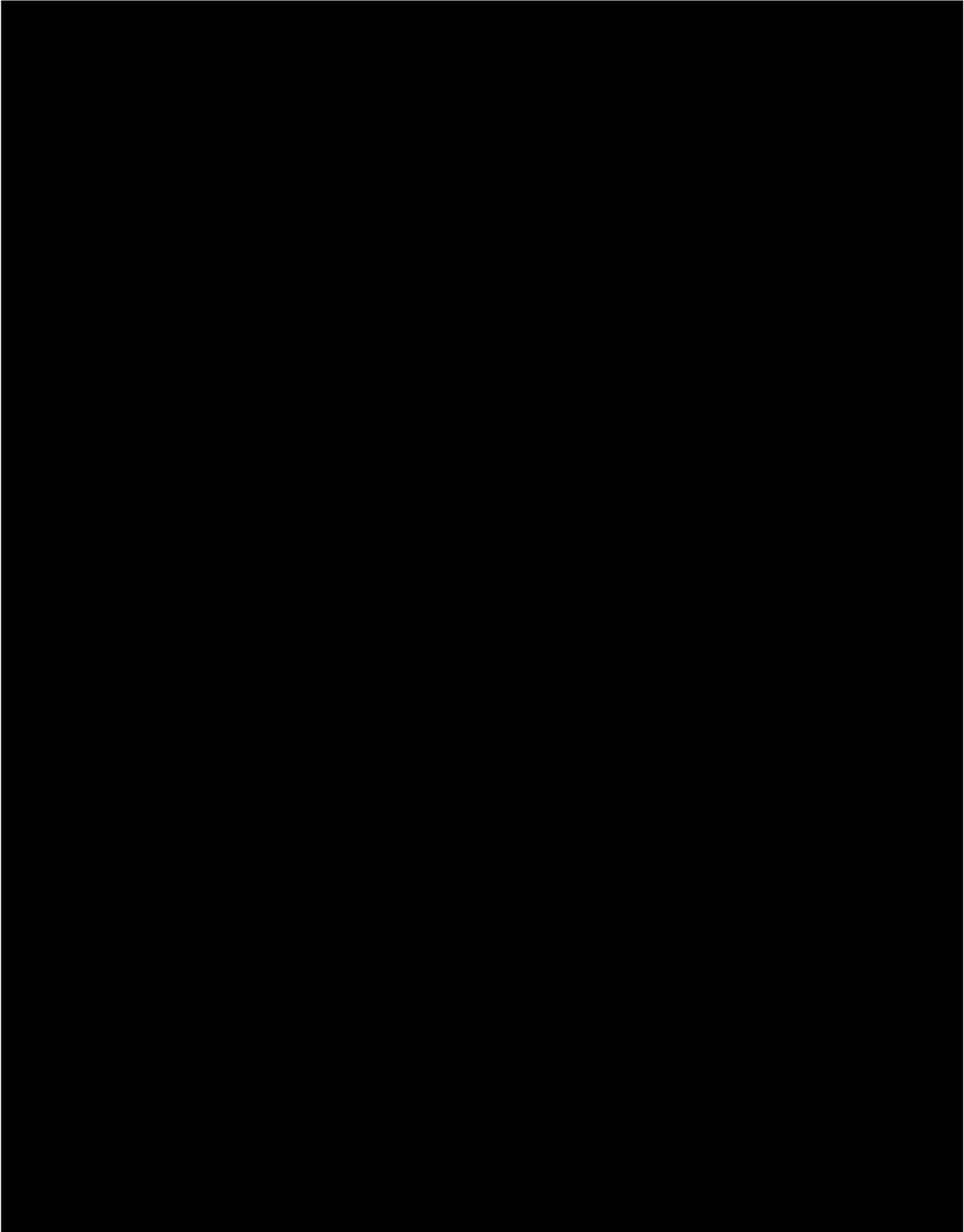


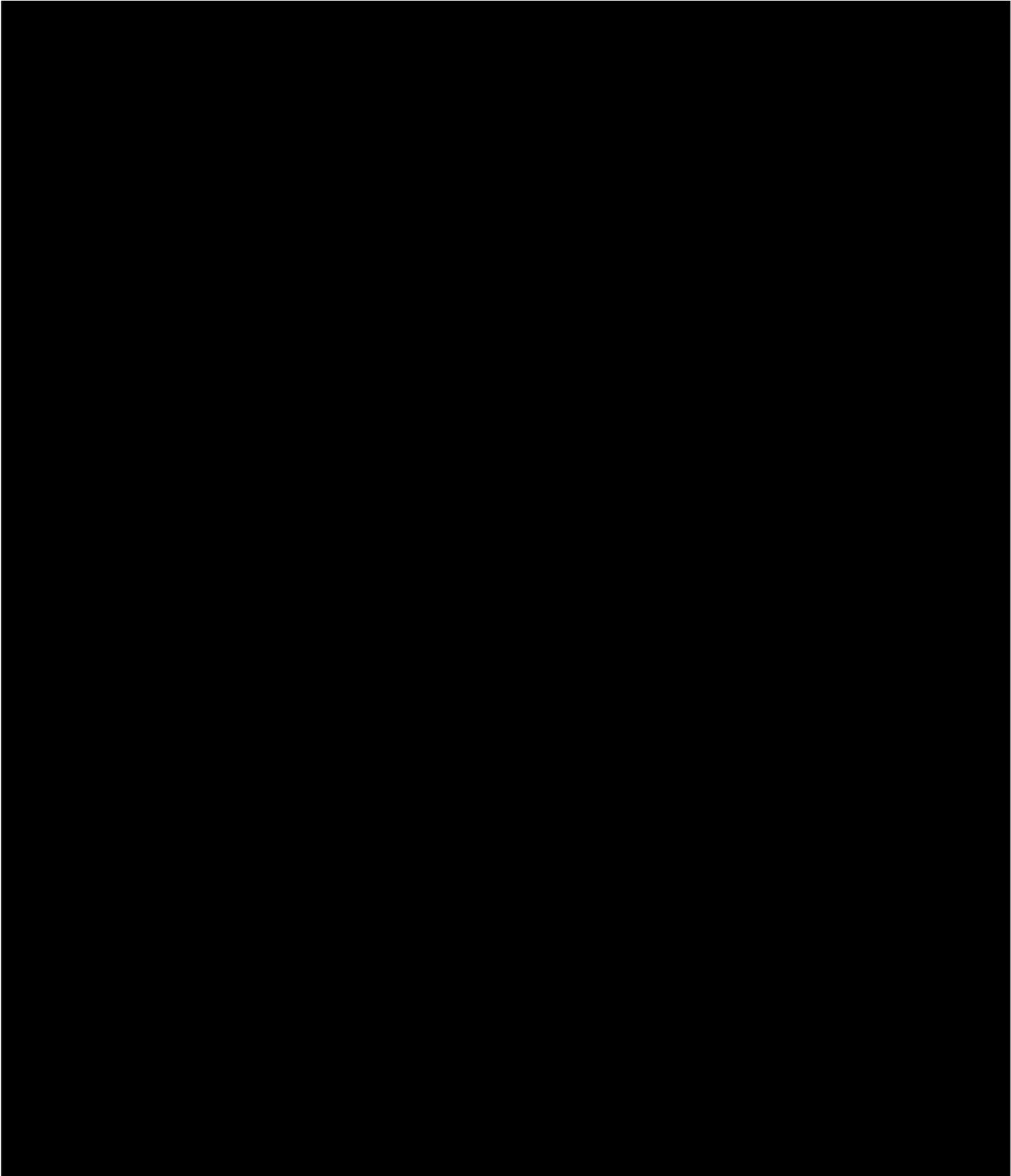


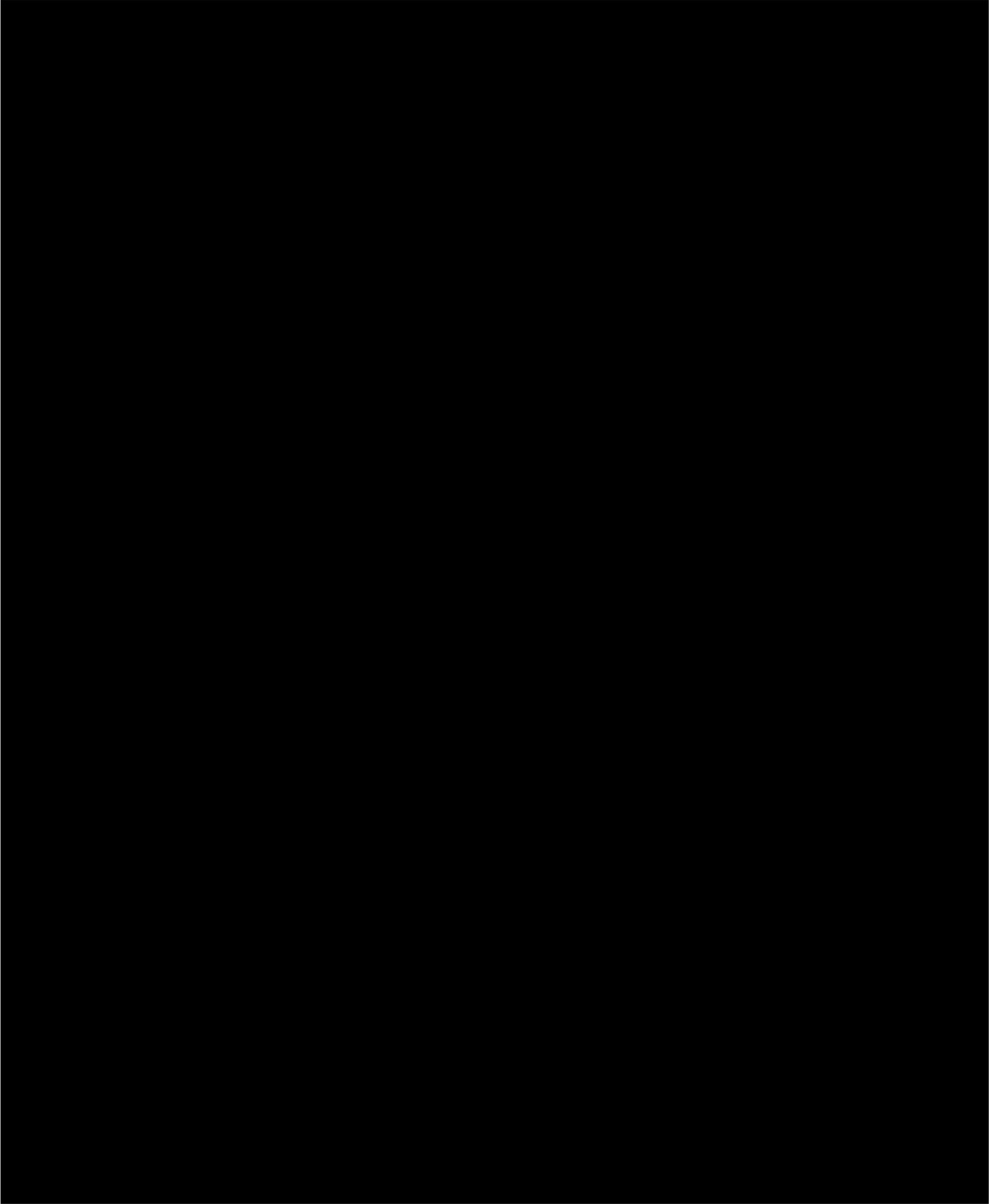




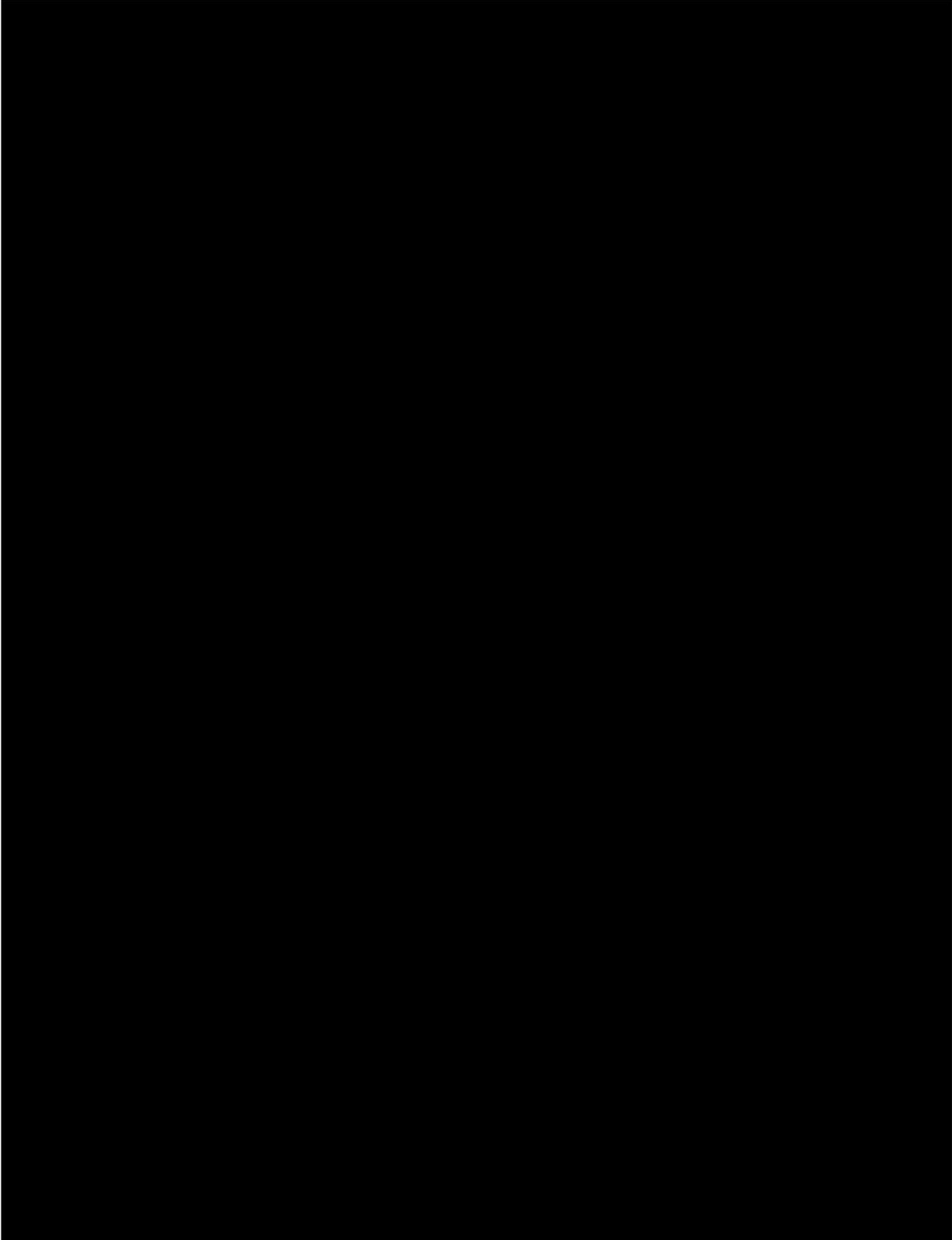


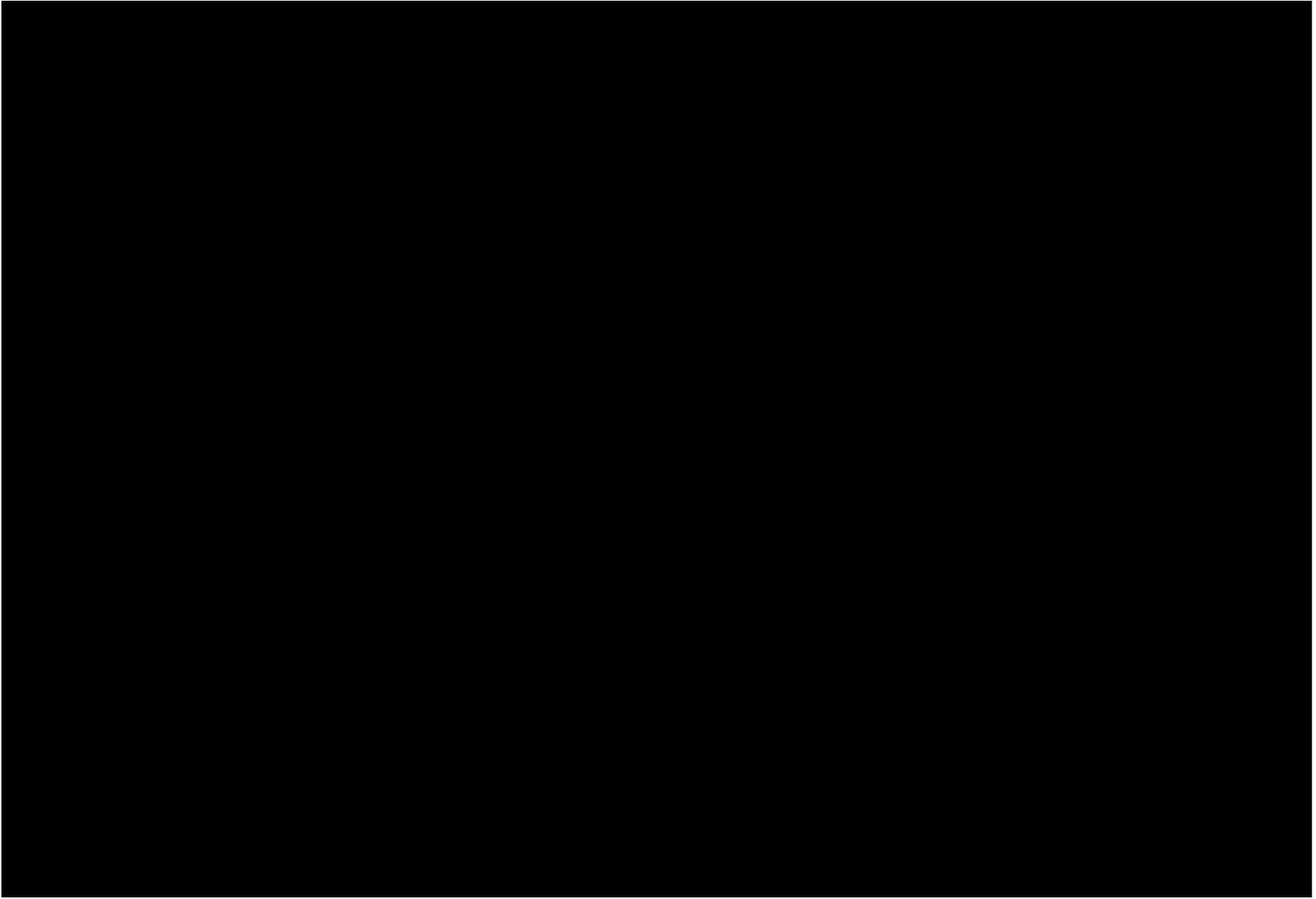


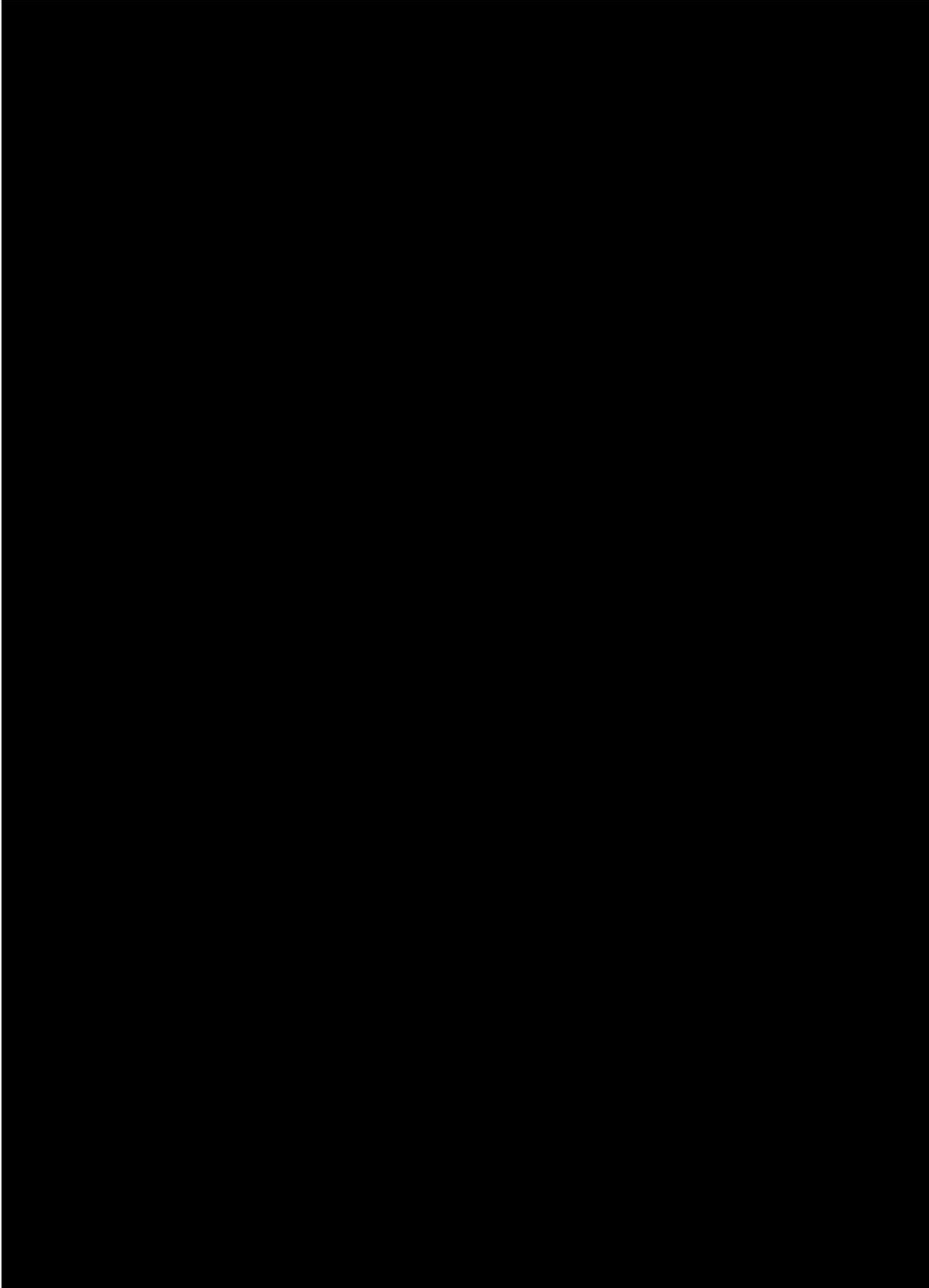


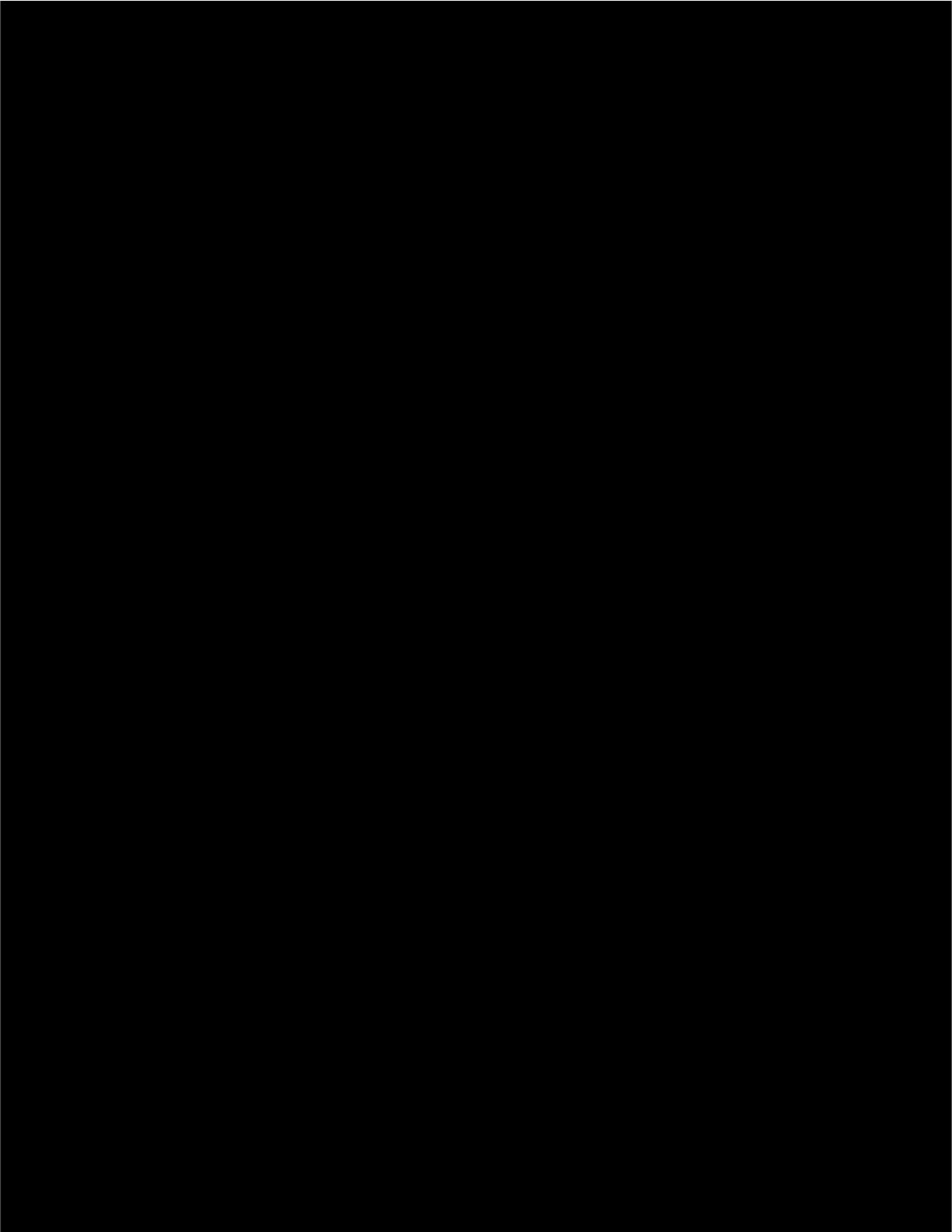


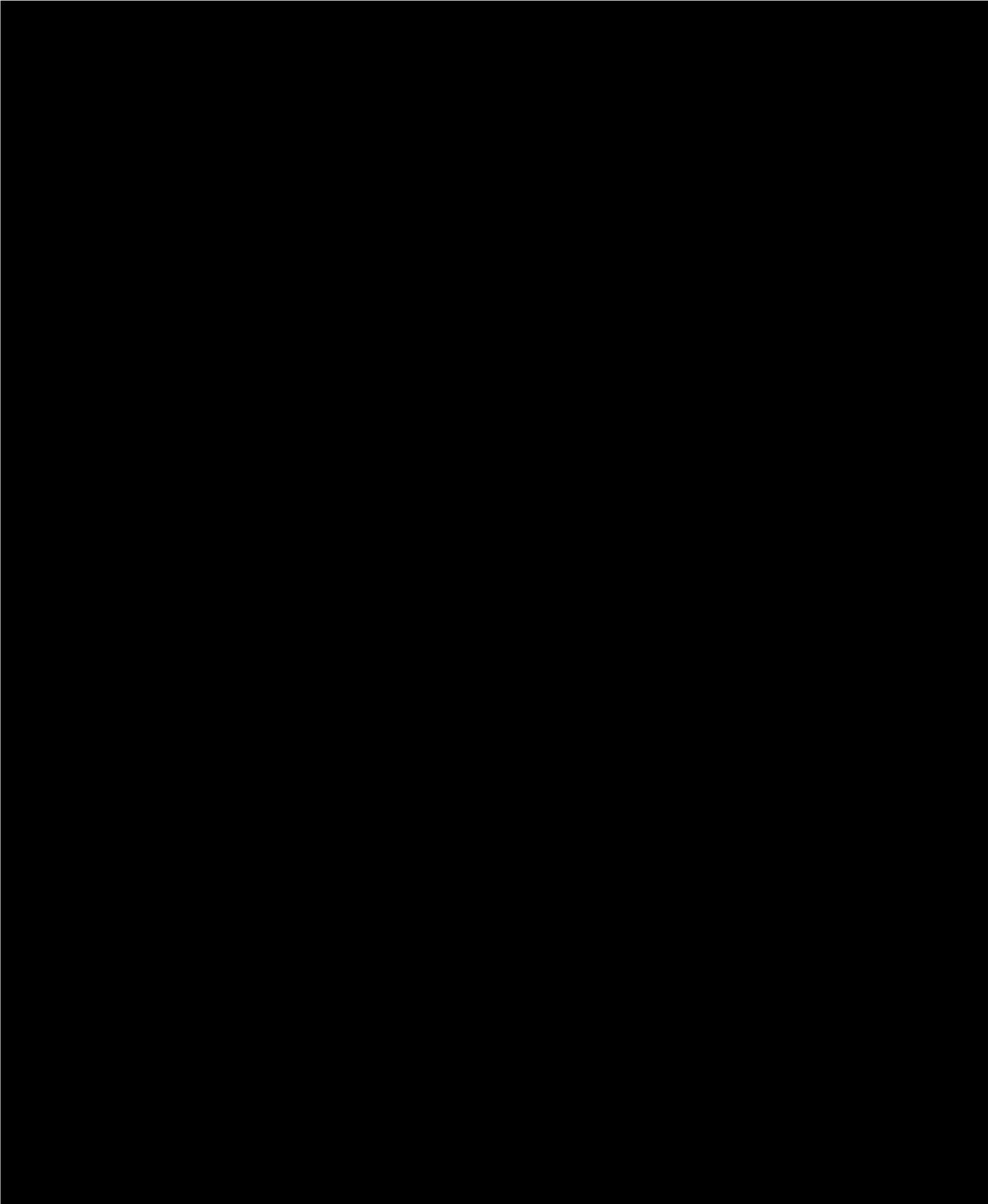












### **Section D: Qualification of Owners**

- I. Describe the business owner's prior experience in owning, managing, and operating a legally permitted or licensed retail cannabis business in the United States.**

**Jamie Shira:** Jamie Shira lives in Healdsburg with her husband and three children. She began her cannabis career in 2009, co-founding the Apothecarium, a multiple award winning, multi-state medical cannabis dispensary based in San Francisco. Her role at the Apothecarium progressed from Director of Human Resources to Chief Operating Officer once the business had scaled to three locations and was continuing to grow. Additionally, Jamie was the Chief Creative Officer and was instrumental in designing the look and feel of those dispensaries, and managing day-to-day operations at each location. Her goal was to create a comfortable, welcoming environment designed with the highest level of sophistication and elegance.

In 2017, Architectural Digest recognized Jamie's organization as the best designed dispensary in the nation. She was also instrumental in hiring the core team of staff, called "Cannabis Consultants" rather than "Bud Tenders," capable of creating lasting connections with their customers/patients and able to provide high-level product education. In 2019, Jamie co-founded JANE Dispensary, opening locations in Santa Rosa, Cotati and St. Louis, Missouri.

