



# PROPOSAL FOR A CANNABIS BUSINESS PERMIT



SOLFUL™

# The Solful *standard*



## MUDDY-SHOE SOURCING

Know your producer. This idea has sent us up many windy roads in Northern California. Getting to know our local farmers and producers lets us witness firsthand the care, pride, thoughtfulness, art, and skill they put into their respective crafts. And it allows us to confidently stand behind every product we offer.



## LOVE WORTHY QUALITY

Would we share this with someone we love? We ask this question about every product we carry—and make sure the answer is “yes.” You won’t find artificial colors in our edibles or harmful chemicals in our cartridges. From topicals to tinctures, our exacting standards ensure all products at Solful pass our Love Test.



## JUST-FOR-YOU EXPERIENCES

At Solful, you get exactly what you need. We empower you with in-depth information about farms, ingredients, and dosing so you can take the reins. We carefully train our Health & Happiness Consultants to be your trusted guides through the world of cannabis. Together, we find the right products to help improve the way you live.



## HAPPINESS GUARANTEE

If you aren’t happy with your purchase, bring it back and we’ll make it right. Your exchange will be handled with exceptional care and attention, so that together we can fulfill our promise of providing you with the cannabis products that increase your health and happiness.



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# welcome Message



Dear City of Healdsburg,

I am Eli Melrod, the CEO and Co-founder of Solful. Our mission-driven company is dedicated to cultivating health and happiness within the communities we serve. With great excitement and anticipation, I am writing this letter to apply for the opportunity to establish a retail location in the charming city of Healdsburg.

At Solful, we firmly believe in the power of cannabis to uplift communities and foster healthier, happier lives. Our passion for this plant goes beyond just selling products—it's about creating a positive impact and building meaningful connections with our community.

We are committed to providing thorough customer education and ensuring our team stays updated with the latest research and science. This allows us to offer reliable advice and guidance to our customers, ensuring they have the information they need to make informed choices.

One of the key aspects of our business is our strong partnerships with local producers. We collaborate with farmers and producers who share our commitment to safety, quality, and ethical practices. By sourcing from these trusted partners, we can provide our customers with products that meet our high standards and support the local economy.

As an environmentally-conscious company, sustainability is at the core of everything we do. We take great care in sourcing our products responsibly and strive to foster ecological balance. Our sun-grown cannabis is cultivated on the North Coast, ensuring a connection to the beautiful natural surroundings and promoting the acceptance and understanding of cannabis within the community.

By establishing a Solful storefront in Healdsburg, we aim to create a welcoming space where the community can explore a new narrative of wellness and happiness. We are excited about the positive impact Solful can have on the daily lives of Healdsburg's residents by offering top-quality, safe, and effective cannabis products.

Additionally, we are proud to contribute to the local community by supporting local farmers and strengthening the local economy. Our partnerships with these farmers allow us to showcase their dedication and passion for their craft, creating a deeper connection between the products and the people who grow them.

In conclusion, we are thrilled and hopeful for the opportunity to bring Solful to the vibrant community of Healdsburg. Our dedication to health, happiness, and environmental responsibility will help foster a positive and sustainable cannabis culture. We are committed to creating a space where everyone feels welcome and where the community can come together to explore the potential of cannabis to enhance their lives.

Thank you for considering our application. We are available for further discussion and to provide any additional information that may be required to support our application.

Warm regards,

*Eli Melrod*

**CEO and Co-founder, Solful**

# A. Business Plan

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## SECTION A: BUSINESS PLAN (400 points)

**1. Finances – Application includes a budget for construction, operations, maintenance, compensation of employees, equipment, property lease, security equipment and staff, City fees, state fees, utility costs, product purchases and other anticipated contingency costs. The budget must demonstrate sufficient capital in place to pay startup costs and at least three months of operating costs, as well as a description of the sources and uses of funds. Application must also address the following:**

As part of our commitment to transparency and compliance, we have prepared a comprehensive three-year financial plan as an exhibit to support our application. This plan outlines the projected start-up costs, store cash flow, pre-opening expenses, pro-forma profit and loss statements, and various other anticipated expenses, all of which are crucial in demonstrating our financial sustainability.

### Breakdown of our Budget

- **Construction:** We have allocated funds for the construction and build-out of our facility, ensuring compliance with industry standards and regulatory requirements.
- **Operations and Maintenance:** Our budget includes ongoing operational expenses, such as employee compensation, equipment maintenance, and necessary upgrades, ensuring a smooth and efficient operation.
- **Lease and Property Costs:** We have accounted for the costs associated with leasing the property where our dispensary will be located, including any leasing agreements and associated fees.
- **Security Equipment and Staff:** In line with our commitment to safety and security, we have allocated funds for the installation and maintenance of state-of-the-art security equipment, as well as for well-trained security personnel.

- **City and State Fees:** We are fully aware of the importance of compliance and have budgeted for various city and state fees necessary for licensing and ongoing regulatory compliance.
- **Utility Costs:** Our budget includes provisions for utility expenses such as electricity, water, and other essential services required for daily operations.
- **Product Purchases:** To ensure a consistent supply of high-quality cannabis products, we have factored in ongoing product purchases from reputable vendors.

### Contingency Costs

While we strive for meticulous planning, we have also accounted for unforeseen circumstances and potential contingency expenses in order to be prepared for any unexpected challenges that may arise. We are pleased to inform you that we have successfully secured commitments from investors that more than double the anticipated start-up costs. This additional funding provides a safety net to address any unforeseen situations that may arise during our initial stages of operation.

The attached budget exhibit provides a comprehensive overview of our financial plan, showing a breakdown of the sources and uses of funds. We have taken great care to ensure transparency and clarity in the allocation of our capital, demonstrating our responsible financial management.

**A. Proof of capitalization, in the form of documentation of cash or other liquid assets on hand, Letters of Credit or other equivalent assets. (Note: Proof of Capitalization should be submitted in a separate PDF file. See “Application Process” section for more information.)**

**B. A pro forma for at least three years of operations.**

## Pro Forma Profit and Loss Statement

Healdsburg 465 Retail LLC Pro Forma Financial Statements	Pre-Opening Year 0	Year 1	Year 2	Year 3
<b>Profit &amp; Loss</b>				
Revenue				
Retail	-	1,875,000	3,175,000	4,033,056
Delivery	-	-	-	-
Total Revenue	-	1,875,000	3,175,000	4,033,056
Cost of Goods Sold				
Cost of Goods Sold (Products)	-	843,750	1,428,750	1,814,875
City Cannabis Tax	-	-	-	-
Total Cost of Good Sold	-	843,750	1,428,750	1,814,875
Gross Margin	-	1,031,250	1,746,250	2,218,181
Gross Margin %	0.0%	55.0%	55.0%	55.0%
Operating Expenses				
Employee Compensation	30,466	736,923	910,837	938,162
Meals & Entertainment	-	5,000	6,000	6,000
Rent	-	61,125	95,250	120,992
Insurance	-	19,167	24,000	24,000
Utilities	-	7,500	9,000	9,000
Bank Charges	-	2,500	2,000	2,000
Merchant Fees	-	7,500	12,700	16,132
IT/POS Expenses	-	15,000	18,000	18,000
Donations	-	15,000	18,000	18,000
Advertising & Promotion	-	65,000	60,000	60,000
Office Expense	-	10,000	12,000	12,000
Repairs & Maintenance	-	4,000	4,800	4,800
Professional Fees	25,000	1,000	1,200	1,200
Taxes and licenses	21,000	14,500	22,500	30,500
Store Supplies	-	20,000	24,000	24,000
Telephone	-	3,450	4,140	4,140
Total Operating Expense	76,466	987,665	1,224,427	1,288,926
Total Operating Expense %	0.0%	52.7%	38.6%	32.0%
EBITDA	(76,466)	43,585	521,823	929,254
EBITDA %	0.0%	2.3%	16.4%	23.0%
Federal Income Tax	-	168,750	285,750	362,975
State Income Tax	(6,760)	3,853	46,129	82,146
Depreciation & Amortization	-	50,000	50,000	50,000
Total Non-Operating Expenses	(6,760)	222,603	381,879	495,121
Net Income/(Loss)	(69,706)	(179,018)	139,944	434,133
Net Income/(Loss) %	0.0%	-9.5%	4.4%	10.8%

## Pro Forma Balance Sheet

Healdsburg 465 Retail LLC Pro Forma Financial Statements	Pre-Opening Year 0	Year 1	Year 2	Year 3
Balance Sheet				
Current Assets				
Cash	339,294	400,901	521,548	952,498
Inventory	250,000	234,375	263,672	276,855
Other Current Assets	20,000	20,000	20,000	20,000
<b>Total Current Assets</b>	<b>609,294</b>	<b>655,276</b>	<b>805,220</b>	<b>1,249,353</b>
Fixed Assets				
Equipment	215,000	215,000	215,000	215,000
Leasehold Improvements	600,000	600,000	600,000	600,000
Accumulated Depreciation	-	(50,000)	(50,000)	(50,000)
Other Fixed Assets	-	-	-	-
<b>Total Fixed Assets</b>	<b>815,000</b>	<b>765,000</b>	<b>765,000</b>	<b>765,000</b>
Non Current Assets				
Security Deposits	6,000	6,000	6,000	6,000
Other Non-Current Assets	-	-	-	-
<b>Total Non-Current Assets</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>
<b>Total Assets</b>	<b>1,430,294</b>	<b>1,426,276</b>	<b>1,576,220</b>	<b>2,020,353</b>
Current Liabilities				
Accounts Payable	-	125,000	135,000	145,000
Other Current Liabilities	-	50,000	50,000	50,000
<b>Total Current Liabilities</b>	<b>-</b>	<b>175,000</b>	<b>185,000</b>	<b>195,000</b>
Non-Current Liabilities				
Loan	1,500,000	1,500,000	1,500,000	1,500,000
<b>Total Non-Current Liabilities</b>	<b>1,500,000</b>	<b>1,500,000</b>	<b>1,500,000</b>	<b>1,500,000</b>
Shareholder Equity				
Retained Earnings	-	(69,706)	(248,724)	(108,780)
Net Income	(69,706)	(179,018)	139,944	434,133
<b>Total Equity</b>	<b>(69,706)</b>	<b>(248,724)</b>	<b>(108,780)</b>	<b>325,353</b>
<b>Total Liabilities &amp; Shareholder Equity</b>	<b>1,430,294</b>	<b>1,426,276</b>	<b>1,576,220</b>	<b>2,020,353</b>

## Pro Forma Cash Flow Statement and Start Up Budget

<b>Healdsburg 465 Retail LLC Pro Forma Financial Statements</b>	<b>Pre-Opening Year 0</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Flow</b>				
Cash Flow from Operations				
Net Ordinary Income	(69,706)	(179,018)	139,944	434,133
Adjust:				
Depreciation/Amortization	-	50,000	50,000	50,000
Increase/(Decrease) in Payables	-	125,000	10,000	10,000
Decrease/(Increase) in Inventory	(250,000)	15,625	(29,297)	(13,184)
Decrease/(Increase) in Other Assets/Liabilities	(20,000)	50,000	(50,000)	(50,000)
Cash Flow from Operations	(339,706)	61,607	120,647	430,950
<b>CashFlow from Investing</b>				
Disposal/(Purchase of Fixed Assets)	(815,000)	-	-	-
Decrease/(Increase) in Non-Current Assets	(6,000)	-	-	-
Cash Flow from Investments	(821,000)	-	-	-
<b>Cash Flow from Financing</b>				
Increase/(Decrease) in Loan	1,500,000	-	-	-
Cash Flow from Financing	1,500,000	-	-	-
<b>Net Cash Flow</b>	<b>339,294</b>	<b>61,607</b>	<b>120,647</b>	<b>430,950</b>

<b>Healdsburg 465 Retail Startup Budget - Sources and Uses</b>	<b>\$ Value</b>	<b>\$Value</b>
<b>Uses of Capital</b>		<b>Sources of Capital</b>
Leasehold Improvements	600,000	Investor Loan
Equipment (and other Fixed Assets)	215,000	1,500,000
Property Lease	6,000	
City Fees	10,000	
Professional Fees	25,000	
Licensing	11,000	
Inventory	250,000	
Operational Costs	75,000	
Marketing Costs	50,000	
Employee Compensation	258,000	
<b>Use of Capital</b>	<b>1,500,000</b>	<b>1,500,000</b>

**C. A schedule for beginning operation, including a narrative outlining any proposed construction and improvements and a timeline for completion.**

Timeline for opening Solful's Healdsburg dispensary:

- **License (Entitlement) Approval** - First step to operate Healdsburg store.
- **Finalize Building Plans** - Review and revise building plans for compliance with local codes. Estimated Time: 1 month after approval.
- **Out to Bid and Hire General Contractor (GC)** - Engage in competitive bidding process for reputable GC. Estimated Time: 2 months after approval.
- **Obtain Construction Permits** - Apply for necessary construction permits and submit required documentation. Estimated Time: 2.5 months after approval.
- **Demolition and Start Construction** - Demolish existing structures and commence construction activities. Estimated Time: 3 months after approval.
- **Construction Complete and Turned Over to Solful Team** - Completion of store's interior and exterior and careful inspection for safety and building regulations. Estimated Time: 6 months after approval.
- **Receive Deliveries and Complete Store Opening Procedures** - Receive deliveries of products and follow store opening procedures for an inviting and compliant retail environment. Estimated Time: 6.5 months after approval.
- **Grand Opening** - Announce grand opening of Healdsburg store to welcome customers and community. Estimated Time: 7 months after approval.

**D. A letter from a bank, credit union, or similar financial institution stating that the cannabis Applicant has, or will be provided, access to banking services.**



A subsidiary of North Bay Credit Union

07.06.2023

To whom it may concern,

Gravenstein 116 LLC dba Solful has been a customer of NBCU/GBX for 5 years. It is our understanding that they are applying to acquire a retail cannabis license in the City of Healdsburg as 465 Retail LLC dba Solful. We are prepared to offer additional bank accounts, after completing a review of newly submitted applications, in the event they acquire new licensing for additional locations.

Thank you,

*Katie Collins*

Katie F Collins



**KATIE COLLINS**

MRB Banker

 (866) 951-2551 1039

 [katie@greenbaxmarketplace.io](mailto:katie@greenbaxmarketplace.io)

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Greenbax Marketplace is not a financial institution. GBX is a financial services platform and a subsidiary of North Bay Credit Union. Greenbax Marketplace accounts are held in custodian for the benefit of the customer at Austin Capital Trust Company and North Bay Credit Union is Austin Capital Trusts' sponsor bank. Greenbax Marketplace provides managed services for compliance to North Bay Credit Union and is the technology platform between the two financial institutions, Austin Capital Trust, and North Bay Credit Union.

**Application describes the day-to-day operations of the proposed Retail business, which meet industry best practices. This should include, at a minimum, a description of the following criteria:**

**A. Customer check-in procedures.**

At Solful, we provide a secure, compliant, and enjoyable experience for all our staff, customers, and visitors. The Customer Check-In Procedures ensure a smooth and efficient in-store experience.

### Age and Identification Requirements

1. All individuals, including staff, customers, and visitors, must be at least 21 years old to be on the premises unless they are a confirmed medical cannabis patient.
2. Medicinal cannabis patients must be at least 18 years old AND possess a valid physician's recommendation for medicinal cannabis.

### Customer Check-In Process

To ensure compliance with regulations and a seamless customer experience, the check-in process must be followed:

1. Upon arrival, customers approach the dedicated check-in area where an associate will greet them.
2. Customers present their valid government-issued ID or a valid Armed Forces ID for verification.
3. The associate scans the ID for authentication, cross-checking the details with the physical ID.
4. For new customers, the associate creates a customer profile within the Treez POS system, storing relevant information for future visits.
5. Upon successful completion of the check-in process, customers are allowed to enter the retail area.

### Staff Presence and Sales Requirements

1. At least one employee must be present in the retail area at all times when customers are present.
2. All sales must occur within the retail area of the premises.

**B. Location(s) and procedures for receiving deliveries during business hours.**

Procedures for distribution delivery drivers:

- Delivery hours are between 10:00am and 4:00pm PST.
- Drivers must call the store 30 minutes before delivery.
- Upon arrival, drivers sign into the Limited Area Access Log, receive a guest badge, and are escorted by

a trained employee to the delivery door in the rear, which is not available to the public.

- The delivery area is examined for hazards before delivery.
- After delivery, drivers are escorted off the property, signed out from the Limited Access Log, and their guest badge is retained.

**C. The Point-of-Sale system (including name) to be used and how it will interact with the state's mandated track and trace system. Identify the number of Point-of-Sales terminals to be used when the business is at full capacity.**

The Point-of-Sale (POS) system that will be utilized in our operations is Treez. Treez will interact with the state's mandated track and trace system, Metrc, ensuring seamless data integration and compliance with state regulations.

Treez has been designed with a specific integration to Metrc, which allows for automatic data synchronization between the two systems. This integration provides real-time tracking of inventory, sales, and customer information while adhering to the regulatory requirements set forth by the state.

The key features of the Treez and Metrc integration include:

- 1. Accurate inventory tracking:** Treez POS system stays in sync with Metrc by sending and receiving real-time product data, allowing for better inventory management and preventing stock discrepancies.
- 2. Compliance management:** The integration ensures that cannabis goods are effectively monitored to prevent diversion and maintain compliance with state regulations.
- 3. Reporting capabilities:** Treez generates necessary regulatory reports and submits them directly to Metrc, streamlining the reporting process and minimizing the risk of errors or delays.

At full capacity, our business will utilize 5 Point-of-Sale terminals based on the operational requirements and customer flow.

**D. The number of customers to be served per hour/day.**

Based on our comprehensive analysis, we anticipate serving an average of 80-100 customers per day in our first year of operation. This translates to approximately 8-10 customers per hour on an average day. During holidays or peak periods, customer demand tends to increase. During these times, we anticipate that our customer flow could ramp up, allowing us to serve approximately 15-20 customers per hour, which equates to about 150-200 customers per day.

These projections have been carefully calculated based on industry trends, market research, and the expertise of our operations team. It is important to emphasize that our priority is to ensure that we maintain a safe and compliant environment for all our customers. We have implemented efficient processes and protocols to manage customer flow, reduce wait times, and enhance the overall experience for each individual. Our average time of visit for a customer across our existing stores is seven to eight minutes.