Having owned and operated multiple dispensaries in different states and local municipalities, Jamie is well-versed in industry best practice and the rules and regulations involved in operations including but not limited to: Inventory management, equity commitment, diversity commitment, health code regulations and security measures.





**"11 OF THE BEST-  
DESIGNED  
MARIJUANA SHOPS  
ACROSS AMERICA"-  
ARCHITECTURAL  
DIGEST**

**AD**



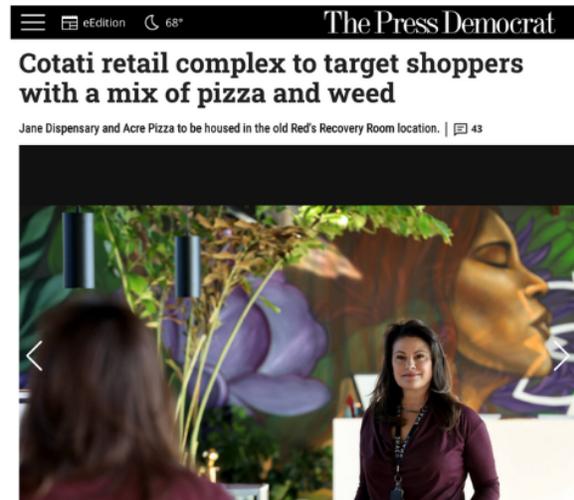
**Leigh Anne Baker:** Leigh Anne joined JANE in the summer of 2020, as their first employee. She launched JANE St. Louis, one of the first medical cannabis dispensaries in the state of Missouri in April of 2021 and led the team from a medical market to adult-use a year later. She took the team from application submission all the way through the commencement inspection process, navigating the rapidly developing regulations. She established and implemented the state required facility procedures, records, logs, contracts and SOPs. She was instrumental in passing all

necessary inspections and led her team to a successful Approval to Operate in under 4 months.

In addition to the state mandated requirements, Leigh Anne wrote JANE's comprehensive SOPs, created brand standards, developed an extensive training and education regime and established solid relationships within the cannabis industry. She hired and led a dynamic team that thrived in the newly instituted market. Leigh Anne and her team were the first retailer in the state of Missouri to have an operational delivery program, which was monumental to bring medical cannabis to the immobile populations through COVID-19.