### **E. How cannabis and cannabis products will be tracked and monitored to prevent diversion.**

#### **Storage and Inventory Procedures**

Cannabis goods are stored in areas with limited access, accessible only to employees with security key card permissions. Visitors must confirm their identity, sign into the Limited Access Area Log, receive a guest badge, and be escorted by an employee throughout their stay. Employees with inventory control duties are trained on the following procedures:

##### **Intake Procedures**

- Logging the delivery into Metrc and the Treez POS system.
- Generating barcode labels.
- Completing the Product Intake Tracker and verifying accuracy.

##### **Storage Procedures**

- The storage room is high-tech, climate-controlled, and secured. It's accessible only to General Managers, Inventory Specialists, and Supervisors.
- Products are labeled and stored on designated shelves, with 'Use First' stickers on products with the shortest expiration date parameters.
- All product in the storage room are accompanied by a Metrc track and trace tag specific to each batch

##### **Restocking Procedures**

- Limited amounts of products are maintained on-sale.
- Inventory is replenished based on preset par values.

## Inventory Recordkeeping and Reconciliation

### Maintaining and Producing Inventory Motion Records

- Delivered items are stored in the “need to process” shelf to undergo further processing.
- Inventory specialists move the manifest in Metrc, assigning the associated product to the store.
- Treez POS is used to record order details, contents, acceptance timing, and product pricing.
- The inventory specialist assigns an employee to tag products with the inventory barcode.
- After completion, accuracy is ensured via the Product Intake Tracker.

### Inventory Reconciliation

A full reconciliation of Inventory is undertaken every 30 days by conducting weekly category cycle counts.

- Inventory sheets are prepared using live inventory data, with each employee assigned a specific inventory category.
- Counts are verified and recorded by a supervisor.
- Reconciliation is done in the Treez system, and any discrepancies are reported to the General Manager and the Home Office Operations Manager.
- Any discrepancies are immediately investigated and reconciled by the Inventory Team and Operations Manager
- Inventory adjustment records are kept on-premises as required by Department of Cannabis Control regulation.

These procedures ensure that cannabis goods are stored safely, and inventory is effectively tracked and monitored to prevent diversion. Moreover, employees are well-trained in handling inventory procedures and maintaining accurate records to ensure compliance with Department of Cannabis Control regulations. and maintaining accurate records to ensure compliance with Department of Cannabis Control regulations.

**F. The proposed waste management plan, including waste disposal locations, security measures, methods of rendering all waste unusable and unrecognizable, and the vendor in charge of disposal.**

### Waste Management Plan for Solful Cannabis Dispensary

The following comprehensive waste management plan outlines waste disposal locations, security measures, methods of rendering waste unusable and unrecognizable, and vendor information for responsible disposal.

#### Waste Disposal Locations

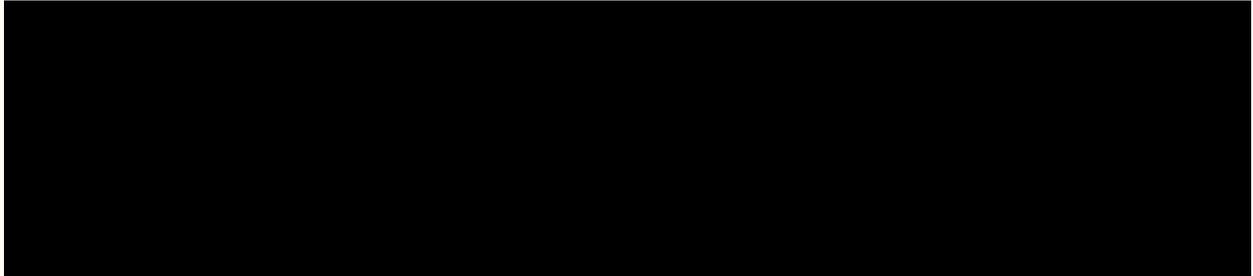
Designated secure waste storage areas will be established at the following locations:

- A. A secure and clearly marked area within the dispensary for temporary waste storage.

B. A locked and access-controlled waste storage area in the back of house for longer-term waste storage until pickup Mediwaste, the designated waste disposal vendor.

### Security Measures

In order to protect the integrity of waste handling and prevent unauthorized access, the following security measures will be implemented:



### Methods of Rendering Waste Unusable and Unrecognizable

Waste will be securely destroyed by following these steps:

1. All cannabis waste will be separated from non-cannabis waste.
2. Cannabis waste will be rendered unusable and unrecognizable by grinding it and mixing it with other non-cannabis waste. The mixture will consist of at least 50% non-cannabis waste (e.g., shredded paper, cardboard, or organic waste).
3. Secure containers will be used to store the rendered waste mixture to prevent access, tampering, or theft.
4. Waste containers will be properly labeled with the contents and marked as “Cannabis Waste” to ensure proper handling during disposal.

### Waste Disposal Vendor

We have contracted with a licensed waste disposal vendor, Mediwaste, to ensure proper handling, transportation, and disposal of all rendered cannabis waste. The waste disposal vendor will:

1. Regularly schedule waste collection based on the disposal frequency required at our facility, ensuring timely and efficient waste disposal.
2. Transport the waste using dedicated and secure vehicles, complying with applicable local and state regulations
3. Provide a certificate of destruction for each disposal event, ensuring our waste management processes effectively comply with the legal requirements.

# B. Labor & Employment Plan

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## SECTION B: LABOR AND EMPLOYMENT PLAN (400 points)

- 1. Collective Bargaining – Application describes to what extent the cannabis business will recognize the collective bargaining rights of employees in accordance with the Department of Cannabis Control (DCC) California Code of Regulations (CCR) Title 4, Division 19, §15002.**

Solful's commitment to the collective bargaining rights of its employees, as described in the Department of Cannabis Control (DCC) California Code of Regulations (CCR) Title 4, Division 19, §15002, paved the way for a comprehensive Labor Peace Agreement with the Teamsters Joint Council #7 and #42. As we establish our operations in Healdsburg as 465 Retail LLC, which is wholly owned by Gravenstein 116 LLC, the existing agreement will cover our employees and forms the bedrock of our employee relations strategy. The key facets of this Master Labor Peace Agreement are:

### Employee Unionization

Solful demonstrates a balanced perspective on employee unionization, strictly adhering to a policy of neutrality. The agreement explicitly states that Solful shall not oppose or advocate unionization, affording employees the freedom to make their decisions without interference or influence.

### Access to Union Representatives

Promoting open lines of communication, Solful ensures union representatives have access to engage our employees during non-work periods in areas deemed acceptable. This arrangement is designed to facilitate fair dialogue and uphold employee rights.



### Employee List

In the spirit of transparency and effectiveness, Solful has undertaken the responsibility to provide an updated list of eligible employees to the union. This provision ensures the union's ability to communicate accurately with Solful employees.

### Union Recognition

The agreement solidifies our obligation to recognize the union's organization through the Card Check method. In doing so, we fulfill our pledge to respect and uphold the employees' preferences concerning union representation.

### Employee Lockout

Solful emphatically commits to the welfare of our employees by agreeing to abstain from lockout actions. This critical aspect reflects our understanding of the detrimental impact lockouts have on employees' livelihood and morale, and our commitment towards a harmonious work environment.

Through this agreement, we extend our commitment beyond business operations, asserting Solful's dedication to upholding employee rights, promoting well-being, and enhancing the happiness of our workforce.

**2. Number of Employees – Application identifies the number of employees at initial opening, and the maximum number of employees when the business is at full capacity.**

At the time of our initial opening and when we are at full capacity, Solful will have a team of 18 highly qualified individuals working diligently to ensure a smooth and efficient operation. Each member of our team plays a crucial role in maintaining compliance with regulatory requirements and upholding our commitment to safety and quality. Our employees undergo rigorous training and possess a deep understanding of the cannabis industry, bringing a wealth of knowledge and expertise to their respective roles.

It is important to note that all our employees are offered full-time positions. However, we also respect the personal choices of our Health and Happiness Consultants, who may choose to work half-time if it aligns with their lifestyle. This flexibility accommodates their needs while ensuring we maintain a strong and capable workforce to meet our customers' demands.

In terms of employee benefits, Solful takes pride in exceeding state-mandated requirements. Employees become eligible for company benefits, including healthcare coverage, retirement plans, and other perks, once they reach a threshold of 20 hours instead of the state-mandated threshold of 30 hours. In addition, all employees at Solful accrue PTO hours regardless of status or hours worked. Solful believes in a work life balance, and it is important that our team members can take the necessary time off they need without creating a financial burden for themselves or their families.

Healdsburg Roster	Headcount
<b>GENERAL MANAGER</b>	<b>1</b>
<b>CUSTOMER EXPERIENCE MANAGER</b>	<b>1</b>
<b>SUPERVISOR OF INVENTORY CONTROL</b>	<b>1</b>
<b>FLOOR SUPERVISOR CUSTOMER EXPERIENCE</b>	<b>2</b>
<b>INVENTORY SPECIALIST</b>	<b>1</b>
<b>HEALTH &amp; HAPPINESS CONSULTANT</b>	<b>12</b>
	<b>TOTAL: 18</b>

**3. Employee Responsibilities – Application identifies all positions to be employed at the proposed business, and their responsibilities.**

Solful operates with a team of professionals in various positions, each with defined responsibilities. As the leader of operations, the General Manager’s key role is to deliver exceptional customer and team member experiences. This is achieved through the delivery of quality service by identifying and solving customer needs, promoting team-building to align with company values, growing sales revenue through the execution of Solful’s customer experience culture, and monitoring sales and performance metrics.