Six months later, in September of 2021, Leigh Anne launched JANE's first California store on Armory Drive in Santa Rosa. She oversaw construction buildout, city, county and state inspections, staff hiring, staff training and SOPs. Once open, not only did she run day-to-day operations, she also thoughtfully navigated Santa Rosa's saturated market by hosting and attending community educational events. She continues to be an advocate of female empowerment in the workplace and destigmatizing cannabis in social settings.

A year later, in fall of 2022, Leigh Anne and her core team launched the impressive JANE Cotati retail location on Gravenstein Highway. Using the now implemented and pressure tested SOPs, she was able to gracefully avoid difficulties and focus on growing and maintaining the elegant brand that is JANE.



**Tony Shira:** Tony Shira, Healdsburg native and resident with his wife and three children, began his cannabis career in 2009, co-founding the Apothecarium, a multiple award winning, multi-state medical cannabis dispensary based in San Francisco. The Apothecarium was immediately able to separate itself from its competition by putting forth a refined, elevated customer experience focusing on personal connection and providing high-level education and product knowledge.

Having grown up in Healdsburg, Tony seized the opportunity to replicate the Apothecarium's success in Sonoma County. He successfully co-founded JANE Dispensary in 2019, opening locations in Santa Rosa, Cotati and St. Louis, Missouri, and he now seeks to bring this model home. Tony is highly involved in day-to-day operations and management at JANE Dispensary, providing over a decade of experience helping to successfully navigate in an evolving industry.

Tony has been on the board of groups such as Community Matters, created several years ago to teach students the skills to help prevent bullying and violence in schools. In addition to this he and his wife have served on The Apothecarium's Philanthropic Advisory Board, and have worked and volunteered for many non-profits such as Choices, The United Way, Habitat for Humanity, Junior Achievement, and the Catholic Youth Organization.

Tony Shira and his family have donated to many Healdsburg projects and organizations over the years including the reconstruction efforts at Giorgi Park, Gibbs Park, and The Healdsburg Plaza. They have sponsored local youth sports teams for Healdsburg Soccer, Healdsburg Little League, and St. Johns CYO basketball. Every year for the past 5 years they have made donations at Christmas time to Corazon Healdsburg, sponsoring multiple families and delivering truckloads of gifts for the kids. In addition, Tony is the CEO and an owner of W Real Estate, a prominent local real estate firm.

**Devika Maskey:** Devika Maskey is a highly experienced professional in the cannabis industry with 13 years of expertise. Having grown up in Sonoma County and raised her two children in Healdsburg for the past decade, she has a deep connection to the community. She graduated from Cal Poly San Luis Obispo with a degree in Wine and Viticulture, which informs her ability to translate the wine country lifestyle experience to cannabis.

Devika's career in the cannabis space encompasses various roles, including management, event production, content creation, and marketing. Notably, she successfully won competitive retail application processes and managed legally permitted or licensed retail cannabis businesses, demonstrating her commitment to

responsible operations. Some of her significant milestones include her role as the Owner and Operator of TSO Sonoma, a licensed cannabis event company that offered unique experiences by bringing together vendors, chefs, and winemakers from Sonoma County. She curated events that highlighted the region's sustainable practices and effectively navigated the City of Santa Rosa's rigorous retail application process for TSO Sonoma.

Currently, as the Digital Marketing Director for JANE Dispensary, she continues to lead successful marketing strategies, establishing the dispensary as a trusted name in the cannabis retail market.

**Hannah Windisch:** Hannah Windisch's experience in the cannabis industry started in 2015 at a licensed manufacturing facility in Santa Rosa. She worked closely with the CEO as his Executive Assistant, where she learned invaluable lessons in the trade. After a year, she moved into the Human Resources department, interviewing and onboarding new employees. She was passionate about the industry for many reasons but truly loved the idea of changing the stigma around the plant. Hannah joined Leigh Anne's team at JANE as HR Manager in May of 2021 and has become an integral part of the core team. She quickly learned to adapt and pivot in the rigorous world of a small start-up company. Now, she reigns as HR Director while helping immensely in the day to day operations. Hannah has been able to gracefully overcome many adversaries, while wearing multiple hats at JANE.

**Greg Windisch:** Greg Windisch has been a Sonoma County resident for over 30 years, with experience in a variety of different businesses including cannabis, distribution, real estate and construction. A Missouri native, Greg played an integral role in opening the JANE Missouri location in a tightly regulated, medical market. After opening the dispensary, the State of Missouri enacted the framework required to transition from a strictly medical market to a medical and recreational market. Greg was helpful in understanding the process and ensuring all requirements were met and often exceeded.

**Arion Luce:** Arion Luce has over 12 years' experience owning and operating legally permitted medical and recreational Cannabis businesses in both California and Nevada. He has first-hand experience in nearly every role in the day-to-day operation of a dispensary, from store manager, security, customer service, sales, inventory, facility and fleet management. Arion has also had experience with compliance, permitting, and build-out of several dispensaries, as well as philanthropic and community outreach.

**Mathew Humphrey:** Mathew Humphrey is a cannabis farmer and property manager living in Healdsburg, CA with his wife Whitney Opperman and their two children. Mat

brings over a decade of cannabis experience in the emerald triangle owning and operating Steep Hill Mendo, a distribution and cultivation company in the Yorkville Highlands of Mendocino County. He has extensive knowledge of the cultivation and manufacturing process that ensures quality, compliant products are sold at the retail level. Mat is a graduate of Healdsburg High School, class of 2001, and earned a degree in Economics at San Diego State University in 2005. Moving back to his hometown post-college, Mat specialized in building products and construction sales for Pace Supply Corp, before finding his passion for farming and property development. Mat has worked for Healdsburg High School as the freshman baseball coach and Healdsburg Farmers Market Board of Directors as Treasurer. He is currently CEO of Brix Farms and Vineyard, a California cannabis company with multiple state licenses based out of Southern Mendocino County.

**Whitney Opperman:** Whitney Opperman is a 5th-generation Healdsburg native who wears many hats, including business owner, wine club coordinator, winemaker, mother, active community member, and cannabis educator. She is currently the General Manager of Opperman and Sons Trucking, a prominent business in Healdsburg owned by her family for generations. She currently sits on the board of the Live Oak Preschool and was previously a board member of the Healdsburg Boys and Girls Club.

During her time as winemaker for Brix Farms and Vineyard, Whitney was able to travel the nation meeting with her wine club members. Now, she plans to bring the wine country experience to cannabis. While shifting focus to her family's business and raising children in Healdsburg, she has been looking for an opportunity to get back into the hospitality industry and has found her niche in cannabis. Whitney will run the JANE Social Club with Jamie Shira and focus on elevating the cannabis experience. Taking notes from the wine industry, she feels like the two can coexist and thrive together.

Whitney is deeply rooted in Healdsburg and understands the potential impacts associated with opening a dispensary in her hometown and how to address these. She is the perfect community liaison to introduce skeptics and fans alike to the Healdsburg version of "California Cannabis" and "Wine Country Weed."

**Michael Thomsen:** Michael Thomsen is an experienced cannabis business operator. He co-founded The Apothecarium in San Francisco in 2009, which ultimately had six dispensaries, two cultivation facilities, and two edible production facilities in California and Nevada. He held positions ranging from President, CFO, and CEO of the organization. He has also held the title of Executive Vice President for TerrAscend, a public cannabis business with operations in multiple states and

Canada. In these capacities, one of his duties was to oversee the buildout of the dispensaries. Architectural Design awarded one of these dispensaries the best-designed dispensary in the U.S.

Michael is a native of Healdsburg and currently resides in town. He graduated from Healdsburg High School in 1997 and subsequently went to college at the University of San Diego, graduating with two degrees, Business Administration and International Relations. Michael has two young children, 4 and 7, who attend elementary school in Healdsburg. He helped coach at Healdsburg High School for track and basketball as well as Healdsburg Little League. Michael is also a volunteer member of the Finance Committee for The Healdsburg School.

Michael has given time and resources to many Healdsburg philanthropic efforts over the years and is co-founder of and leads the Cooper Education Foundation, which has raised over \$30,000 for local public schools. As a member of The Apothecarium's philanthropic advisory board, he helped direct over \$300,000 to non-profits in the local neighborhoods where The Apothecarium facilities are located.

**Angela Ross:** Angela Ross has been working with JANE Dispensary for over 2 years in accounting. Her role is extensive, and includes expert accounts payable and receivable management, detailed record keeping, taxes, compliance, payroll, financial controls, and maintaining a great relationship with the business' financial institution, as well as its vendors and employees.

**II. Describe your overall knowledge of the cannabis industry, including identification of how industry best practices and State regulations have been incorporated in existing/prior legal businesses outside the City of Healdsburg.**

The JANE Dispensary team has decades of collective experience in the cannabis industry covering retail uses as well as manufacturing, cultivation, event planning, education, and other specialties. The team has been involved with numerous licensed operations here in California and in other states, which have been recognized for their responsible business practices and have served as models for the industry. For example, California Governor Gavin Newsom praised The Apothecarium, saying "I have visited hundreds of these facilities over the past ten years, and there are few that compare to the Apothecarium." The City of San Francisco even declared a holiday in honor of the Apothecarium for running a model operation providing tangible positive contributions to the community. Closer to home, the North Bay Bohemian named JANE Dispensary's Cotati location Sonoma County's "Best New Dispensary" of 2023.

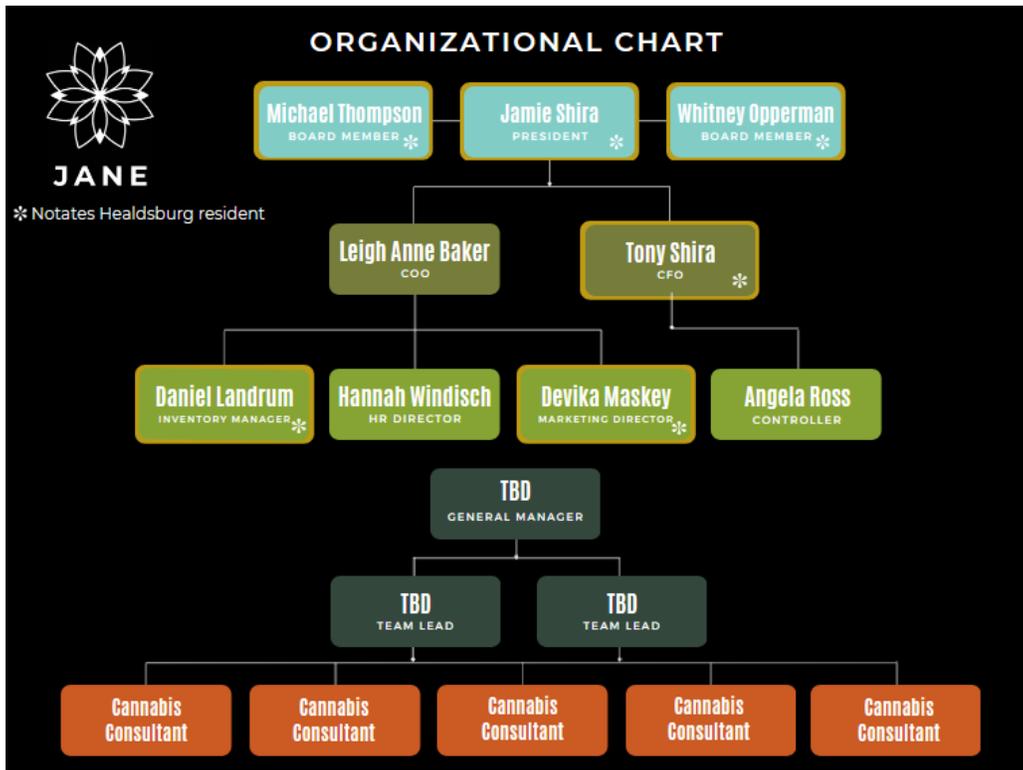


California’s cannabis laws and regulations evolve rapidly, as do best practices within the industry, but the JANE Dispensary team is adept at keeping up with these changes to ensure fully compliant operations and to offer the highest quality products and services possible. In addition to our in-house compliance expertise, we work with qualified local legal professionals when necessary.

In addition to cannabis retail, the JANE Dispensary team has extensive and dynamic experiences in building, managing and owning non-cannabis businesses. This experience is crucial, as running a successful dispensary requires knowledge of general business management, supply chain dynamics, facility design and construction, land use and real estate, retail trends, and marketing techniques.

**III. Describe the involvement of the ownership team in the day-to-day operation and management of the proposed business.**

Rather than taking a “back seat” and hiring a third-party company to run the dispensary, the JANE Dispensary team will be actively involved in the day-to-day operations and management of the facility. Below is an organizational chart that shows key members of the JANE Dispensary team. As you can see, many of these individuals are Healdsburg residents.



**Jamie Shira:** Jamie Shira is the President and co-founder of JANE Dispensary. Jamie is highly involved in current day-to-day operations and management of the dispensary, providing over a decade of industry experience. Jamie and her husband Tony are full-time Healdsburg residents raising three children, all attending Healdsburg schools. Further, the Shiras are excited to be building their forever home on Fitch Street and plan to be residents of Healdsburg for the rest of their lives. Jamie has had an instrumental role at JANE Dispensary from its inception. Jamie intends to make JANE Dispensary’s Healdsburg cannabis boutique her #1 focus in her hometown, and bring to life her nationally-recognized design initiative.

**Leigh Anne Baker:** Leigh Anne is the Chief Operating Officer of JANE Dispensary. She currently runs the day-to-day operations at the JANE Dispensary locations in Cotati and Santa Rosa, and will carry on her expertise to the proposed Healdsburg location. She oversees inventory, industry relationships, SOPs, hiring/firing, marketing, cleanliness, organization and HR. She will also serve as the designated Security Contact for the Healdsburg store. Leigh Anne and her core team manage a staff of between 20-25 Sonoma County residents. Her day-to-day retail operations include maintaining a strong relationship with the Department of Cannabis Control, the County of Sonoma Health Department, the City of Santa Rosa and the City of Cotati, in addition to maintaining healthy inventory levels, margins, compliance, exceptional customer service, product selection, marketing and employee retention.

Outside of the retail storefront, Leigh Anne continues to explore JANE Dispensary's expansion into communities and is passionate about empowering women in the workforce, giving them the opportunity, voice and platform to become exceptional leaders.

**Tony Shira:** Tony Shira, as with JANE Dispensary's other owners, is highly involved in current day-to-day operations and management, providing over a decade of industry experience. Tony's main role is Chief Financial Officer of the company, where he manages the financial health of each location and assesses the viability of opening new locations only in the most desirable locations. Tony and his wife Jamie Shira are full-time Healdsburg residents raising three children, all attending Healdsburg schools. Further, the Shiras are excited to be building their "forever home" on Fitch Street and plan to be residents of Healdsburg for the rest of their lives.

Tony has had an instrumental role at JANE Dispensary from its inception. He is highly motivated to open and operate a well-run, financially healthy retail dispensary in his hometown of Healdsburg. He intends to make JANE Dispensary's Healdsburg cannabis boutique his top focus.

Having owned and operated multiple dispensaries in different states and municipalities, Tony is well-versed in industry best practices and the rules and regulations involved in compliant cannabis operations including but not limited to: inventory management, equity commitment, diversity commitment, health code regulations and security measures.

**Greg Windisch:** Greg Windisch has a non-controlling interest in JANE Dispensary, but will assist using his extensive experience in the construction industry as he works closely with Jamie Shira to oversee the Tenant Improvement process. This will include weekly meetings, beginning in the summer of 2023, with our Architect and General Contractor to build a mature set of construction documents and a detailed construction timeline. Greg will also oversee JANE Healdsburg's banking relationship with Summit State Bank's approved Cannabis Banking Program.

**Hannah Windisch:** As the company's HR Director, Hannah's day-to-day involvement with the dispensary will consist of making sure that all applicable labor laws are followed, and that our employee's opinions and feelings are always heard. Whether it is bringing on new products, ideas on new procedures or just being a listening ear, Hannah will be there to support JANE Dispensary's workers. She will work to maintain a safe and fun environment to work in, and will focus on keeping staff morale high and needs met, as well as educating our community about cannabis.

**Devika Maskey:** As the Marketing Director of JANE Dispensary, Devika Maskey plays a crucial role in the day-to-day operation and management. She collaborates with the ownership team to develop and execute strategic marketing plans aligned with the business goals. Devika spearheads compelling marketing campaigns and initiatives to drive customer engagement, promote brand awareness, and destigmatize cannabis. Crafting engaging content for the website, social media platforms, and other marketing channels is also her responsibility, aiming to educate consumers and create a welcoming environment. Devika oversees the development and maintenance of the website, ensuring a seamless user experience, accurate product information, and easy online ordering. Actively engaging with the Healdsburg community, attending local events, collaborating with other businesses, and seeking involvement opportunities is another important aspect of her role..