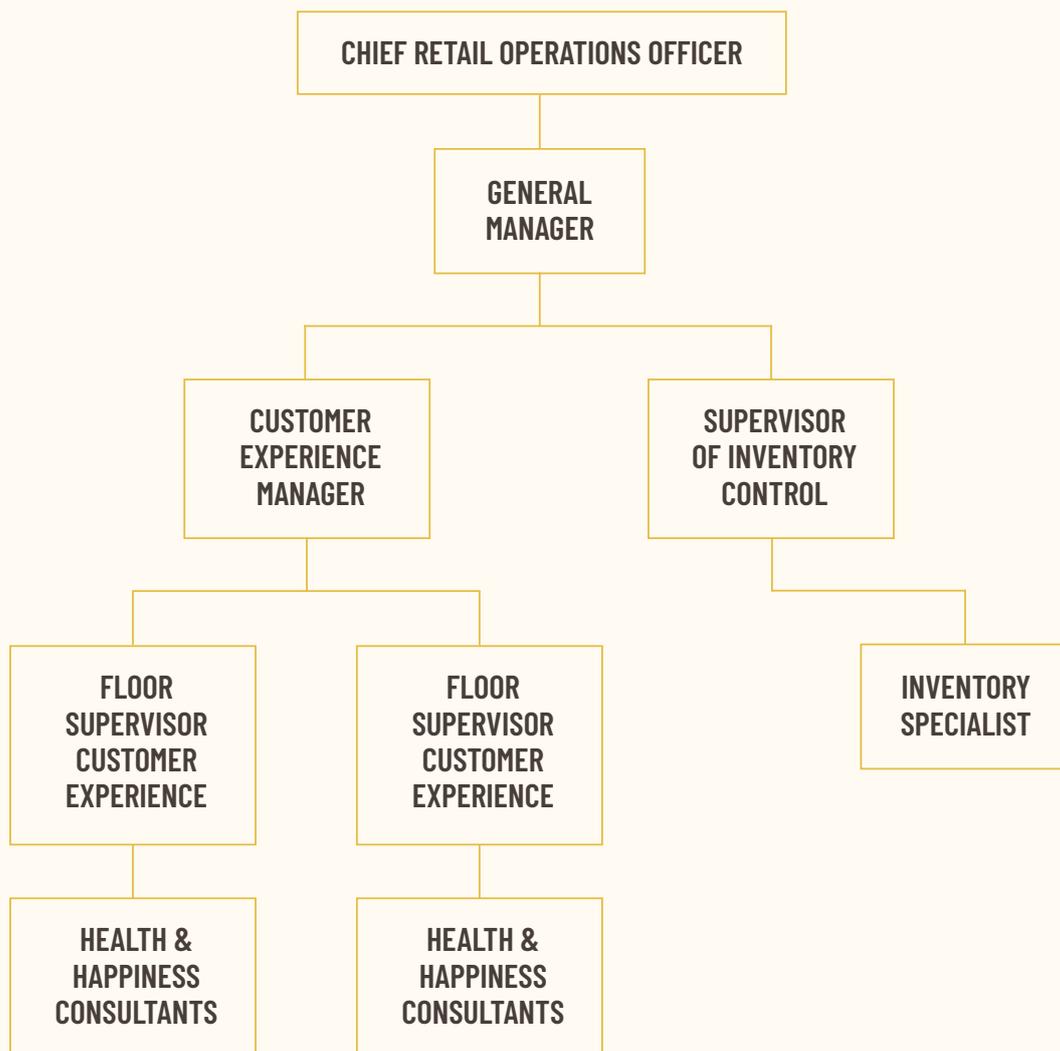
The Customer Experience Manager leads all front of house operations and directly supervises day-to-day operations, including customer entrance, sales floor, dispatch/delivery, and POS. They implement and maintain all standard operating procedures, ensure communication amongst all team members, support weekly cycle counts to ensure inventory accuracy, and maintain cannabis compliance guidelines and SOPs.

The Supervisor of Inventory Control leads all back-of-house operations and is directly responsible for the receiving, processing, storage, compliance, and destruction of all products. They monitor inventory levels, partner with store leadership, procurement, and marketing, and maintain inventory specialists’ leadership traits. The Inventory Specialist executes all back-of-house standard operating procedures, including receiving, processing, storage, compliance, and destruction of all products, maintains impeccable product organization, and adheres to cannabis compliance guidelines and standards.

The Floor Supervisor is the front-line supervisor responsible for direct customer interaction, monitoring customer feedback and satisfaction, and adhering to Solful’s customer experience culture, objectives, and SOPs. They oversee daily schedules, maintain accurate cash handling procedures, ensure that the sales floor is clean and well stocked, and oversees all store events.

The Health and Happiness Consultant is the backbone of Solful’s brand, providing an exceptional customer experience by understanding and solving their needs while promoting the company values. They are responsible for delivering customer consultation, maintaining product knowledge, and executing front-of-house operations. All team members must adhere to cannabis compliance guidelines and standards, inventory accuracy, and safe work habits, reporting any incidents to store leadership promptly.

## Solful Store Organizational Chart



**4. Employee Benefits – Application identifies the benefits provided to employees, including health care, vacation, and medical leave, to the degree they are offered as part of employment.**

At Solful, we prioritize the well-being and satisfaction of our team members. Our comprehensive benefits package includes:

- 90% coverage of Gold-level medical insurance.
- 100% coverage for dental, vision, short-term disability, and life insurance.
- Access to a 401k retirement plan.
- Quarterly bonus program
- Anniversary bonus
- PTO program
- Employee discount
- Paid volunteer hours
- Annual reviews and wage increases
- Monthly CSA box from local farms

Additionally, our Paid Time Off (PTO) Policy is designed to provide flexibility and support for our employees. For non-exempt employees, we offer PTO accrual at a rate of 0.038 hours per hour worked which is roughly two weeks paid time off a year on a full-time equivalency.

For exempt employees, we provide an allocation of 4.62 hours per pay period, roughly three weeks off per a year. This allows for these employees, who may be called upon to address work outside of normal business hours, the ability to better balance work and personal time.

With an unwavering focus on the well-being and development of our team members, we have meticulously crafted comprehensive leave policies that foster a healthy work-life balance. From 24 hours of dedicated sick pay per year to paid personal leaves of absence and bereavement leave to accommodations for organ and bone marrow donation, alcohol and drug rehabilitation, domestic violence, sexual assault victims, and more, our employees' welfare remains at the forefront of our operations. Our PTO and leave of absence benefits ensure employees have the necessary support and flexibility to achieve a healthy work-life balance.

We provide industry leading benefits to attract and retain top local talent. Our commitment to compliance and safety ensures that our employees receive the full extent of benefits available to them. We believe in supporting their immediate and long-term financial well-being and providing peace of mind for their future. At Solful, we take pride in creating a work environment that values the health, happiness, and financial security of our team members.

# C. Security Plan

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# CONFIDENTIAL SECURITY PLAN DOCUMENTS