**Arion Luce:** Arion Luce's role at JANE Dispensary is an advisor to the ongoing operation and a non-controlling interest holder. Born, raised, and currently living in Sonoma County, Arion has a deep appreciation for the City of Healdsburg and its vibrant community. He will be integral in establishing the customer and community service focus that will set JANE Dispensary apart from other cannabis retailers in Healdsburg and the surrounding area.

**Mathew Humphrey:** Mat Humphrey is the Manager of JF Healdsburg LLC which will do business as JANE Dispensary in Healdsburg. He has over a decade of experience both in cultivating lines of products and discovering top producers, and will bring his expertise to help curate a menu rich in quality and with a depth of local influence. Mat is well-versed in identifying legacy farmers, high level production, and committed to providing the very best options for JANE's customer base. He focuses on building relationships with legacy farms, which in turn creates a cycle of providing sustainable cannabis. JANE Dispensary in Healdsburg will procure over 50% of its products from local sources, mainly from our neighboring counties of Mendocino, Sonoma, and Sacramento. This high percentage of local sourcing will be part of JANE's efforts to reduce our carbon footprint. Sourcing locally will ensure not only the best quality products, but also generate more jobs for residents and tax money for the local communities in which we live.

**Whitney Opperman:** Whitney Opperman is on the Board of Directors for JANE Dispensary and will also run the JANE Social Club with Jamie Shira, which will focus on elevating the Healdsburg cannabis experience. Whitney will draw from her extensive wine industry experience and her skills in curating products to continue the wine-club model that JANE Social Club offers. Whitney is deeply rooted in the Healdsburg community — she has lived here for 35 years, attended Healdsburg High School, has served on local nonprofit and school boards, and her family owns local

business Opperman and Sons, Inc. Whitney is also the General Manager of one of the largest truck and equipment sales companies in the North Bay. She is committed to opening a first-class dispensary in her hometown, and is the perfect liaison to introduce skeptics and fans alike to the Healdsburg version of California Cannabis and Wine Country Weed.

**Michael Thomsen:** Michael Thomsen is on the Board of Directors for JANE Dispensary and will be involved with the business' community engagement efforts. Michael is a proud Healdsburg native and current resident, in addition to having operated successful cannabis businesses in multiple states and Canada, including The Apothecarium and TerrAscend. He is eager to be part of a team applying for a dispensary license in his hometown, and looks forward to serving as an advisor to JANE Dispensary.

**Angela Ross:** Angela Ross is the Controller for JANE Dispensary. She will be highly involved with the company's Healdsburg location, using her extensive bookkeeping experience to manage financial responsibilities and continued record keeping practices. Opening a new dispensary carries many office-specific reporting responsibilities starting with banking infrastructure and financial management of the construction buildout. Angela will continue to host operations meetings, take minutes and assign open tasks for the operating partners while they collectively discuss initiatives for all retail locations.

**Daniel Landrum:** As the Inventory Manager for JANE Dispensary, Daniel Landrum will be responsible for ensuring that the store inventory is adequately stocked, properly stored, and free of any discrepancies; as well as addressing any inventory-related issues in compliance with applicable laws and regulations.



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PHONE 415.957.1800 ■ FAX 415.974.1520 ■ WWW.LPSLAW.COM

July 19, 2019

Re: Recommendation for Anthony Shira

Dear Sir/Madam:

I write to express my support for and recommendation of Anthony Shira. I am a corporate and regulatory attorney who has worked in the cannabis and health markets for approximately 20 years, with the past 11 years primarily in cannabis. I started my career defending personal cannabis use and asset forfeiture proceedings, primarily on Constitutional grounds, and pivoted into biotech when I went in-house for a leading biotech company in South San Francisco. I went on to work in highly regulated industries throughout my career, from biotech, to securitizations, to cannabis, and I have been fortunate to be able to choose my clients; I only work with people who demonstrate knowledge (with a willingness to learn more), sophistication, professionalism, and a commitment to compliance. Anthony and his wife are included in that select group. They were part of a family partnership called The Apothecarium, which founded one of the leading retail operations in the medical cannabis industry in CA nearly ten years ago. I have been the lead counsel for them during most of this time, working closely with their team in creating a company at the forefront of providing patients with superior education and consultations, an committed to compliance with the regulations implemented by the various departments of oversight over time.

While working together, Anthony was always respectful, thoughtful, committed, and collaborative. He demonstrated quality management skills through his ability to listen, question, and (when appropriate) compliment or thank his team members. Anthony himself is active in the industry and experienced in starting, stabilizing, and growing this type of business. His business acumen and knowledge of real estate and securities was extremely helpful in the operation of The Apothecarium--from legal counsel's perspective. They opened several stores, all of which were successful and positive operators in the specific neighborhoods. In developing a vertically integrated operation with several brands Anthony clearly understood how to grow and scale these businesses. Anthony and his team also took care to offer opportunities to a diverse group of employees who grew and benefitted from the success of the organization.

All of this is demonstrated by the fact that the business he helped to grow has been considered the "gold standard" of cannabis retail facilities. It was designated by the San Francisco Department of Public Health to be the standard for others to follow in terms of operations and regulatory compliance. In connection with an application to operate in Las Vegas, NV, and other San Francisco neighborhoods, the team received letters of recommendation from the Duboce Triangle Neighborhood Association, Castro/Eureka Valley Neighborhood Association, and AIDS Emergency Fund, among others, demonstrating their unparalleled commitment to community. And their stores have consistently been included in "best of" articles (from places for the elderly to interior design).

In summary, I would recommend working with Anthony Shira. In my experience, he has a strong business acumen and enjoys an excellent, well-deserved, reputation among his peers. He would be an asset to any operation. If you have any questions about this letter please feel free to contact me.

Very truly yours,



Lara L. DeCaro, Partner  
LELAND, PARACHINI, STEINBERG, MATZGER &  
MELNICK, LLP



**CHARLIE MIKE INC.**  
**dba SC VETERANS ALLIANCE INC.**  
2827 S RODEO GULCH ROAD, STE 5  
SOQUEL, CA 95073  
831.431.6347  
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**DATE: 2 August 2019**

**RE: Jamie Shira - Letter of Recommendation**

To Whom It May Concern,

It is my pleasure to offer my unreserved recommendation for Jamie Shira and her new business endeavor.

Jamie is part of a family partnership called The Apothecarium, who founded one of the leading retail operations in the medical cannabis industry in CA nearly ten years ago. The Apothecarium is widely recognized as one of the leading retail dispensaries in the country, both for its unique and inviting design, and for having a knowledgeable and well-trained staff.

I had the great pleasure of meeting Jamie over 3 years ago when she learned that her grandfather (a WWII veteran) was one of our members and came to visit us in Santa Cruz. Since then, Jamie and Apothecrium have supported Santa Cruz Veterans Alliance, our members and our products. We work closely with their team and have created a Joint Venture that is at the forefront of providing patients with superior products, education and consultations, with a focus on serving US Veterans. We are and have been committed to the compliance of the regulations dictated by the various departments of oversight. And beyond that, Jamie and the Apothecarium have remained committed with SCVA to advance the cause of compassionate care in California.

Jamie and her partners have always operated with integrity. They are a standard for others in terms of regulatory compliance. In my experience, Jamie has a strong business acumen and excellent reputation among peers. She is active in the industry and experienced in starting, stabilizing, and growing this type of business. The Apothecarium has an unparalleled commitment to the community. Apothecarium offers opportunities to a diverse group of employees who grow and benefit from the success of the organization. They have been recognized by the City of San Francisco several times for their work with the community. They opened several stores, all of which were successful and positive operators in the specific neighborhoods. They had a vertically integrated operation with several brands and understood how to grow and scale these businesses.

Jamie would be an asset to any organization, but I know that she has a particular passion for entrepreneurship and I am excited to see what this new endeavor will hold for her.

Respectfully,

Seth Smith  
Partner and Chief Compliance Officer, CHARLIE MIKE INC.  
dba SC Veterans Alliance Inc.



Office of the President

July 16, 2019

To whom it may concern:

I am writing in support of my friend Tony Shira.

My name is Dr. Frank Chong and I currently serve as President of Santa Rosa Junior College (SRJC) in Sonoma County. SRJC serves over 38,000 students and widely regarded as one of the top community colleges in California. Over half of all high school graduates in Sonoma County who attend college will enroll at SRJC. I have the honor of being the only fifth president in the 101 history of the college. I have held several government positions over the years in different offices with experience in highly regulated industries and educational environments.

I first met Tony Shira in 2012 when I relocated to Sonoma County. Tony is a partner and founder in 5th Street Financial and I became a client with his firm. I recall how professional and personable Tony was and how he put me and my family first. I have had the honor and privilege to become friends with Tony. Throughout my association, I have found him to be a person of high integrity, an innovator, and a tireless worker. He is also a loving husband and devoted father to his two lovely daughters. Tony has time and again supported SRJC, both financially and providing me with invaluable introductions to community leaders. As a newcomer to the local community, Tony went out of his way to support me and the College.

As I have gotten to know Tony better, I realize that his competitive spirit and sense of teamwork comes from being a collegiate athlete. His desire to constantly learn and take on new challenges is refreshing for someone of his generation. Tony is self-confident without being self-important. Inasmuch any organization or department surely values integrity, grit and a winner who is a team player, I cannot think of anyone who would not benefit from someone of Tony's talents. I recommend to you highly and without reservation.

Sincerely,



Frank Chong  
President/Superintendent

July 16, 2019

My name is James E. Brush and I am the President/CEO of Summit State Bank, a community bank with total assets \$635,000,000 as of June 30, 2019, headquartered in Santa Rosa, California. I am writing this letter to express support for Tony Shira, whom I know well and have worked with over the years. Besides our personal friendship, Tony has been a borrower, a consultant, a tenant, and a collaborator on several levels. All of his loans have been paid as agreed and I often refer customers to his business, 5<sup>th</sup> Street Financial. We have worked together to help with the banking needs of his customers and associates on many occasions. His company has leased space in our headquarters building at 500 Bicentennial Way for over 10 years and is a great tenant. Finally, we have discussed each of our various business ventures and long range plans many times over the years and I find him a great resource because of his experience and intelligence.

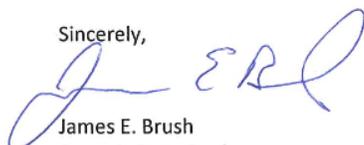
To understand how our relationship has developed it is important to know what our common attributes are. We are both local residents for most of our careers and know a lot of the same people. We have raised families and enjoy the experience and challenges of raising children. We are committed to contributing back to our community. We have long standing business careers that have been nurtured and grown steadily over the years. We believe in a balanced live/work environment mixing exercise, relaxation, health, and hard work. When one sees qualities such as these in another, the relationship becomes simple to grow and maintain.

I have had many business dealings with Tony over the years and following is a good example of my trust. I made him a personal loan years ago for over \$200,000 which was for a new venture, something a regular lender would not have financed. It was originally secured by a property he owned, but when that property was sold we decided just to leave the loan unsecured. Tony made every payment when due and eventually paid it back in full. I always expected he would succeed and I am proud to have helped him in this way.

The Shira family home burned down completely in the devastating October fire of 2017 and his office in our building was closed for several days due to smoke damage. Tony proceeded to make sure his family was safe and taken care of, then proceeded to put in countless hours helping his employees and friends during their hardships. Many times, I experienced his willingness to help others both emotionally and financially during this period without worrying about his financial benefit. His family went through a lot of turmoil finding living accommodations, settling insurance claims, and relocating the kid's schools and more, and Tony remained calm and in control to their benefit.

Tony will always continue to be a successful businessman during his career. He builds relationships to last and follows up with superior customer service. He listens and understands unique situations and will be able to respond with customized solutions. Helping other make important long-term decisions is a natural part of his DNA. I highly recommend Tony Shira and confirm that the reader's expectation of integrity and character will be met and exceeded. Please call me at 707 568-4920 if you have any questions.

Sincerely,



James E. Brush  
Summit State Bank

The Apothecarium's strong efforts in the community along with its exemplary standing in regards to operational ethics and compliance with state laws has also drawn exceptional reviews from the political landscape locally and across the country. This ability to create these relationships sets it apart. California Senator Mike McGuire, who heads the Senate Governance and Finance Committee, and is most responsible for writing the current state legislature surrounding medical cannabis, was childhood friends and high school classmates of two of the Apothecarium's principals, Mr. Thomsen and Mr. Shira. Along with his support, the following people had this to say:



*"The Apothecarium should be viewed as a valuable addition to any community, as they have proven to be a model dispensary, having been cited by Planning staff as the 'gold standard' among operators in San Francisco. As State Controller, I personally toured and inspected The Apothecarium...and found them to be an exemplary operator."*

**BETTY T. YEE**  
FORMER CALIFORNIA STATE CONTROLLER



*"The Apothecarium is well known in the neighborhood for being a community-minded organization that gives back to the neighborhood. In October, I was proud to sponsor a Board of Supervisors resolution congratulating the Apothecarium on its fourth anniversary and its exemplary service to patients."*

**SCOTT WIENER**  
CALIFORNIA STATE SENATOR (D-SAN FRANCISCO)



*"I have visited hundreds of these facilities over the past ten years, and there are few that compare to the Apothecarium."*

**GAVIN NEWSOM**  
GOVERNOR OF CA



*"This dispensary is different. The Apothecarium has an incredible reputation in California as doing it right. It was amazing to visit this facility. This is not some headshop on the corner. This is a very legitimate operation."*

**DINA TITUS**  
US CONGRESSSWOMAN, NEVADA (D)

# 66 community praise 99



## **Section E: Neighborhood Compatibility Plan**

Being a good neighbor is critical, and is something that our team prides itself on. JANE Dispensary will work collaboratively with the City of Healdsburg and surrounding businesses to ensure that none of its activities become a nuisance or have negative impacts on its neighbors or the community overall. This will involve communicating with other tenants in the vicinity as well as city officials about any concerns, and making appropriate adjustments if necessary.

### **I. Procedure for Addressing and Resolving Complaints**

JANE Dispensary is committed to addressing and resolving complaints in a prompt and effective manner. Below is the general procedure that JANE Dispensary will follow when dealing with complaints:

- 1. *Dedicated Point of Contact:*** JANE Dispensary will designate a dedicated point of contact to receive and respond to complaints from neighbors and the community. This individual will be easily accessible, and their contact information will be prominently displayed for quick communication. Having a dedicated contact person ensures that complaints are directed to the appropriate party for timely resolution.
- 2. *Complaint Tracking and Documentation:*** Every complaint received will be carefully documented to ensure a systematic approach to tracking and addressing issues. Each complaint will be logged, including details of the concern, actions taken, and the resolution achieved. This documentation allows for comprehensive follow-up and accountability.
- 3. *Swift Investigation and Response:*** Upon receiving a complaint, JANE Dispensary will promptly investigate the issue to gain a thorough understanding of the specific concern. This may involve engaging with the affected neighbor(s), conducting internal assessments, and collaborating with relevant authorities if necessary. The goal is to identify the root cause of the complaint and take appropriate action accordingly.
- 4. *Mitigation and Follow-up Measures:*** JANE Dispensary will take proactive steps to address and mitigate the issue raised in the complaint. This may involve modifying operational procedures, enhancing security measures, adjusting equipment, or implementing additional measures tailored to address the specific concern. By actively addressing the complaint and

implementing necessary changes, JANE Dispensary aims to prevent its recurrence and improve the overall experience for neighbors and the community.

- 5. *Open Communication and Community Engagement:*** JANE Dispensary is committed to fostering an open and constructive dialogue with neighbors and the community. Regular updates, community meetings, and informational sessions will be conducted to address concerns, provide updates on any resolved issues, and maintain positive relations. By actively engaging in transparent communication and seeking input from the community, JANE Dispensary aims to build trust and foster a cooperative relationship.

The following specific types of complaints will be handled as described below:

- ***Noise Complaints:*** JANE Dispensary will refrain from conducting activity that will have noise impacts on surrounding businesses and the public. Complaints regarding noise will be investigated to determine whether the complaint is valid and if so, adjustments will be made to reduce any noise impact. This may include installing soundproof insulation, isolating the noisy activity, and/or using a quieter method of achieving the task that led to the noise complaint.
- ***Lighting Complaints:*** JANE Dispensary will comply with all applicable rules regarding lighting in order to avoid creating a nuisance. All exterior lighting will be shielded and downward-facing in compliance with the Model Outdoor Lighting Ordinance jointly published by the Illuminating Engineering Society and the International Dark Sky Organization, and will conform to dark sky strategies and best practices to avoid light spillage. LED lights will be used whenever possible.

Any complaints regarding lighting will be documented by dispensary staff and investigated for merit by the facility manager. If the complaint is legitimate, the facility manager will devise an appropriate response, and document this response. For example, an appropriate response to a complaint regarding a broken lighting fixture would be to replace the broken fixture.

- ***Odor Issues:*** In accordance with Healdsburg Municipal Code §20.20.095(A)(6)(e), JANE Dispensary will install an odor mitigation system that meets industry standards to avoid odors from cannabis being detected off-site, including from any public areas, any exterior or interior common areas, or in areas occupied by other tenants. The odor mitigation system will consist

of activated carbon filtration and negative building pressure, as well as physical controls. Additional odor mitigation devices, such as air scrubbers, may be installed if necessary. However, given that all cannabis goods will arrive at and leave the facility pre-packaged, and that consumption is not allowed on-site, odor is not anticipated to be an issue. All JANE Dispensary employees will be trained on how to detect, prevent, and remediate odor outside our facility and will be familiar with all corrective options outlined in the company's odor mitigation program.

Should objectionable off-site cannabis odors be detected by the public and we are notified in writing, the following protocols will take place immediately:

- Investigate the likely source of the odor.
- Utilize on site management practices to resolve the odor event.
- Take steps to reduce the source of objectionable odors.
- Determine if the odor traveled off-site by surveying the perimeter and making observations of existing wind patterns.
- Document the event for further operational review.

If employees are not able to take steps to reduce the odor-generating source, they are to immediately notify the facility manager, who will then notify an Owner. All communication will be documented, and the JANE Dispensary team will address each issue with an applicable solution. If necessary, we will retain a certified engineer to review the problem and make recommendations for corrective action(s).

An Odor Detection Form (ODF) in the format below shall be provided to those who suspect objectionable odors emanating from inside the facility. ODFs are available per request, on-site. We shall maintain records of all odor detection notifications and/or complaints that will include the remediation measures employed. These records shall be made available to regulatory authorities upon written request.

<b>Odor Detection Form</b>	
Name of Reporting Party:	_____
Phone Number:	_____
Email Address:	_____
Date:	_____
Time:	_____
Location of Odor:	_____
	_____
Weather Conditions:	_____
	_____
Date/Time of Notification:	_____
Notification Method:	<input type="radio"/> Email <input type="radio"/> Online <input type="radio"/> In Person
-----	
<b>Administrative Use Only</b>	
Mitigation Response Taken:	_____
Date/Time Measures Employed:	_____
Were Mitigation Measures Successful?	_____
Signature/Date/Time:	_____

- Public Consumption:** Consumption of cannabis, drugs or alcohol is strictly forbidden on-site. JANE Dispensary will post signage reminding patrons of this, and will promptly put an end to any consumption observed. This may involve having Security Officers escort a noncompliant patron off the property if they continue to consume prohibited substances after receiving a warning.
- Loitering:** To maintain a safe environment and prevent loitering or disruptive behavior, JANE Dispensary will implement robust security measures. Trained staff will be stationed on the premises to monitor activities and promptly address any issues related to loitering or disruptive behavior. By having a visible security presence and proactive monitoring, JANE Dispensary aims to ensure a secure and welcoming atmosphere for both customers and neighbors. By implementing strong security measures to prevent loitering and promptly addressing complaints through a dedicated point of contact, swift investigation, and appropriate mitigation measures, JANE Dispensary aims to ensure a safe and harmonious environment. The dispensary's commitment to open communication and community engagement further

reinforces its dedication to being a responsible and responsive member of the Healdsburg community.

- **Littering:** Signage will be posted reminding patrons to properly dispose of trash and recyclables. JANE Dispensary staff will also patrol the neighborhood regularly to pick up any trash. Any complaints regarding littering will be directed to a staff member, who will inform the facility manager if the issue cannot be easily resolved or persists. Potential responses include addition of more trash receptacles and/or temporarily suspending guest privileges to patrons caught repetitively littering.
- **Vehicle and Pedestrian Traffic:** If a complaint regarding vehicle or pedestrian traffic is received by a JANE Dispensary staff member, they will work with the facility manager to determine whether any changes to the site are needed that would require landlord and/or city approval.

## II. Preventing Underage Access to Cannabis Products

JANE Dispensary prioritizes responsible and legal cannabis consumption and is committed to preventing the sale or distribution of cannabis products to underage individuals. Stringent policies are implemented and comprehensive measures are enforced to ensure that its products do not end up in the hands of youth.

### **Strict Age Verification Procedures:**

JANE Dispensary enforces strict age verification procedures to prevent underage individuals from accessing cannabis products. The following policies and practices are implemented:

- **ID Check:** All customers, regardless of age, are required to present a valid government-issued identification document that verifies their age. Accepted forms of identification include driver's licenses, passports, or state identification cards.
- **Age Limit:** JANE Dispensary strictly adheres to the legal age limit for cannabis consumption as defined by local regulations. Any customer below the legal age is not permitted to enter the premises or purchase cannabis products.
- **Trained Staff:** Dispensary staff members undergo comprehensive training on age verification protocols and the identification of

fraudulent identification documents. They are equipped with the knowledge and skills necessary to effectively enforce age restrictions.

***Compliance with Local Regulations:***

JANE Dispensary strictly complies with all local regulations regarding the sale and distribution of cannabis products to ensure adherence to age restrictions. The dispensary closely monitors and stays up-to-date with any changes in regulations, adjusting its policies and procedures accordingly.

***Clear Signage and Education:***

JANE Dispensary prominently displays signage indicating the legal age limit for cannabis consumption at various points within the premises. Educational materials regarding responsible cannabis use and the risks associated with underage consumption are made available to customers and the community. By providing clear information, JANE Dispensary aims to educate and raise awareness about the importance of responsible consumption.

***Secure Product Display and Storage:***

JANE Dispensary ensures that all cannabis products are securely displayed and stored in compliance with regulations. Products are kept out of reach and sight of underage individuals, preventing unauthorized access. Additionally, the dispensary maintains meticulous inventory management practices to prevent any discrepancies or unauthorized distribution.

***Staff Training and Accountability:***

JANE Dispensary provides ongoing training to its staff members to reinforce the importance of preventing underage access to cannabis products. This includes training on age verification procedures, identifying signs of fraudulent identification, and maintaining a vigilant approach to enforce the dispensary's policies. Staff members are held accountable for adhering to the dispensary's policies and procedures, with periodic evaluations to ensure compliance.

***Compliance Checks and Audits:***

JANE Dispensary conducts regular internal compliance checks and audits to assess the effectiveness of its policies and enforcement measures. This includes periodic reviews of staff practices, documentation, and security protocols. By proactively identifying any areas of improvement, JANE Dispensary can refine its policies and enforcement mechanisms to enhance the prevention of underage access.

***Collaboration with Regulatory Authorities:***

JANE Dispensary actively collaborates with local regulatory authorities to exchange information, address concerns, and stay informed about best practices in preventing underage access to cannabis products. This partnership strengthens the dispensary's commitment to responsible operations and ensures alignment with regulatory guidelines.

By implementing these comprehensive policies, conducting rigorous staff training, and enforcing strict age verification procedures, JANE Dispensary takes proactive measures to prevent the sale or distribution of cannabis products to underage individuals. Through continuous education, compliance checks, and collaboration with regulatory authorities, JANE Dispensary aims to foster a culture of responsible cannabis consumption and prioritize the well-being of the community, particularly its youth.

**III. Getting to Know the Healdsburg Community: A Detailed Description and JANE Dispensary's Positive Contribution**

JANE Dispensary's commitment to the Healdsburg community extends beyond the goal of opening a cannabis retail business. The owners of JANE Dispensary are Healdsburg residents themselves, actively engaging with the community and developing a deep understanding of the neighborhood in which they seek to operate. Below is a detailed description of the neighborhood and how JANE Dispensary will contribute positively to the surrounding area.

***Neighborhood Description:***

The targeted neighborhood for JANE Dispensary's cannabis retail business is situated in the heart of Healdsburg, a picturesque and vibrant community known for its natural beauty, thriving wine industry, and welcoming atmosphere. The neighborhood features well-preserved historic buildings, charming shops, and a close-knit community spirit. It attracts a diverse range of residents, tourists, and visitors who appreciate the area's unique offerings.

Specifically, the identified location is in the south end of town near the traffic circle in a mixed-use complex that houses a variety of commercial and industrial uses. The property is zoned Mixed-Use. The suite that would be used is at the far end of the complex, and features an outdoor area that can be used for community events and employee enjoyment. Other tenants in the complex include a taproom, a music venue, a cafe, and a few vacant commercial spaces. There are no residential

properties adjacent to the site, nor are there any schools, parks or other sensitive uses in the vicinity.

JANE Dispensary in Healdsburg will be accessible from the Central Healdsburg exit of Highway 101, is within walking distance from the downtown plaza, and is located next to the Mill District development, providing our customer experience to all those who come to Healdsburg. It will fall right in line with the City's Bicycle and Pedestrian plan, as it's within a block from the bike path and is near pedestrian-oriented areas. It will also be next to the SMART train as it expands north into Healdsburg. We also plan to install a bicycle parking rack and an electric bicycle charging station. JANE Dispensary in Healdsburg will give all those who bike to the location a 10% discount for being conscious of our environment.

The subject property is also part of the Central Healdsburg Avenue Area Plan, which has its own design guidelines and development standards in addition to what is required for Mixed-Use zoning in general. JANE Dispensary will ensure that all applicable standards and guidelines for both the MU zone and the specific area plan are conformed to. In particular, this project is in line with a number of goals for the Central Healdsburg Avenue Area Plan, including P3, P4, P5, P7 & P10; as well as with many General Plan goals and principles.

JANE Dispensary will coordinate with the city, our neighbors, and our landlord on any improvements that will alter the visual characteristics of the area with a goal of creating a more safe and beautiful space than what exists there now while maintaining the aspects of the neighborhood that are valued by the community.

***Active Community Engagement:***

JANE Dispensary has taken proactive steps to establish strong ties with the Healdsburg community. The owners have attended local community meetings, neighborhood gatherings, and public events to connect with residents and gain insights into the neighborhood's needs, concerns, and aspirations. By actively participating in community activities, JANE Dispensary has fostered open dialogue and built lasting relationships with community members.

***Collaboration with Local Organizations and Associations:***

To deepen its connection to the community, JANE Dispensary actively collaborates with local organizations and associations. The dispensary is a proud member of the Healdsburg Chamber of Commerce, working in partnership with other businesses and community stakeholders. This membership reflects JANE Dispensary's

commitment to supporting the local economy and contributing to the growth and success of the neighborhood.

***Supporting Local Businesses and Suppliers:***

JANE Dispensary places a strong emphasis on supporting local businesses and suppliers within the Healdsburg community. The dispensary actively seeks partnerships with local suppliers, cultivators, and manufacturers to source products and services, fostering a thriving local economy. By prioritizing local sourcing, JANE Dispensary not only contributes to the growth of local businesses but also strengthens the overall business ecosystem in the neighborhood.

***Community-Centric Approach:***

JANE Dispensary has developed a community-centric approach that prioritizes the well-being and needs of the neighborhood. This includes educational initiatives to promote responsible cannabis consumption, partnering with local organizations to provide resources and support, and actively engaging in initiatives that address community concerns such as public safety, sustainability, and wellness. By tailoring its offerings and services to meet the specific needs of the community, JANE Dispensary aims to become an integral part of the neighborhood fabric.

***Selection of Location with the Community in Mind:***

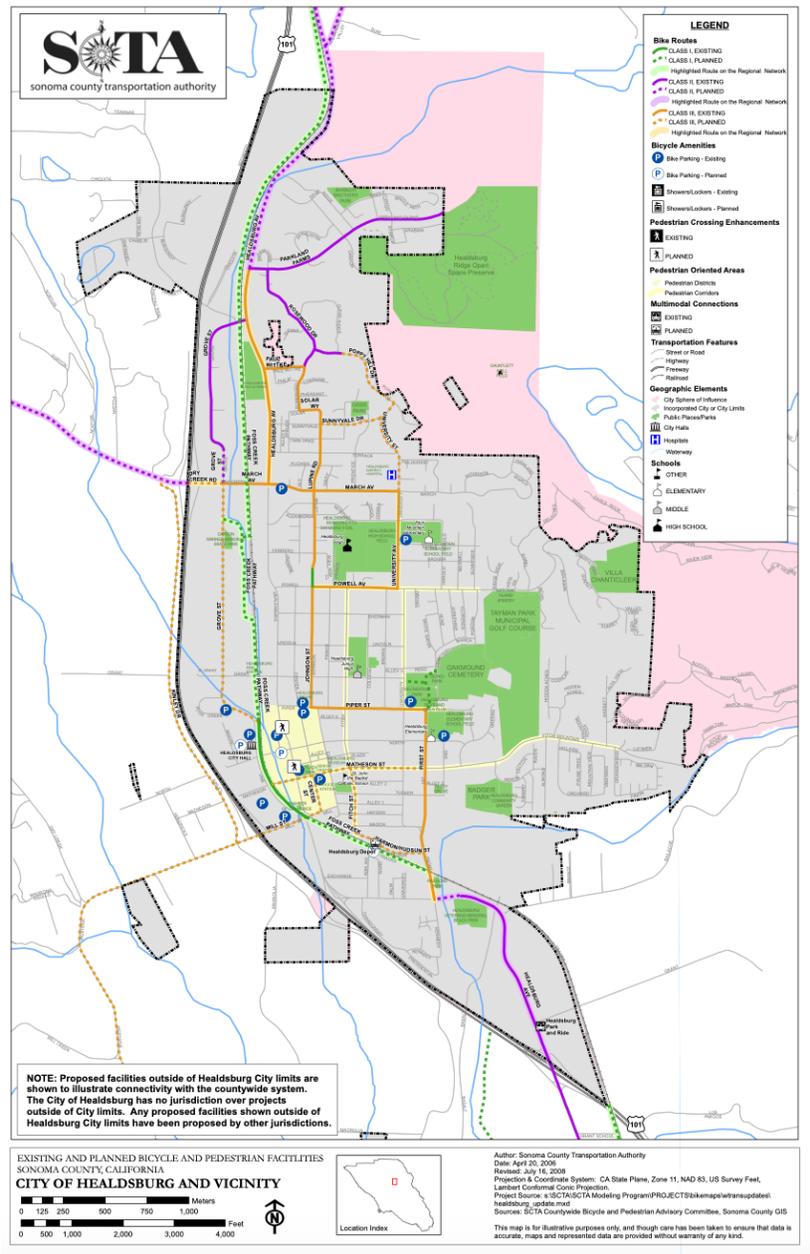
JANE Dispensary has carefully selected a location for its cannabis retail business, considering the community's preferences and needs. The chosen location is discreet, offering privacy and minimizing any potential visibility concerns. Additionally, the location provides ample parking and is also easily accessible from public transportation to ensure convenient access for customers while minimizing any impact on the neighborhood's parking availability.

***Aesthetics Aligned with Healdsburg's Charm and Beauty:***

JANE Dispensary recognizes the importance of aligning with Healdsburg's charm and beauty. Both the exterior and interior aesthetics of the dispensary have been thoughtfully designed to harmonize with the neighborhood's architectural style and overall character. The goal is to create a welcoming and visually appealing space that enhances the neighborhood's ambiance and contributes positively to its overall aesthetics.

By actively engaging with the Healdsburg community, supporting local businesses, and adhering to responsible practices, JANE Dispensary aims to contribute positively to the surrounding area. The owners' residency in Healdsburg, membership in the Chamber of Commerce, and dedication to selecting a location and designing

aesthetics that align with the community's preferences demonstrate their commitment to the neighborhood's success and well-being. Through ongoing collaboration, open communication, and community-centric initiatives, JANE Dispensary seeks to become a trusted and integral part of the Healdsburg community, fostering positive connections and leaving a lasting, positive impact.



Map of Healdsburg Bicycle and Pedestrian Facilities

#### **IV. Minimizing Environmental Impacts: JANE Dispensary's Commitment to Sustainability and Responsible Operations**

JANE Dispensary recognizes the importance of minimizing negative environmental impacts associated with its retail operation. The dispensary is dedicated to implementing sustainable practices across various areas, including greenhouse gas emissions, vehicle miles traveled, excessive product packaging, energy and water utilization, and other environmental impacts. The following steps will be taken to minimize these impacts:

##### ***Energy Efficiency Measures:***

JANE Dispensary will prioritize energy efficiency throughout its operations. This includes utilizing energy-efficient LED lights and implementing motion sensors to optimize lighting usage. The dispensary will also invest in energy-efficient appliances and equipment to reduce overall energy consumption.

##### ***Water Conservation Efforts:***

JANE Dispensary is committed to water conservation. Water-efficient fixtures, such as low-flow faucets and toilets, will be installed to minimize water usage. Landscaping will feature drought-resistant, low-water-demand plants. Additionally, staff will be trained on responsible water management practices, emphasizing the importance of water conservation throughout daily operations.