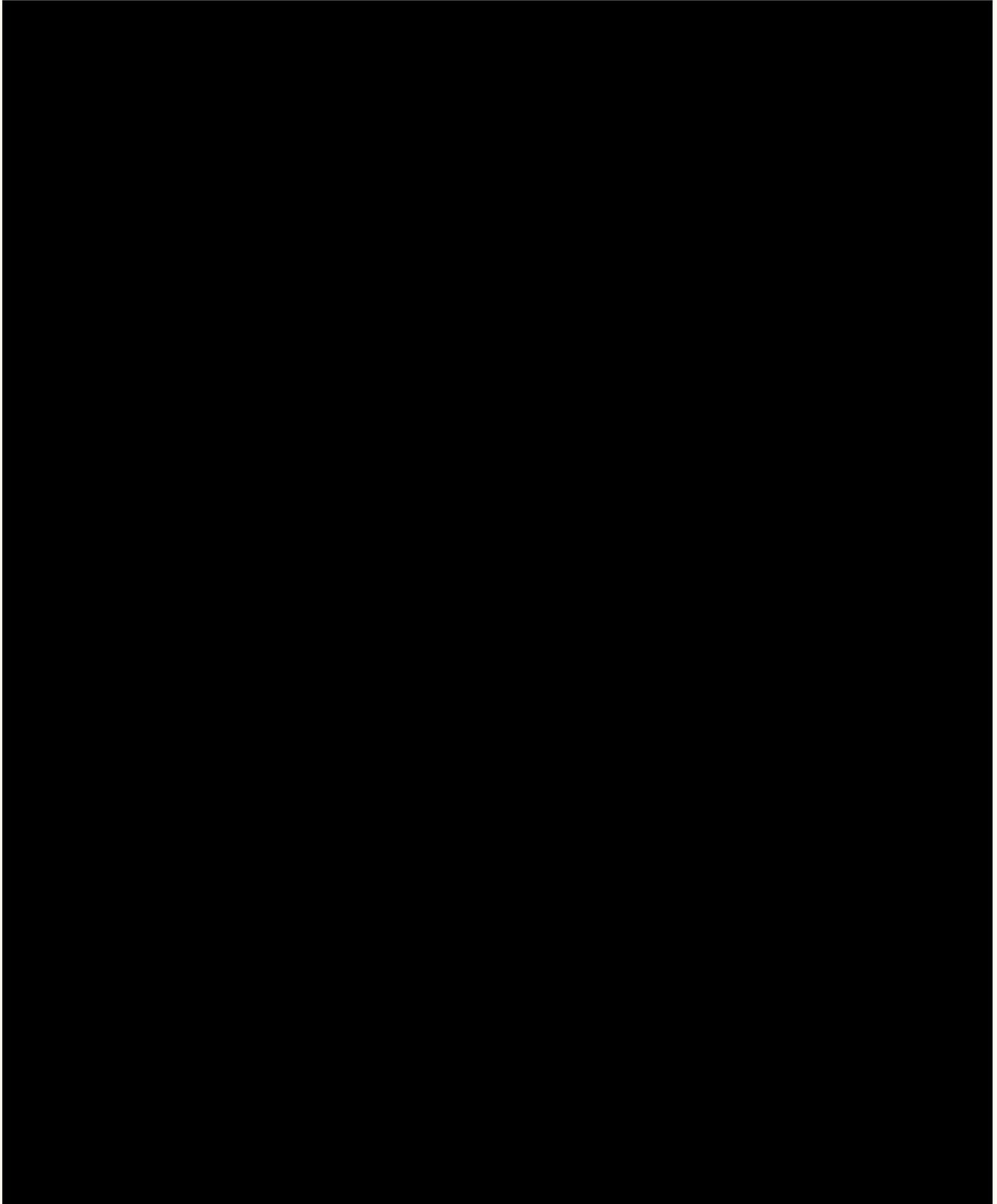
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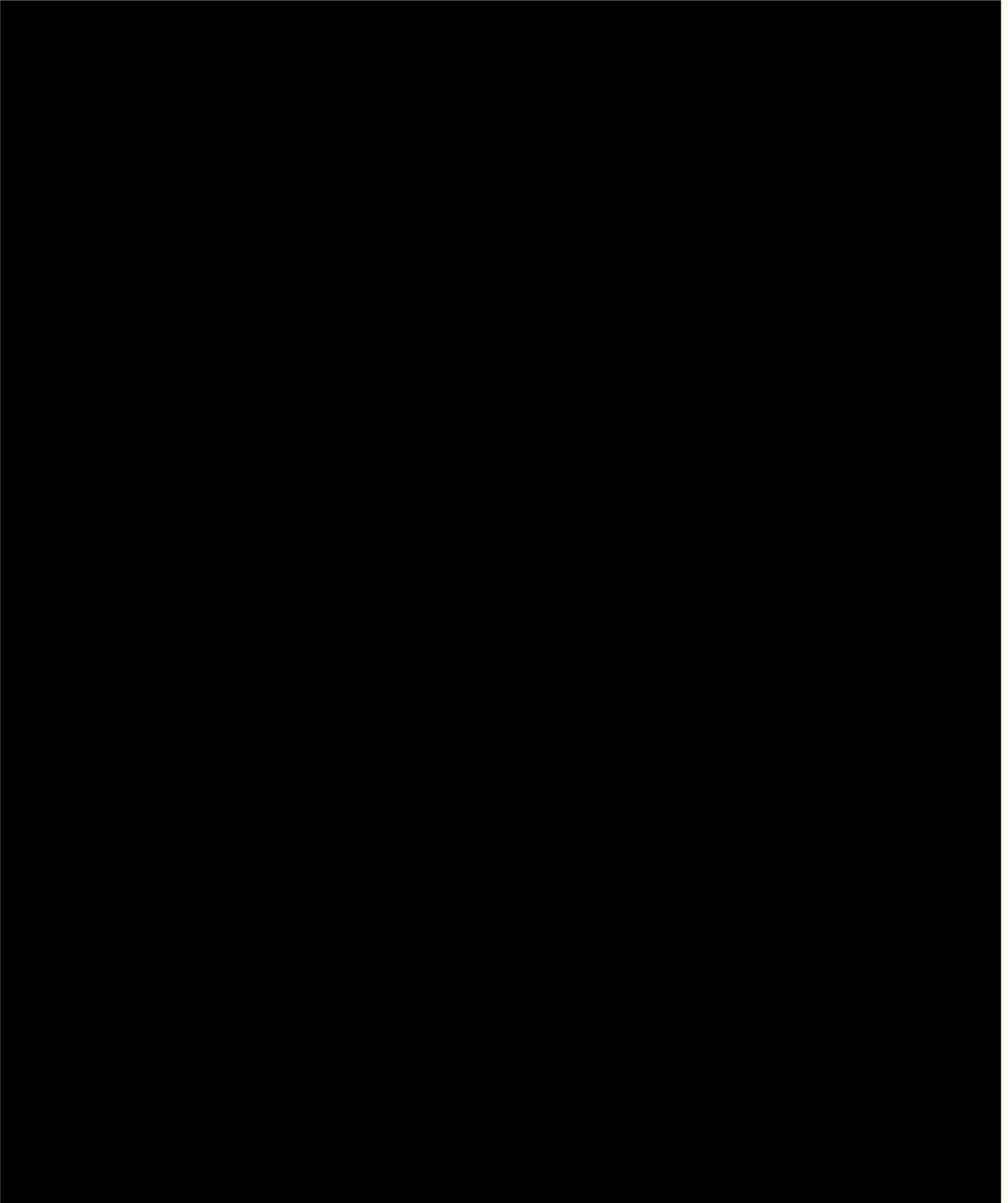
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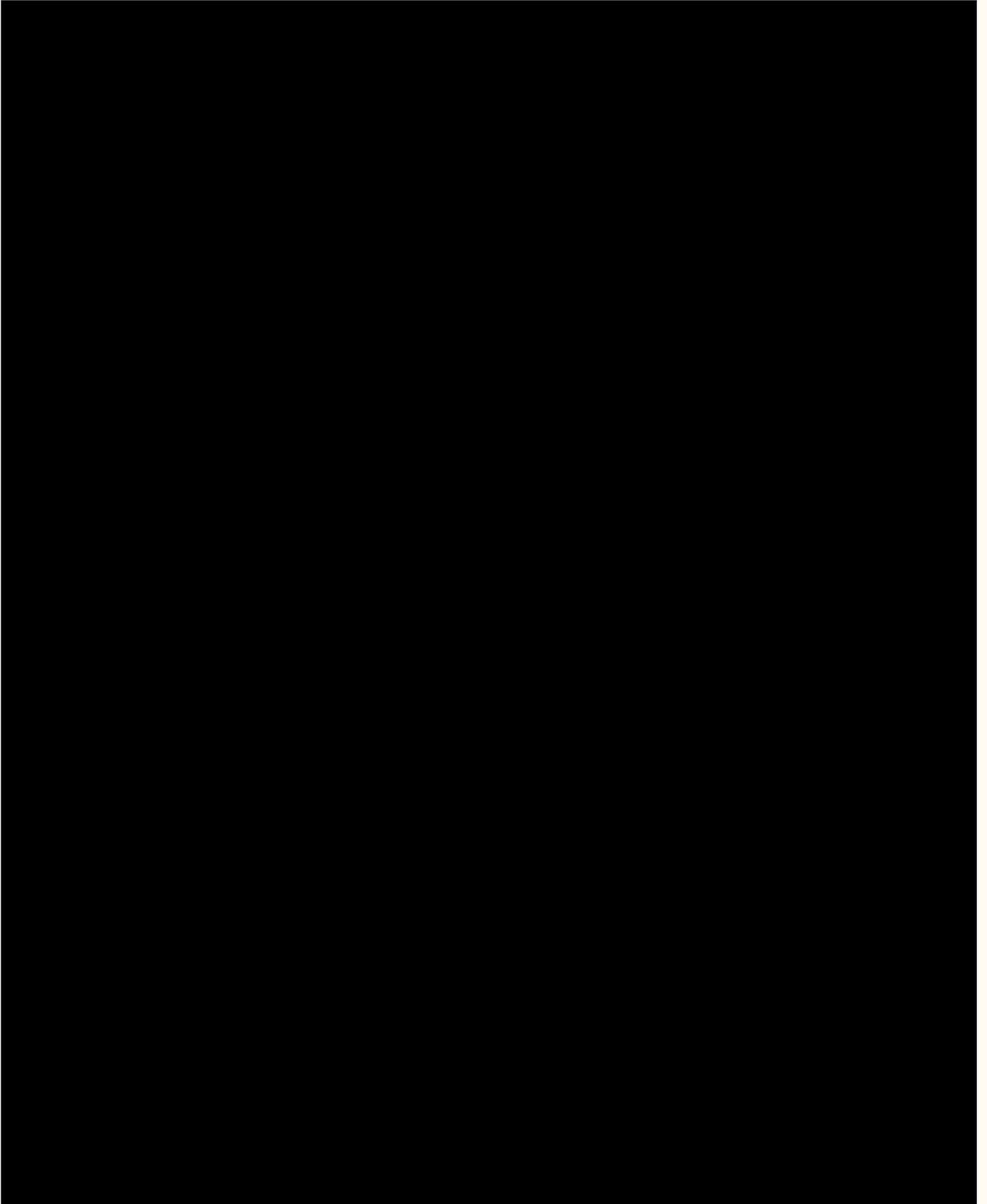
465 Retail LLC dba Solful  
465 Healdsburg Avenue, Healdsburg CA 95448