Below is a list of some water-smart plants that JANE Dispensary desires to incorporate into the site:

MISCANTHUS GOLD BAR  
FESTUCA RUBRA  
RUBRA MOLATE  
CEANOTHUS CENTENIAL  
LAVADULA MUNSTEAD

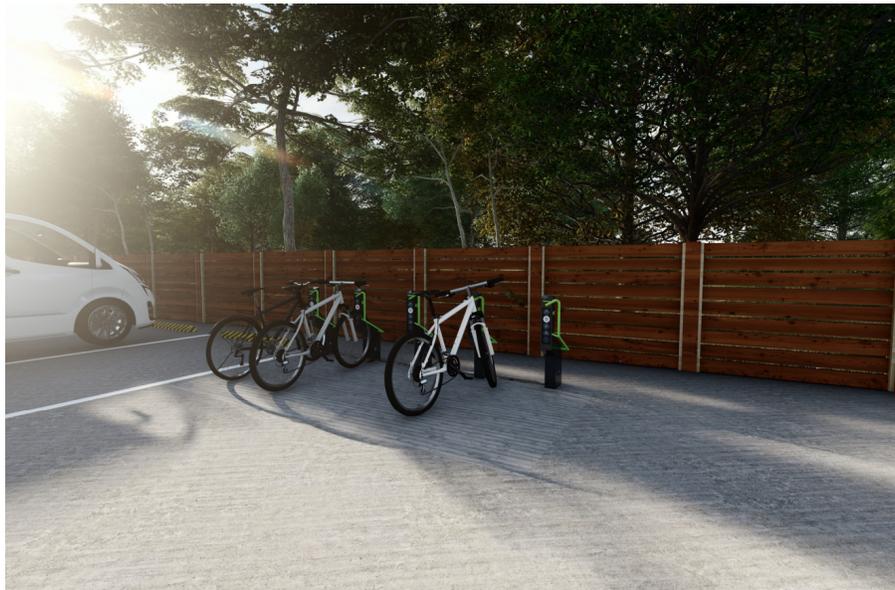
MISCANTHUS  
TRANSMORRISONENESIS  
LIRIOPE MUSCARI  
LIRIOPE SILVER DRAGON  
CALAMAGROSTIS FOLIOSA

##### ***Sustainable Packaging Solutions:***

To address excessive product packaging, JANE Dispensary will work with suppliers and prioritize sustainable packaging options. The dispensary will seek packaging materials that are recyclable, biodegradable, or made from recycled materials whenever feasible. By minimizing packaging waste, JANE Dispensary aims to reduce its environmental footprint.

**Greenhouse Gas Emissions Reduction:**

JANE Dispensary is committed to minimizing greenhouse gas emissions associated with its operations. The dispensary will actively explore opportunities to reduce emissions by adopting sustainable transportation practices. This may include utilizing hybrid or electric vehicles for deliveries and staff transportation, thereby reducing reliance on fossil fuels and decreasing vehicle emissions. JANE Dispensary plans to install an electric vehicle charging station, an electric bicycle charging rack, and a traditional bicycle rack as part of its tenant improvements.



Proposed electric bicycle parking



Proposed electric vehicle charging station

***Collaboration with Sonoma Clean Power:***

JANE Dispensary recognizes the importance of renewable energy sources. The dispensary will collaborate with Sonoma Clean Power, a local community choice aggregation program, to ensure that the energy consumed is sourced from clean and renewable sources. By supporting clean energy initiatives, JANE Dispensary aims to reduce its carbon footprint and contribute to a cleaner environment.

***Donation to 1% for the Planet:***

JANE Dispensary is proud to be a member of the 1% for the Planet program. As part of this commitment, the dispensary will donate a portion of its profits to support environmental causes. These donations will contribute to the preservation and restoration of natural habitats, environmental education, and initiatives focused on sustainability.

***Ongoing Evaluation and Improvement:***

JANE Dispensary will continually evaluate its operations, seeking opportunities for further environmental improvements. Regular assessments will be conducted to identify areas where sustainability measures can be enhanced. This may include conducting energy and water audits, engaging in waste reduction programs, and exploring innovative technologies and practices that align with the dispensary's sustainability goals.

By implementing these measures, JANE Dispensary strives to minimize its negative environmental impacts and operate as a responsible and sustainable business. The adoption of energy-efficient practices, water conservation and greenhouse gas reduction efforts, sustainable packaging solutions, collaboration with Sonoma Clean Power, and donation to 1% for the Planet showcase JANE Dispensary's commitment to environmental stewardship and the well-being of the community.

## **Section F: Community Benefits and Equity Plan**

### **I. Description of Community Benefits and Support for Community Organizations**

At JANE Dispensary, our core principle is "People First," and we are dedicated to embodying this principle in all aspects of our operations. We place utmost importance on the well-being and satisfaction of our valued customers, dedicated staff, and the communities we serve. Our commitment to people-centric values is evident through the implementation of various Community Benefits, both for individuals and community organizations.

As part of our mission to create a positive impact, we actively support and engage with the communities we operate in, fostering inclusivity, equity, and mutual growth. This section outlines the diverse range of Community Benefits and initiatives we have established to put "People First" and ensure that our dispensary serves as a supportive and inclusive space for all.

We have established a positive relationship with both the City of Santa Rosa and the City of Cotati, where we currently operate. Our good standing with these cities is reflected in our tax contributions, with a total tax amount of \$89,937.20 provided within two years of operation in Santa Rosa and nine months in Cotati.

#### ***Locally Owned and Operated: A Commitment to Healdsburg***

At JANE Dispensary, we take immense pride in being a locally owned and operated business. Our strong ties to the Healdsburg community set us apart from others, and our commitment to the city's best interests is at the core of our decisions. With all three members of the JANE Board of Directors being Healdsburg residents, we are deeply rooted in the neighborhood we serve. Both the President and the CFO are Healdsburg residents with their children attending local schools, which underscores our dedication to giving back to the community. As a truly homegrown establishment, we strive to make a positive impact on Healdsburg and its residents in every possible way.

JANE Dispensary in Healdsburg proudly boasts 75% women ownership, which sets us apart in our ability to connect with all members of the surrounding community. Over 80% of our ownership consists of Healdsburg residents, ensuring that a significant portion of the business's profits stays within our beloved city of Healdsburg. This commitment has a positive ripple effect, impacting other local businesses and boosting the tax revenues of our beautiful community. JANE Dispensary in Healdsburg conservatively projects nearly \$5MM in revenues by the 3rd year of full

operations, which between taxes, profits, employee pay, and community donations, could boost the city's economy by well over \$1,000,000.

### ***Community Support and Partnerships***

We have received overwhelming support from the Healdsburg community. Numerous signatures from community members, local organizations, and businesses endorsed JANE Dispensary and our dedication to community engagement. These signatures stand as a testament to the positive impact JANE has had on the Healdsburg community and the strong connections we have built.

Number of Signatures Collected to Date: 429

### ***Letters of Recommendation***

We are humbled to have garnered letters of recommendation from our esteemed community partners and local Healdsburg businesses. These letters showcase the meaningful collaborations, support, and partnerships we fostered within the community. We cherish these endorsements as a reflection of our commitment to uplifting the city together with our fellow businesses.

We have received business recommendations from the following Healdsburg businesses:

1. Downtown Bakery
2. Quail and Condor
3. Lucky Heron
4. Levin and Company
5. Rainsong Shoes
6. Gallery Lulo
7. Dragonfly Floral
8. Forager Healdsburg
9. Plaza Barber
10. Shop Tamarind
11. Ereloom
12. Brush Salon
13. Gathered Healdsburg
14. Erik's Barber Shop
15. Maison Smith
16. Redwood Theater Co.
17. All Polish Nail & Spa
18. Chris Foley Fine Leather
19. Modern Antiquarium
20. A-muse
21. Uniquely Chic Floral and Home
22. Russian River Organics
23. DL Catering
24. Hawley Winery
25. Harris Gallery
26. Mork Capital Management
27. Fogbelt Brewing Company
28. Rural Resource Development
29. The Parish Café
30. Elephant in the Room
31. Welty, Weaver and Currie
32. Opperman and Sons

33. JR's Concrete  
34. Eddie's Quality Concrete  
35. Dry Creek Builders  
36. Idlewild Wines  
37. So Eventful

38. The Posh Privy  
39. Guiso Latin Fusion  
40. MV Masonry

These businesses have shown their support and appreciation for our commitment to the Healdsburg community, and we are grateful for their endorsement. Their partnership has been instrumental in our efforts to make a positive impact in Healdsburg, and we look forward to continuing these valuable relationships.

### ***Community Engagement: Making a Positive Impact in Healdsburg***

As Healdsburg residents, JANE Dispensary's founders, owners and management have been deeply committed to the local community. We actively engage with local organizations, participate in community events, and contribute to charitable initiatives.

Throughout the years, members of our team have coached and sponsored teams for Healdsburg Little League, St. John's CYO Basketball, and Healdsburg Youth Soccer League. These activities were carried out both individually as owners/employees and collectively through JANE Dispensary. Our team members have also sat on local nonprofit boards, contributed to local charities, and operated local businesses that employ and serve the Healdsburg community. By being present and involved, we aim to build strong relationships, understand community needs, and actively address concerns.

We value community feedback and strive to be responsible corporate citizens, supporting local initiatives and contributing to the betterment of the neighborhoods we proudly serve. Below are some of the organizations and businesses that JANE Dispensary and its owners and employees have been involved with in Healdsburg:

- Healdsburg Little League: Coached and sponsored teams.
- St. John's CYO Basketball: Coached and sponsored teams.
- Healdsburg Youth Soccer League: Coached and sponsored teams.
- Healdsburg High School Baseball: Coached teams.
- Healdsburg Farmers Market: Board of Directors member.
- Healdsburg Boys and Girls Club: Board of Directors member.
- Live Oak Preschool: Board Member
- Opperman and Sons: Business owner and manager.

- Cooper Education Foundation: Leader of a philanthropic group that has contributed over \$30,000 to local public schools.
- W Real Estate: Business owner and CEO.
- Support for citywide projects: Contributed to reconstruction efforts at Giorgi Park, Gibbs Park, and The Healdsburg Plaza.
- Members of Saint John the Baptist Catholic Church

We are proud to be involved with these and other local organizations, businesses, and charities, and remain committed to supporting various initiatives that positively impact the Healdsburg community.

### ***Supporting Local Vendors: A Commitment to Our Community***

At JANE Dispensary, we take pride in being strong advocates for our local vendors. As a testament to our dedication to the community, a significant portion of our current product selections hails from the neighboring counties of Sonoma, Mendocino, and Humboldt. Our commitment goes beyond this, as we aim to have 50% of our displays filled with products sourced from these Northern California neighbors. We extend a warm invitation to vendors from Sonoma County and especially Healdsburg, providing them with “red carpet” treatment and prominent placement on our shelves, provided they are compliant and contribute positively to the community.

We firmly believe in maintaining consistent and compliant business partnerships with our local farmers. These valuable partnerships allow us to deliver the highest quality products to our customers, further solidifying our commitment to excellence. With a shared vision of a thriving Healdsburg community, we stand side by side with our local partners, united in our mission to make a positive impact on the lives of our customers and neighbors.

#### **LOCAL BRANDS AT JANE**



### ***Community Benefits***

At JANE Dispensary, we are deeply committed to fostering a positive impact within our community. We believe in giving back to those who have supported us and creating a welcoming environment for everyone who walks through our doors. From everyday discounts that cater to different groups to our exclusive Loyalty Program, we aim to provide our customers with exceptional experiences and rewards that reflect our appreciation. Through these Community Benefits, we strive to build strong relationships, promote inclusivity, and contribute positively to the well-being of our customers and the wider community.

### ***Community Benefits: EVERY DAY DISCOUNTS***

At JANE Dispensary, we are dedicated to giving back to our community and expressing gratitude to those who have supported us. As part of our ongoing efforts, we offer a variety of discounts to different groups, such as:

1. 20% off your first purchase: Welcoming all new customers with a special discount on their first purchase.
2. 10% off for Seniors (55+), First Responders, Military, Veterans, and Teachers: Honoring and supporting our valued seniors, first responders, military personnel, veterans, and educators with a 10% discount.
3. EARLY BIRD discount: Starting the day on a positive note with our Early Bird discount. Get 20% off on purchases every day of the week from 10:00 am to 11:00 am.
4. HAPPY HOUR discount: From Monday to Friday, between 4:00 pm and 6:00 pm, enjoy 20% off your orders.

### ***JANE's Loyalty Program***

At JANE Dispensary, we value our loyal customers, and that's why we've introduced JANE's Loyalty Program. This program has been warmly received by over 3,000 members already, serving as an expression of gratitude and appreciation. Every time a customer makes a purchase with us, they earn points that can be redeemed for exciting rewards right here in our store.

Our marketing efforts are relationship-based, and in an area where tourism is heavy in Sonoma County, we currently see about 80% of our customers as returning guests who choose JANE Dispensary as their go-to place for cannabis. Our loyalty program

is designed to enhance this bond with our valued customers by providing them with an array of benefits and rewards for their continued support. We believe that fostering lasting connections and ensuring our customers have a rewarding experience at JANE Dispensary is paramount to building a thriving cannabis community in Healdsburg. With our loyalty program, we aim to express our gratitude and commitment to making each visit with us a memorable one.

### ***Community Engagement: A Proposed Plan for Making a Positive Impact in Healdsburg***

With our commitment to being an active and responsible community member in Healdsburg, we believe in giving back and supporting the local community through various initiatives that directly benefit the residents and organizations. Our proposed plan for community engagement includes the following:

#### **Support for Local Nonprofits and Community Organizations**

JANE Dispensary is deeply committed to supporting and uplifting the local non-profit sector in Healdsburg. JANE Dispensary is dedicated to assisting and funding the work of local non-profit organizations, community-based organizations, civic organizations, and social services organizations. We will actively seek partnerships and collaborations with reputable organizations that align with our values and focus areas. Our aim is to contribute to the betterment of the community by supporting causes such as education, healthcare, environmental conservation, and social justice. We recognize the invaluable contributions of non-profit organizations in addressing critical social issues and providing essential services to the community. Our proposed plan to support local nonprofits includes the following initiatives:

#### **Direct Financial Contributions:**

JANE Dispensary is dedicated to supporting local non-profit organizations in Healdsburg through direct contributions and partnerships. We believe in the importance of giving back to the community and making a positive impact. We will actively collaborate with non-profit organizations that align with our mission and values, seeking opportunities to provide support that helps them expand their reach, enhance services, and create meaningful change in Healdsburg. By fostering transparent and equitable relationships, we aim to strengthen the non-profit sector and contribute to the betterment of our community.

#### **Volunteer Engagement:**

We believe in the power of volunteering and the positive impact it can have on both individuals and non-profit organizations. JANE Dispensary will encourage our team members to actively engage in volunteer work and provide them with paid time off to participate in community service. We will partner with local non-profits to identify volunteer opportunities and encourage our employees to contribute their time and skills to support various causes. By fostering a culture of volunteerism, we aim to make a hands-on difference in the community.

**In-Kind Donations and Supply Drives:**

JANE Dispensary will organize in-kind donation drives to collect essential items and supplies needed by local non-profits. We will collaborate with non-profit organizations to identify their specific needs and create targeted supply drives to fulfill those requirements. This may include collecting items such as food, clothing, toiletries, school supplies, or other essential goods. By organizing these drives, we aim to provide tangible support to non-profits and address immediate needs within the community.

**Cause Marketing Campaigns:**

JANE Dispensary will develop cause marketing campaigns in collaboration with local non-profits. These campaigns will raise awareness about specific social issues, promote the work of non-profit organizations, and encourage community engagement. Through strategic partnerships and marketing efforts, we will highlight the important work being done by local non-profits and create opportunities for customers to contribute to these causes. A portion of sales from designated products or services will be donated to the partnering non-profits, enabling customers to support these organizations through their purchases.

**Collaborative Events and Fundraisers:**

We will actively collaborate with local non-profits to organize joint events and fundraisers. These events may include charity walks, benefit concerts, or community gatherings aimed at raising funds and awareness for specific causes. By working together, we can leverage our resources, networks, and platforms to create impactful events that unite the community and generate support for non-profit organizations in Healdsburg.

**1% for the Planet:**

JANE Dispensary is proud to be a member of 1% for the Planet, a global network of businesses committed to donating at least 1% of their annual

revenue to environmental non-profit organizations. As part of this commitment, we will contribute to local environmental initiatives that align with our values and promote sustainable practices. By supporting environmental non-profits, we aim to protect and preserve the natural beauty of Healdsburg and contribute to the overall well-being of the community.

Our goal is to establish long-term partnerships with local non-profits, providing sustained support and actively participating in their missions. By combining financial contributions, volunteer efforts, in-kind donations, cause marketing, and collaborative events, JANE Dispensary aims to be a catalyst for positive change and make a meaningful difference in Healdsburg's non-profit sector.

***Collaboration with the Chamber of Commerce:***

JANE Dispensary recognizes the importance of economic development and supporting local businesses. We will actively engage with the Healdsburg Chamber of Commerce to strengthen the local business community and explore opportunities for collaboration. By participating in chamber events, networking sessions, and business forums, we aim to foster relationships with fellow business owners, promote entrepreneurship, and contribute to the growth of Healdsburg's economy.

***Partnership with Sonoma County Tourism:***

As a business operating in the visitor economy, JANE Dispensary acknowledges the significance of tourism and its impact on the local community. We will actively collaborate with Sonoma County Tourism to promote responsible cannabis tourism and educate visitors about the legal and safe consumption of cannabis products. We will work closely with the tourism board to develop informational materials, conduct educational workshops, and provide resources to ensure that tourists have a positive and informed experience with cannabis in Healdsburg.

***Community Education and Outreach:***

JANE Dispensary believes in providing educational resources to the local community. We will organize and host educational workshops, seminars, and community events focused on responsible cannabis consumption, harm reduction, and the health benefits of cannabis. These initiatives will be designed to foster an open and inclusive environment where individuals can learn and ask questions about cannabis, helping to break down stigma and misconceptions surrounding the industry.

**Travel and Tourism Collaboration:**

JANE Dispensary recognizes the importance of the visitor economy and will actively collaborate with local businesses in the travel and tourism sector. We will work with hotels, bed and breakfast establishments, and other tourism-related businesses to create partnerships and packages that enhance the visitor experience in Healdsburg. By integrating cannabis education, curated experiences, and responsible consumption guidelines, we aim to provide tourists with a comprehensive and enjoyable cannabis tourism experience.

**PROUD MEMBER OF**



**Strategic Plan: Enhancing Healdsburg's Existing Reputation as an Elevated Tourism Destination with JANE Dispensary's Unique Offerings**

Healdsburg has already established itself as an elevated tourism destination, attracting visitors with its charm, scenic beauty, and renowned hospitality. JANE Dispensary recognizes the city's existing reputation and aims to contribute to its further enhancement. This strategic plan leverages actual tourism and demographic data from Sonoma County while aligning with the needs and preferences of cannabis travelers. By offering unique and exceptional experiences, JANE Dispensary seeks to add to Healdsburg's reputation as a premier destination for discerning tourists.

**Understanding Sonoma County Tourism Data:**

The strategic plan begins by examining the Sonoma County tourism data, which provides valuable insights into visitor trends, demographics, and preferences. By gaining a deeper understanding of the target market, including their interests, spending patterns, and expectations, JANE

Dispensary can align its offerings to complement and enhance Healdsburg's existing tourism landscape.

**Leveraging Demographic Data for Cannabis Travelers:**

JANE Dispensary focuses on demographic information specific to cannabis travelers, including their interests, travel preferences, and spending habits. By tailoring experiences to meet the needs of this discerning segment, JANE Dispensary aims to attract and cater to cannabis travelers seeking unique and high-quality offerings that align with Healdsburg's elevated tourism reputation.

**Complementing Healdsburg's Existing Charm and Hospitality:**

JANE Dispensary recognizes the unique attributes that have already established Healdsburg as an elevated tourism destination. Rather than overshadowing or altering the city's existing charm and hospitality, JANE Dispensary's strategic plan seeks to seamlessly complement these qualities. By offering curated experiences that blend cannabis elements with the region's renowned art, culture, culinary delights, and natural beauty, JANE Dispensary adds a new dimension to the already exceptional tourism offerings in Healdsburg.

**Promoting Responsible and Informed Cannabis Experiences:**

JANE Dispensary collaborates closely with Sonoma County Tourism and relevant stakeholders to promote responsible cannabis tourism in Healdsburg. By providing educational resources, conducting informative workshops, and participating in joint marketing initiatives, JANE Dispensary ensures that visitors have access to legal and safe consumption practices. This commitment to responsible cannabis experiences further enhances Healdsburg's reputation as a destination that prioritizes visitor well-being and enjoyment.

**Collaborating with Local Hospitality Businesses:**

To strengthen Healdsburg's reputation as an elevated tourism destination, JANE Dispensary actively seeks partnerships with local hospitality businesses. By collaborating on exclusive offers, joint promotional campaigns, and immersive experiences, JANE Dispensary and its partners create a cohesive and elevated visitor experience. These collaborations amplify Healdsburg's existing reputation while showcasing the unique offerings provided by JANE Dispensary.

### **Designing Exceptional Cannabis Experiences:**

JANE Dispensary takes a proactive approach in designing exceptional cannabis experiences that integrate seamlessly into Healdsburg's tourism landscape. This may include curated cannabis tours, interactive workshops on cannabis cultivation, and unique sensory experiences that highlight the region's natural beauty and local culture. By offering distinctive and well-crafted experiences, JANE Dispensary aims to contribute to Healdsburg's reputation as a premier destination that caters to the diverse interests and preferences of visitors.

Building upon Healdsburg's existing reputation as an elevated tourism destination, JANE Dispensary's strategic plan is designed to add to the city's allure and visitor experience. By leveraging tourism data to understand the needs of cannabis travelers, and complementing Healdsburg's charm and hospitality, JANE Dispensary aims to offer unique and exceptional experiences that resonate with visitors seeking an elevated and well-rounded journey. Through responsible cannabis promotion, collaborations with local hospitality businesses, and the design of exceptional experiences, JANE Dispensary will contribute to Healdsburg's reputation as a premier destination for discerning tourists, further enhancing its status as an elevated tourism destination.

### **II. Minimum Wage Offered to Employees**

Entry-level employees will be paid between \$20 - \$22 per hour depending on experience. Lead employees will be paid between \$22 - \$26 per hour depending on experience. The General Manager of the facility will be a salaried employee at \$72,800 per year, which comes out to \$35 per hour. These hourly wages are all higher than the minimum wage in Sonoma County (\$17.00/hour) and the "living wage" in Sonoma County (\$17.65/hour).

### **III. Employee Benefits**

At JANE Dispensary, we believe in prioritizing the well-being and satisfaction of our employees. We offer a comprehensive benefits package to support their personal and professional needs. As part of our commitment to employee welfare, we provide the following benefits:

- **Health Care:** We believe that access to quality health care is essential. We are proud to offer a health care plan/health insurance options to our employees, with 100% of the cost covered by JANE Dispensary. Our goal is to ensure that

our employees have the necessary medical services and coverage to support their well-being.

- **Vision and Dental Coverage:** Our benefits package includes vision and dental care options to further support our employees' overall health. We strive to provide comprehensive coverage for our employees to address their vision and dental needs.
- **Paid Vacation Time:** We understand the importance of work-life balance and provide paid vacation time for eligible employees. The number of vacation days earned per year increases with length of employment.
- **Sick Days:** Regular full-time employees are eligible to receive three paid sick days per calendar year to address personal health needs.
- **Paid Holidays:** Regular full-time exempt employees are eligible to receive holiday pay for the following holidays that fall on normal workdays:
  - New Year's Day
  - Presidents Day
  - Memorial Day
  - Independence Day
  - Labor Day
  - Thanksgiving Day
  - Day after Thanksgiving
  - Christmas Eve
  - Christmas Day
  - New Year's Eve
- **Social Security:** All employees are covered by the Federal Insurance Contribution Act (Social Security). JANE Dispensary matches the employee's Social Security contributions, providing retirement, disability, death, survivor, and Medicare benefits for employees and their dependents.
- **State Unemployment Insurance:** Eligible employees are covered by the state's unemployment insurance program, which provides weekly benefits if they become unemployed through no fault of their own or due to other qualifying circumstances described in the law.
- **State Disability Insurance:** JANE Dispensary offers state disability insurance, providing temporary disability benefits for employees unable to work due to a non-occupational accident, illness, or pregnancy. Employees must complete a state form to receive benefits.

- **Workers' Compensation:** The company carries Workers' Compensation Insurance to protect employees from income loss due to occupational injury or illness. This coverage is provided at no cost to employees and is effective immediately upon employment.
- **Vehicle Allowance:** Employees required to use their vehicles for company purposes will be reimbursed at the IRS set rate. A mileage log must be submitted to receive reimbursement.
- **Family and Medical Leaves:** JANE Dispensary recognizes the importance of supporting employees during significant life events or health challenges. Eligible employees may request unpaid family and medical leaves of absence, as governed by applicable laws. These leaves provide job protection and time off to care for a newborn child, a child placed for adoption or foster care, or a spouse, child, or parent with a serious health condition. Employees must meet certain eligibility criteria and provide appropriate notice and certification as required by law.
- **Stock Options:** None offered currently; however, we are open to exploring options for equity incentives for our employees in the future as the business grows.
- **Other Benefits:** JANE Dispensary offers a number of sales incentives, changing often and available to all non-management level employees.

JANE Dispensary is committed to providing comprehensive employee benefits that prioritize the well-being, financial security, and work-life balance of our valued team members. We believe that by supporting our employees, we create a positive and fulfilling work environment where everyone can thrive.

#### **IV. Local Outreach to Healdsburg Residents for Open Positions, and Other Actions Intended to Benefit the Local Workforce and Local Employees**

JANE Dispensary recognizes the importance of local outreach and engagement with the City of Healdsburg residents when it comes to filling open positions and supporting its local employees. To the extent allowable by law, we intend to prioritize hiring Healdsburg residents. We have developed a comprehensive plan to ensure meaningful community involvement and to benefit the local workforce and our employees.

### **1. Local Job Opportunities and Hiring Strategy:**

JANE Dispensary is committed to offering employment opportunities to the residents of Healdsburg. The applicant will actively promote job openings through various local channels, such as the Healdsburg City website, local job boards, community centers, and social media platforms. By leveraging these channels, JANE Dispensary aims to reach a wide range of potential candidates within the local community.

### **2. Job Fairs and Community Outreach Events:**

To further engage with the local community and attract prospective employees, JANE Dispensary plans to participate in job fairs and community outreach events. These events provide an opportunity for residents to learn about the job opportunities available at JANE Dispensary and engage directly with the team. The applicant will actively collaborate with local organizations, community centers, and educational institutions to host these events, fostering strong connections within the community.

### **3. Training and Development Programs:**

JANE Dispensary understands the importance of investing in its employees' growth and development. To benefit the local workforce, the applicant will implement training and development programs aimed at enhancing employees' skills and knowledge in the cannabis industry. These programs may include on-the-job training, workshops, mentorship opportunities, and access to industry conferences or seminars. By providing ongoing training and development, JANE Dispensary aims to empower its employees and foster a supportive work environment.

### **4. Employee Benefits and Incentives:**

Recognizing the value of a competitive compensation package and attractive employee benefits, JANE Dispensary intends to offer a comprehensive package to its local employees. These benefits may include healthcare coverage, retirement plans, paid time off, employee discounts, and opportunities for career advancement within the company. By providing these incentives, JANE Dispensary aims to attract and retain talented individuals from the local community, fostering a dedicated and satisfied workforce.

### **5. Community Engagement and Support:**

JANE Dispensary is committed to being an active and responsible member of the Healdsburg community. The applicant plans to engage in community

initiatives, events, and partnerships with local organizations, non-profits, and charities. By actively participating in community projects, supporting local causes, and volunteering, JANE Dispensary aims to make a positive impact and strengthen its connection with the City of Healdsburg residents.

## **6. Fostering an Equitable Cannabis Industry**

JANE Dispensary is a firm believer in equity-based policies and practices. We do not turn away potential employees due to past cannabis-related arrests or convictions, and are committed to supporting brands owned by operators who suffered due to cannabis prohibition. For example, we intend to carry *Equity Trade Certified*® products, and to hold promotions benefiting organizations working to end the War on Drugs.

By implementing these local outreach strategies and employee-focused initiatives, JANE Dispensary seeks to establish itself as a valued employer within the community. Our commitment to local hiring, training and development, employee benefits, and community engagement demonstrates its dedication to supporting and benefiting our local workforce and fostering a mutually beneficial relationship with the City of Healdsburg.

## **V. Paid Community Service Hours Provided to Employees**

JANE Dispensary is dedicated to supporting the local community through volunteer efforts and encourages its employees to actively participate in paid community service. The number of volunteer hours dedicated by each employee per year will vary based on their availability and individual preferences. However, as part of JANE Dispensary's commitment to community service, the company encourages employees to contribute a maximum of 20 hours of paid community service per year. This allows employees to actively engage with local organizations, give back to the community, and make a positive impact beyond their regular work responsibilities. We want our employees to feel empowered to serve.

## **VI. Plan to Secure Supplies and Equipment from Local Sources**

JANE Dispensary is committed to securing supplies and equipment from local sources whenever possible. This will be achieved through the following methods:

- ***Collaborating with Local Construction Companies*** - JANE Dispensary will partner with local construction companies in Healdsburg for building renovations or expansions, fostering the growth of the local construction

industry while ensuring that the dispensary's physical infrastructure aligns with the community's aesthetic and architectural standards.

- **Printing and Design Services from Local Printers** - By prioritizing local printers and graphic designers, JANE Dispensary supports the local printing industry and benefits from personalized attention, quick turnaround times, and the ability to contribute to the design process collaboratively, ensuring high-quality marketing materials, packaging, and signage.
- **Engaging Other Local Service Providers** - JANE Dispensary sources essential professional services, such as legal, accounting, IT support, security, and marketing, from local service providers, contributing to the growth of these businesses while benefiting from their specialized expertise and knowledge of the local market.
- **Networking and Building Relationships** - Actively participating in local business networking events, chambers of commerce, and industry associations, JANE Dispensary establishes connections and fosters relationships with local businesses, creating a strong network that can meet the dispensary's various needs and contribute to a robust and interconnected business community in Healdsburg.
- **Continued Support and Collaboration** - JANE Dispensary demonstrates an ongoing commitment to local businesses by seeking collaborations and engaging in joint marketing campaigns, cross-promotional activities, and referrals, contributing to the growth, vitality, and sustainability of Healdsburg's local business ecosystem.

By prioritizing local sourcing and engaging with businesses in Healdsburg, JANE Dispensary demonstrates its commitment to supporting the local economy and fostering a strong sense of community. Through a network of local suppliers, collaborative partnerships, and continuous relationship management, JANE Dispensary aims to secure high-quality supplies and equipment while contributing to the growth and prosperity of Healdsburg's business ecosystem.

## Conclusion

At JANE Dispensary, our commitment to equity extends beyond our business operations. We prioritize the well-being of our valued staff and actively seek opportunities to make a positive impact on the Healdsburg community. Our equity plan embraces a holistic approach that not only focuses on staff well-being and paid time off but also encourages volunteer opportunities at prominent Healdsburg-based non-profit and community-oriented organizations.



Through these community engagement efforts, JANE Dispensary seeks to contribute positively to Healdsburg's social, economic, and cultural fabric. We are dedicated to being an active participant in the local community and look forward to establishing long-term relationships with non-profit organizations, community stakeholders, and fellow businesses to foster growth and prosperity for all, as well as a sense of belonging and social responsibility within our team and contribute to the betterment of our beloved community..

## **Section G: Proposed Site Plan**

### **I. Existing Site**

#### ***Location***

Address: 44D Mill Street, Healdsburg, CA  
Zoning: Mixed Use  
Special Area Plan: Central Healdsburg Avenue Area Plan

#### ***Description of Existing Site***

The existing site is a vacant suite in a mixed-use complex in the south end of the City, near the main traffic circle. The location is within walking distance of downtown, other shopping centers, and public transportation without being on a busy thoroughfare.