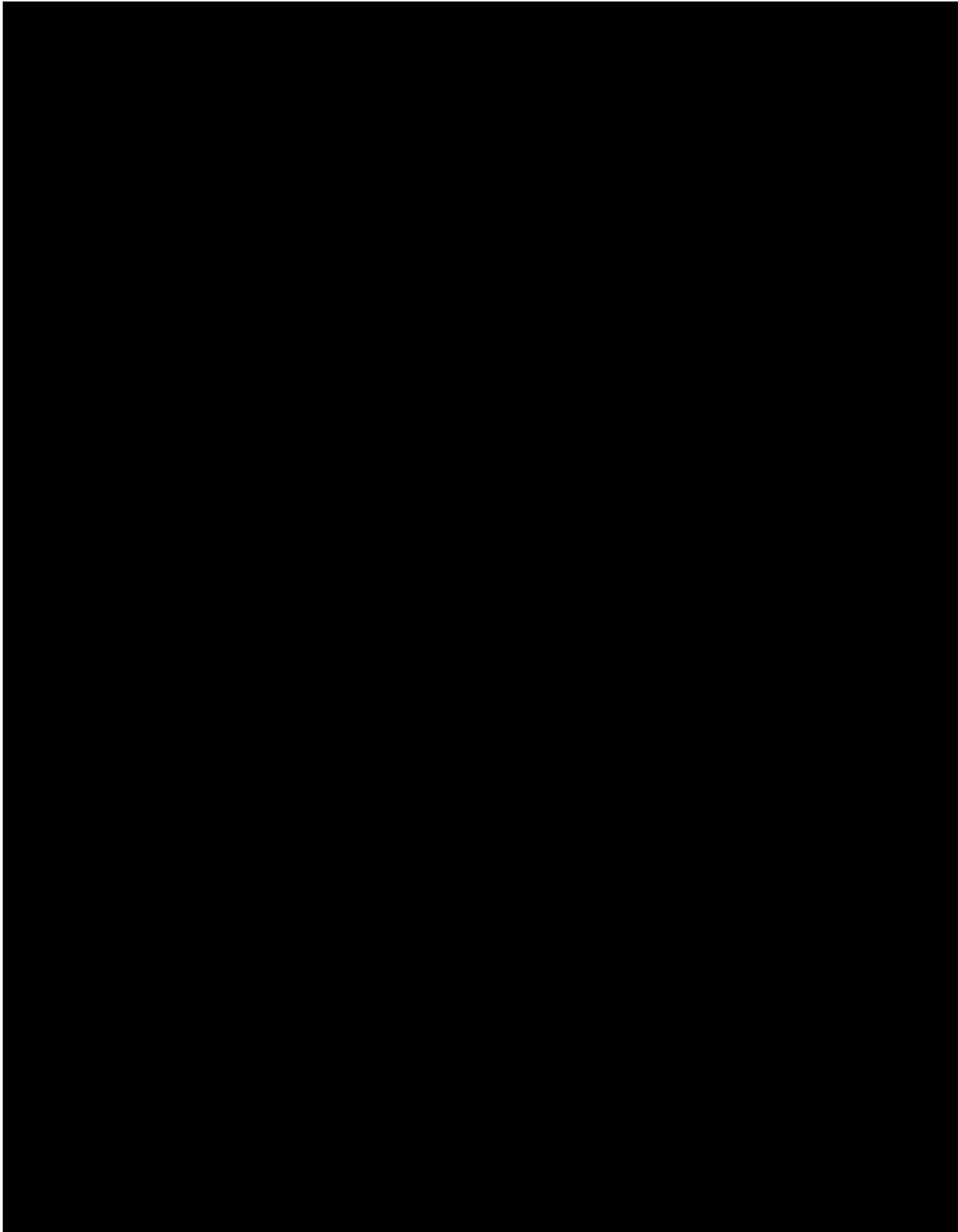
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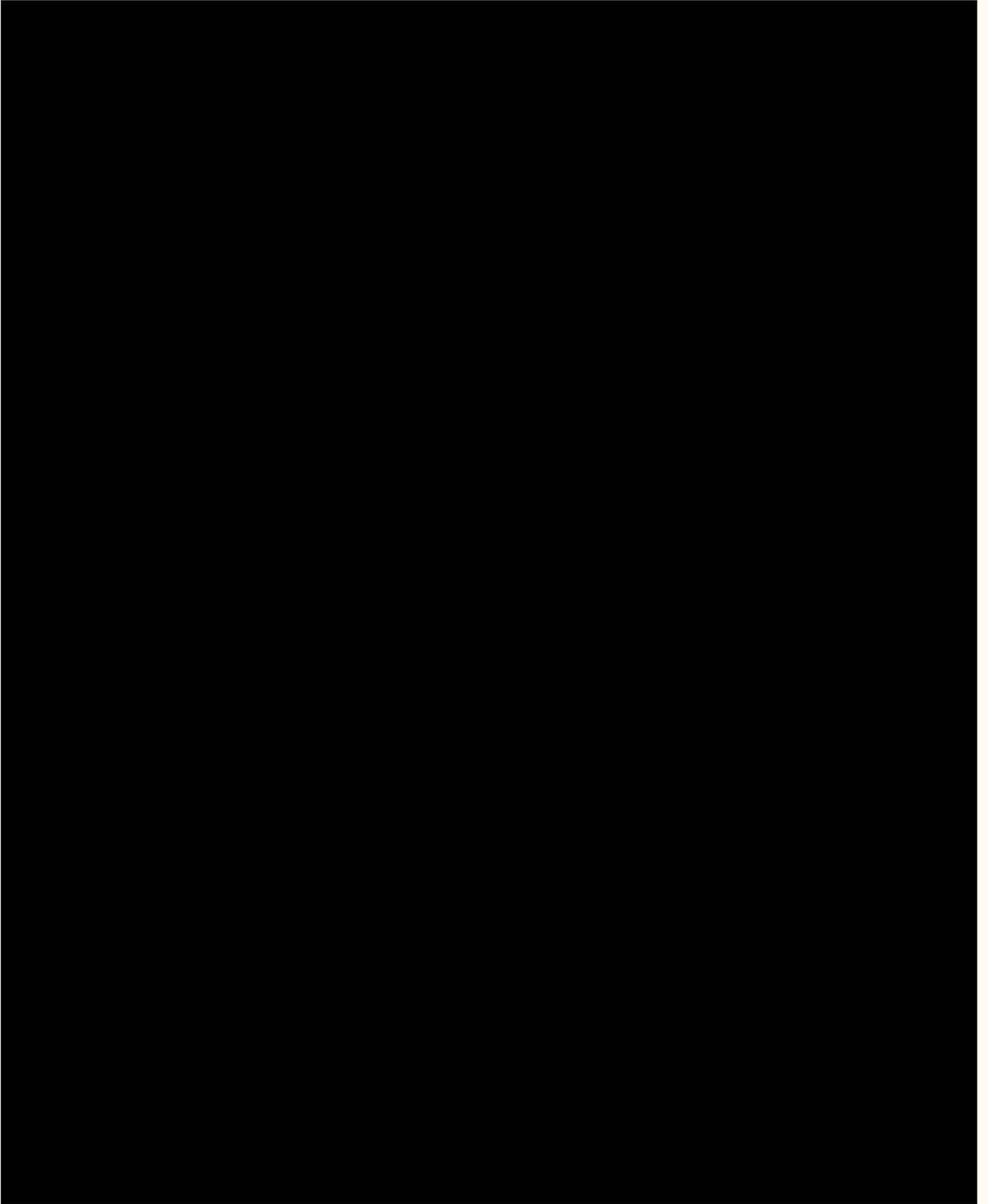
***Prepared By: John D. Hopper, CPP  
Independent Physical Security Consultant  
408.386.7301 [john@johndhopper.com](mailto:john@johndhopper.com)***