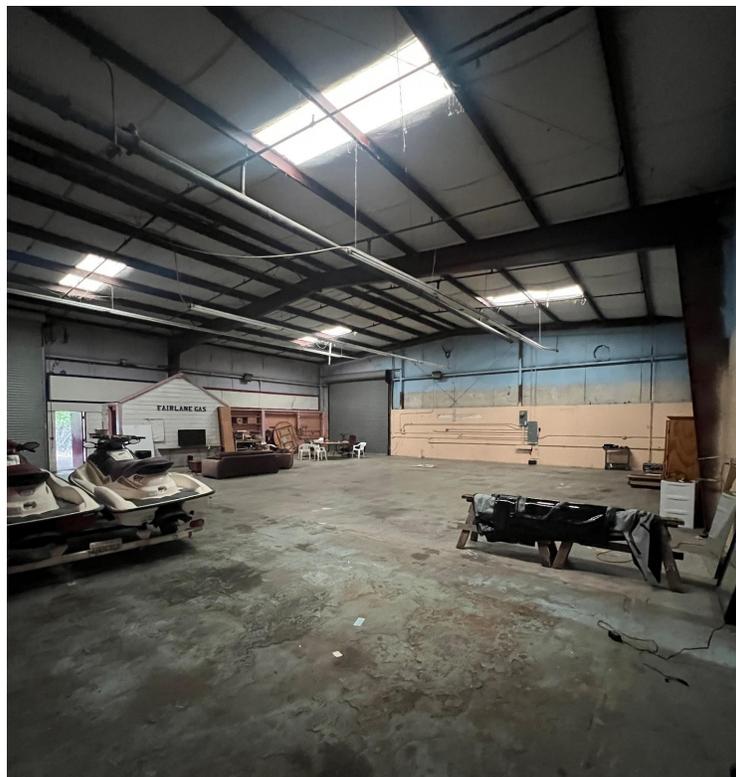
Within the complex, Suite 44D is the farthest unit back from the road, making it also the least visible from the road and surrounding properties. The parking lot is shared between the tenants in the complex, and offers plenty of spaces to accommodate the proposed use as well as surrounding uses. Specifically, JANE Dispensary would have access to 10 dedicated parking spaces, one dedicated handicapped parking space, and 30 “flex” spaces available for use by any tenant in the complex, for a total of 41 available vehicle parking spaces. In addition, visitors would have access to the electric bicycle and traditional bicycle parking racks we plan to install.

Other tenants in the complex include a taproom (Coyote Sonoma), a nightclub (The Elephant in the Room), and a restaurant (The Parish Cafe). Previously there was also an antique store (Mill Street Antiques). The parcel behind the facility has industrial tenants including a solar company and auto body shops.

#### ***Photos of Existing Site***



Existing interior



Existing interior



Existing exterior



Existing exterior



Existing parking lot

### ***Current Use of Site***

The proposed site is currently vacant.

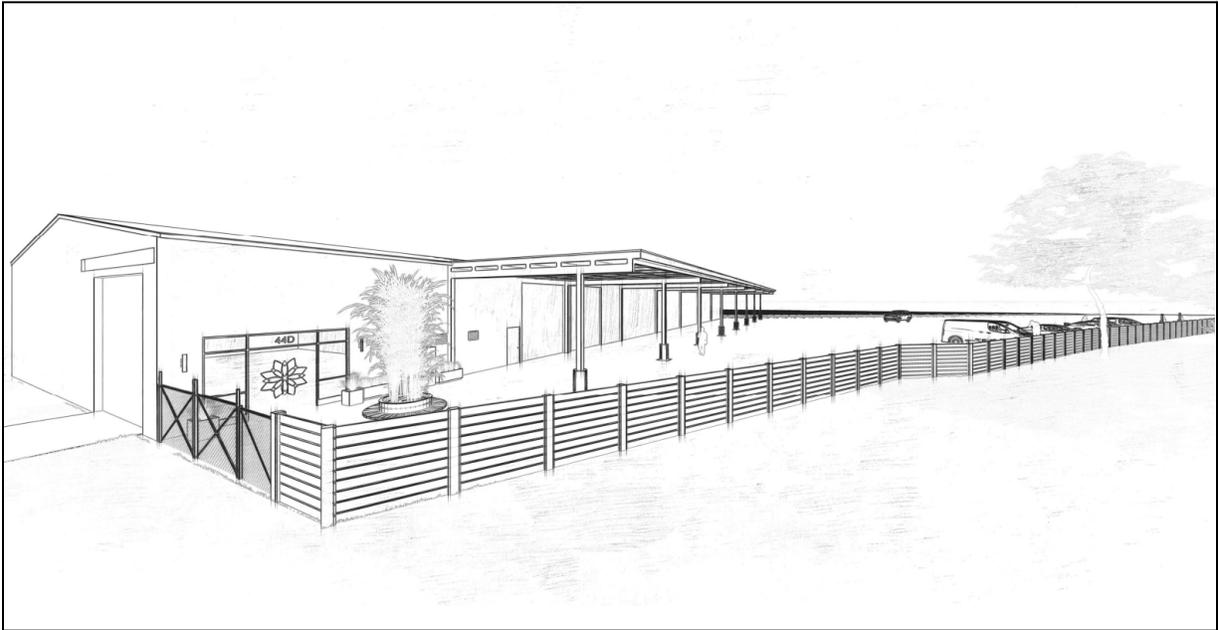
### ***Businesses Operating on the Same and Adjacent Parcels***

The other businesses on the subject parcel and on adjacent parcels are a mixture of commercial and industrial uses. These include but are not limited to: Coyote Sonoma, Thrive Hydroponics, Speed of Sound Music, Healdsburg Printing, The Parish Cafe, The Elephant in the Room, Healdsburg Transmissions, Capricorn Automotive, Carreras Auto Body, Sonoma Shipping, Plum Electric, Wright's Feed Store, Soul Fixx Kombucha, and Luciani Pump Co. Inc.

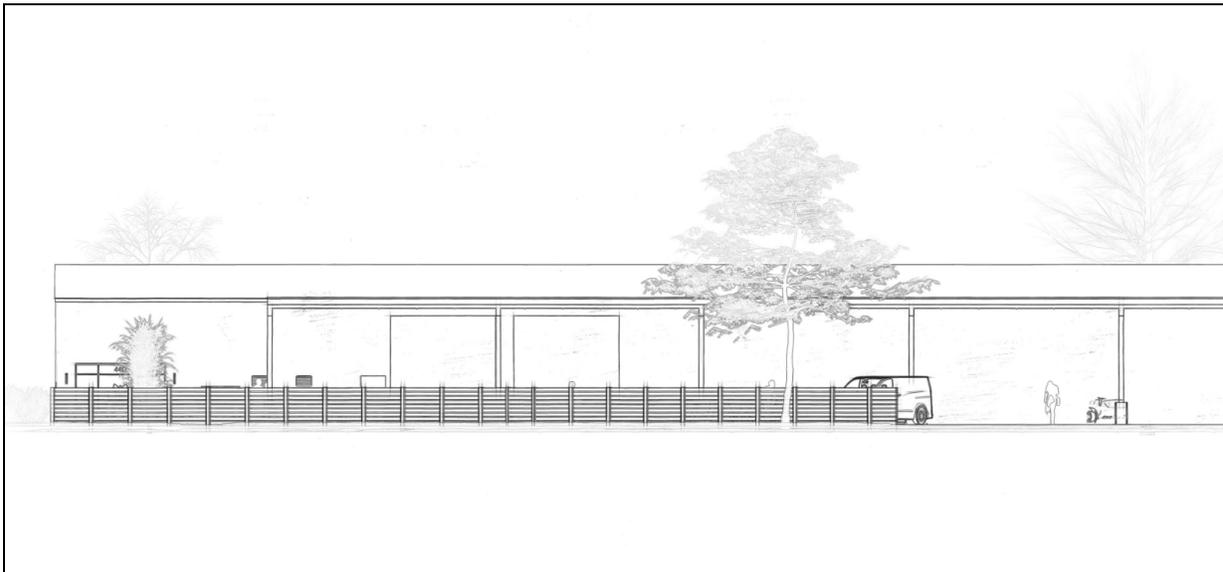
## **II. Proposed Site**

## ***Exterior Elevations and Renderings***

A video walkthrough of the proposed exterior can be viewed here:  
<https://tinyurl.com/JANEHealdsburgExteriorVideo>



Proposed exterior elevations



Proposed exterior elevations



Rendering of proposed exterior



Rendering of proposed exterior

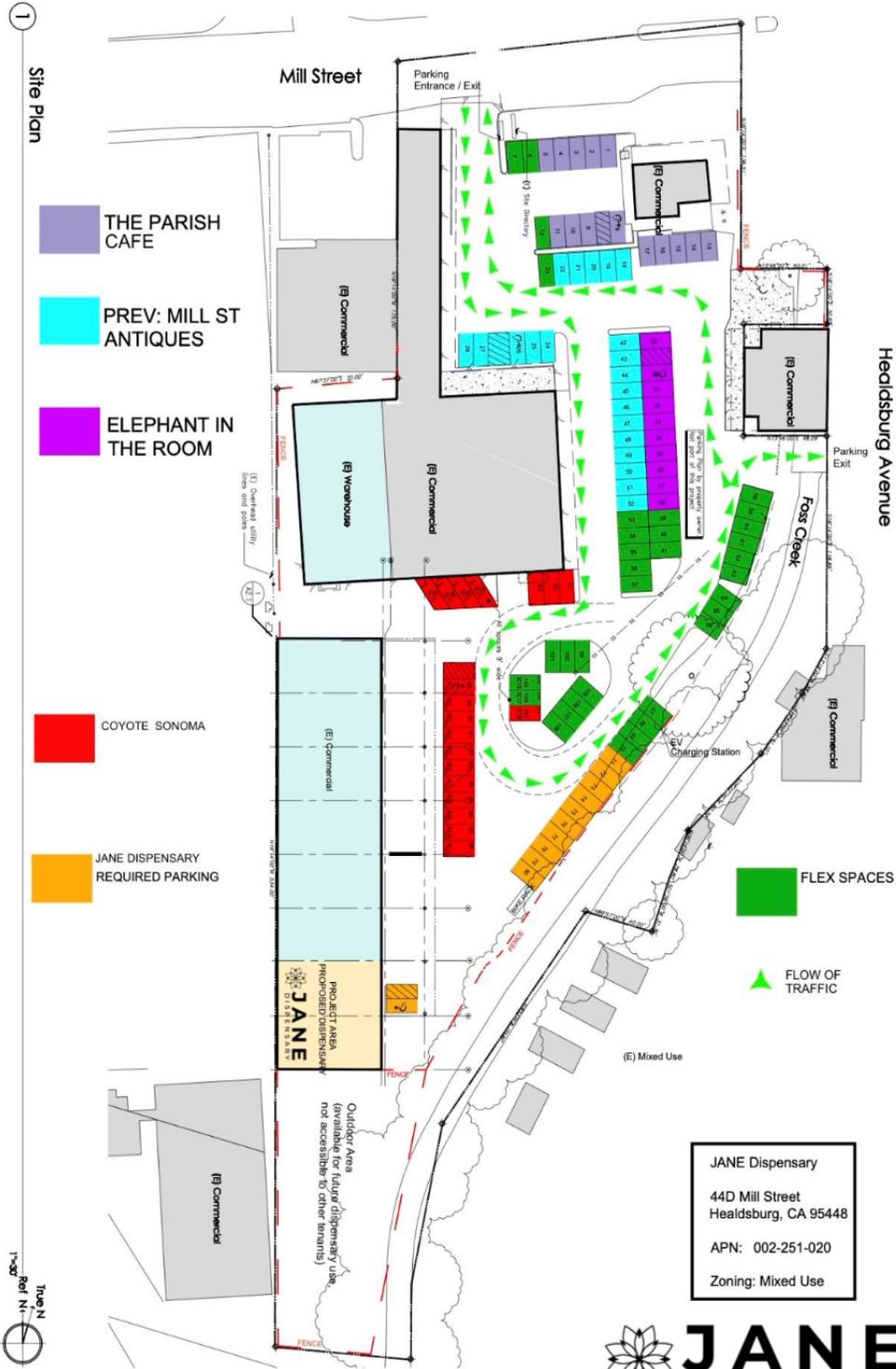


Rendering of proposed exterior



Rendering of proposed electric bicycle charging racks in parking lot

Site Plan



### ***Description of Proposed Improvements***

Per the Healdsburg Municipal Code, at least 1 parking space will be provided for every 300 square feet of gross floor area. Here, the gross floor area of the proposed dispensary is approximately 3,000 square feet, minus storage and loading areas; thus, at least 10 parking spaces are required, and the proposed plans include at least 10 spaces adjacent to the proposed dispensary in addition to numerous other “flex” spaces available throughout the parking lot. A handicap parking space will also be added next to the dispensary entrance door.

Other site improvements will include addition of a bicycle rack; installation of an electric vehicle (EV) charging station; creation of a new door that will serve as the main entrance to the retail area; construction of interior walls to separate the existing large space into multiple rooms; installation of odor control technology; installation of a security system including s [REDACTED] and giving the outside of the building a face-lift.

The exterior design will be similar to the design used at JANE Dispensary’s Cotati location, shown below.

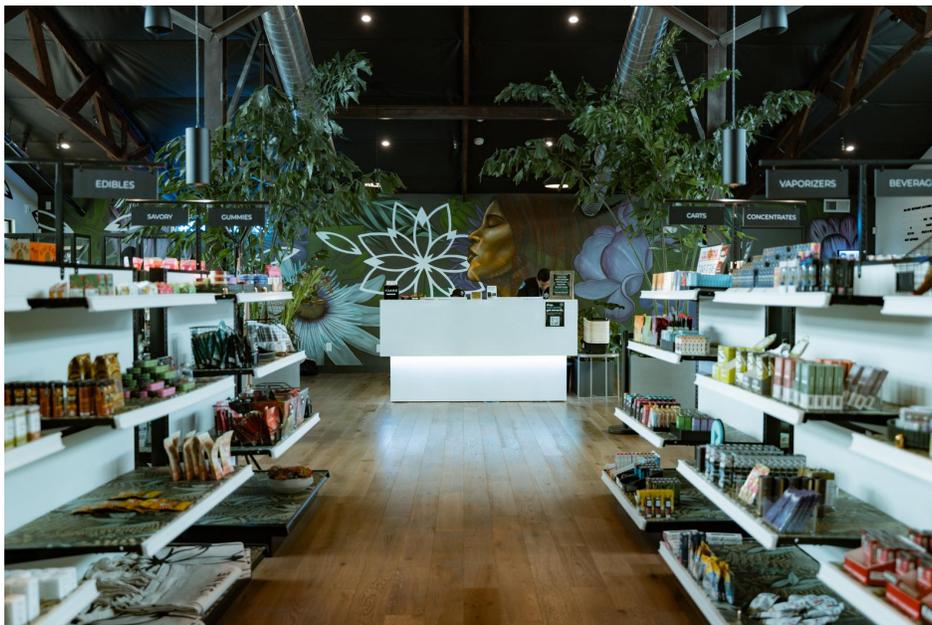


Exterior of JANE Dispensary’s Cotati location



Exterior of JANE Dispensary's Cotati location

The interior of the space will feature an open floor plan with high ceilings, clean lines, contemporary yet comfortable decor, and plenty of shelf space as well as display cases and self-order kiosks. The dispensary will be decorated with foliage and art, as well as tasteful fixtures and design elements. The appearance will be similar to that of JANE Dispensary's Cotati location, shown below.



Interior of JANE Dispensary's Cotati location



Interior of JANE Dispensary's Cotati location



Interior of JANE Dispensary's Cotati location

The proposed floor plan for JANE Dispensary's Healdsburg store is shown below.



Floor plan and elevations for JANE Dispensary - 44D Mill Street

Renderings of what the interior of JANE Dispensary's Healdsburg location would look like are below.



Rendering of proposed interior.



Rendering of proposed interior.



Rendering of proposed interior.

**III. How will the proposed modifications and utilization of the site for cannabis retail activity impact the public health, safety, welfare, environmental quality, and/or quality of life in the surrounding area?**

The changes that JANE Dispensary is proposing to make to the site will improve the safety of the surrounding area. This is due to the rigorous security measures that will be implemented, including but not limited to s [REDACTED]

[REDACTED]

Additionally, the proposed improvements will improve the aesthetics and environmental quality of the vicinity. JANE Dispensary is proposing to add tasteful native drought-resistant landscaping, improve the outdoor area adjacent to Suite 44D, collaborate with local artists on a mural to decorate the building (with approval from the City and landowner), repair and reinforce existing fencing, add a bicycle rack and an electric vehicle charging station, and revitalize the overall exterior facade to look modern and inviting.

JANE Dispensary plans to take advantage of the Sonoma-Marín Saving Water Partnership’s free water smart plant labeling program. The water smart plant label is intended to highlight low water use plants to nursery customers and to promote sustainable landscaping practices in Sonoma and Marin counties. Additionally, JANE Dispensary plans to use WaterSense labeled irrigation controllers, which can significantly reduce overwatering by applying water only when plants need it.

Below is a list of some water-smart plants that JANE Dispensary desires to incorporate into the site:

MISCANTHUS GOLD BAR  
FESTUCA RUBRA  
RUBRA MOLATE  
CEANOTHUS CENTENIAL  
LAVADULA MUNSTEAD

MISCANTHUS  
TRANSMORRISONENESIS  
LIRIOPE MUSCARI  
LIRIOPE SILVER DRAGON  
CALAMAGROSTIS FOLIOSA

With regards to air quality, JANE Dispensary will comply with all best management practices established by the Northern Sonoma County Air Pollution Control District (NSCAPCD). Once receiving a permit, we would not exceed any specific threshold set by NSCAPCD.