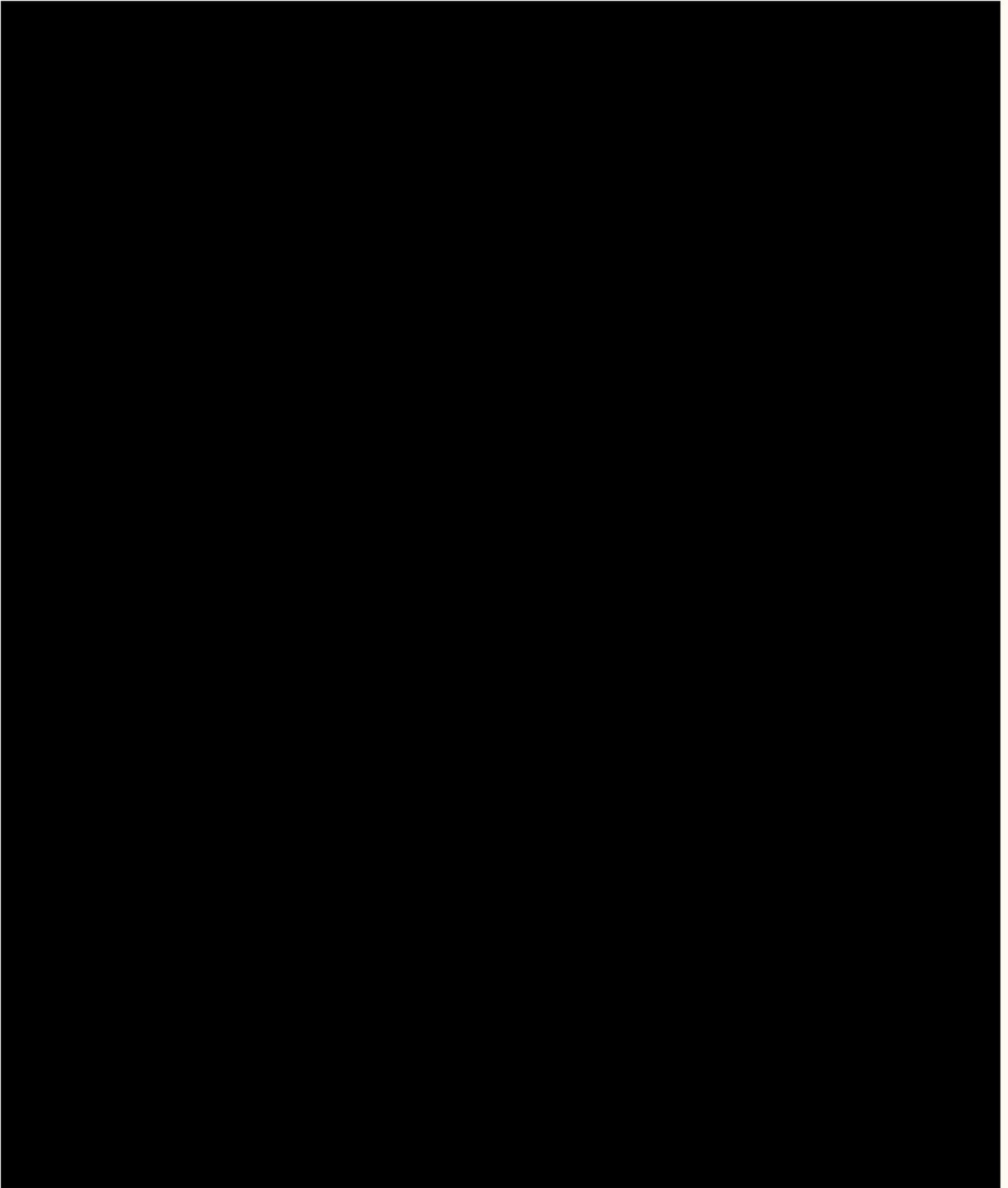


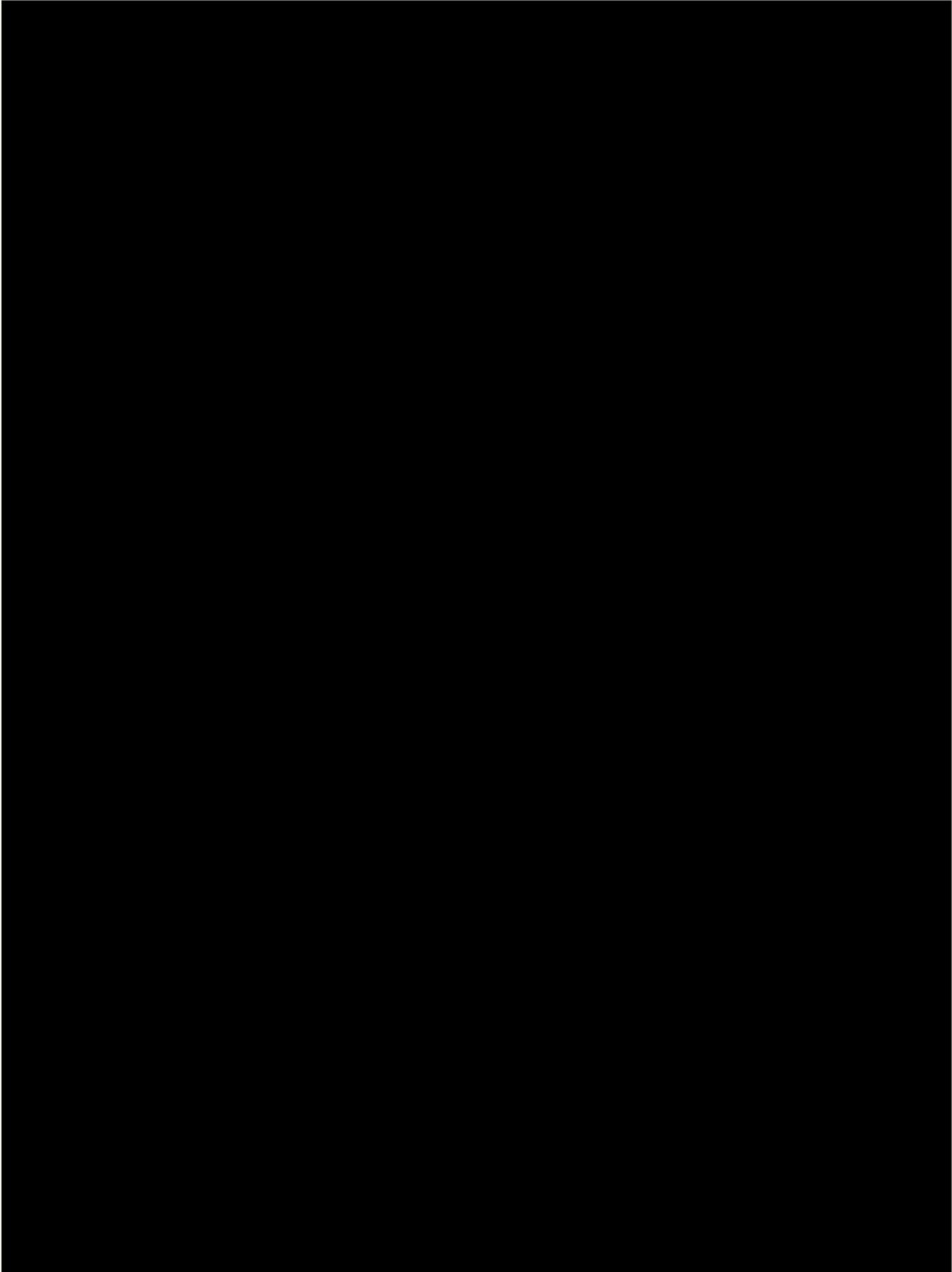


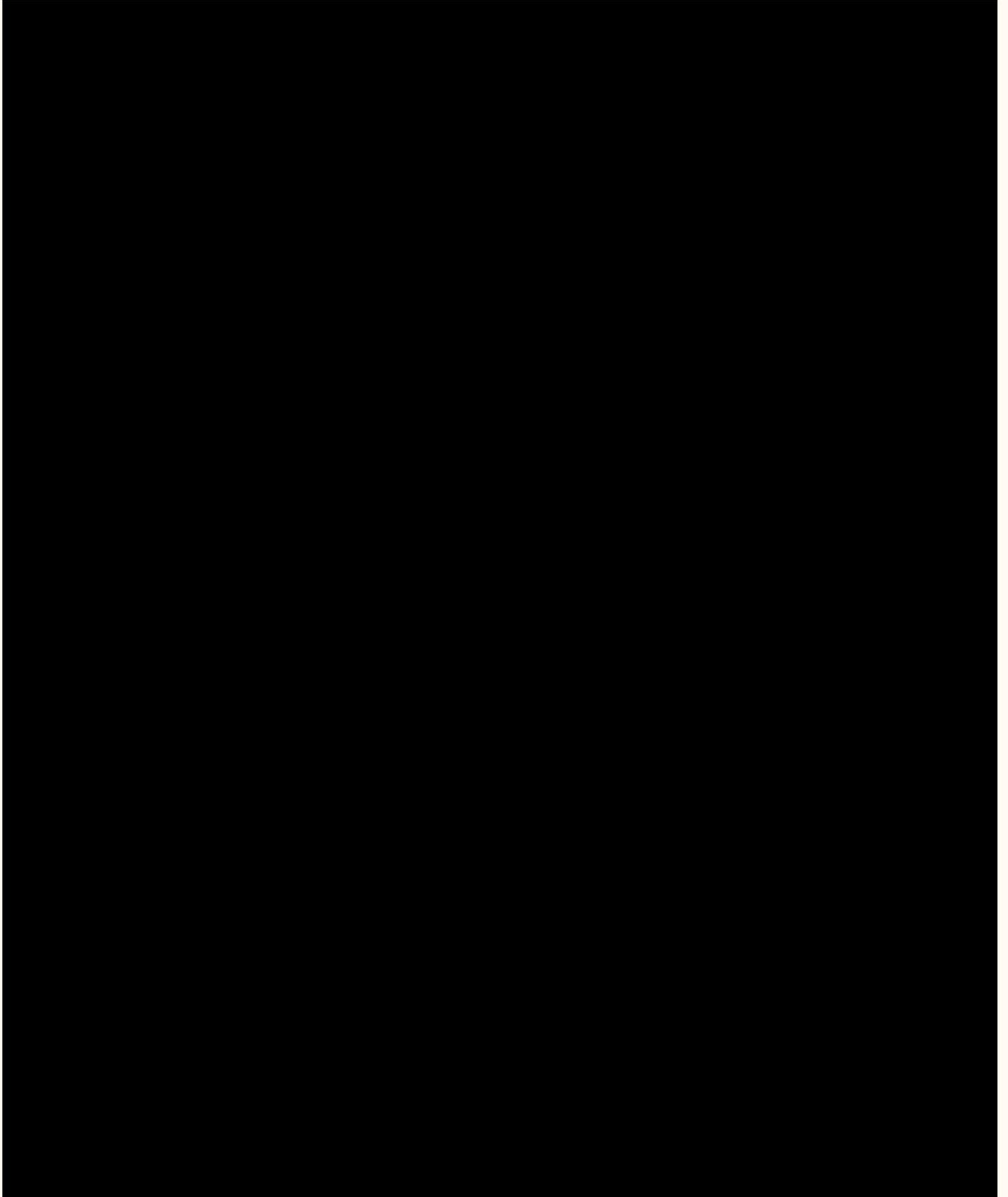


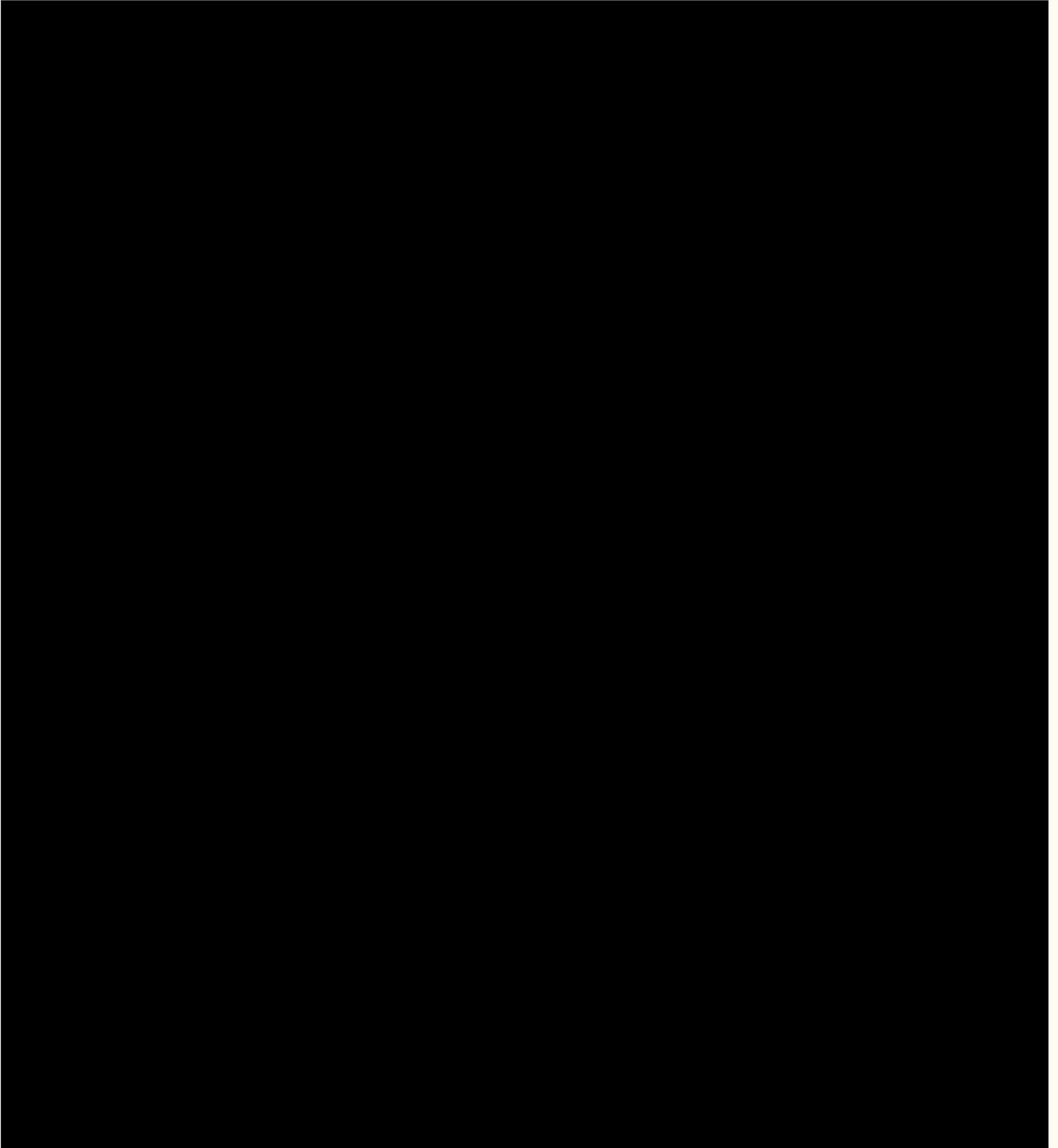


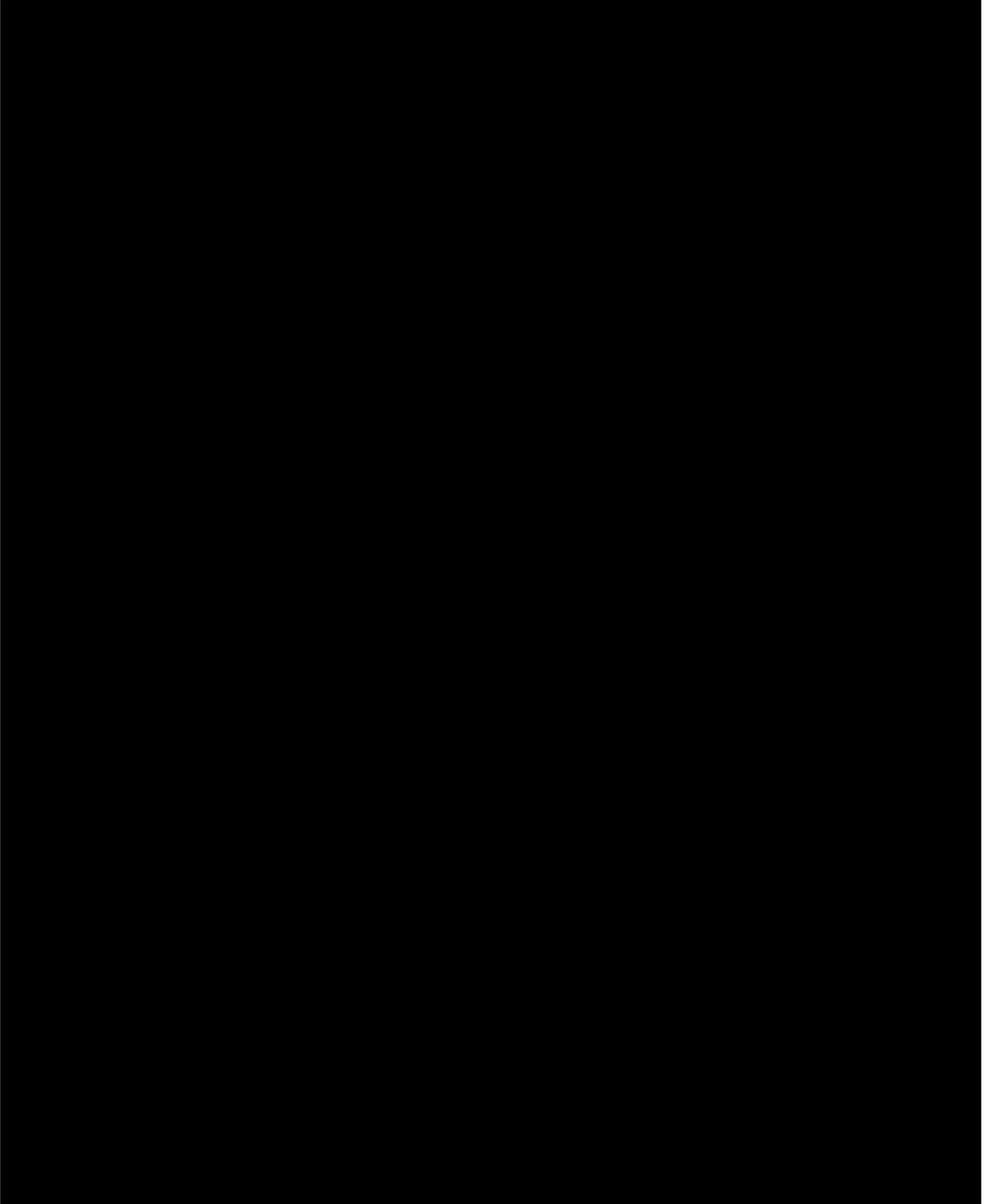


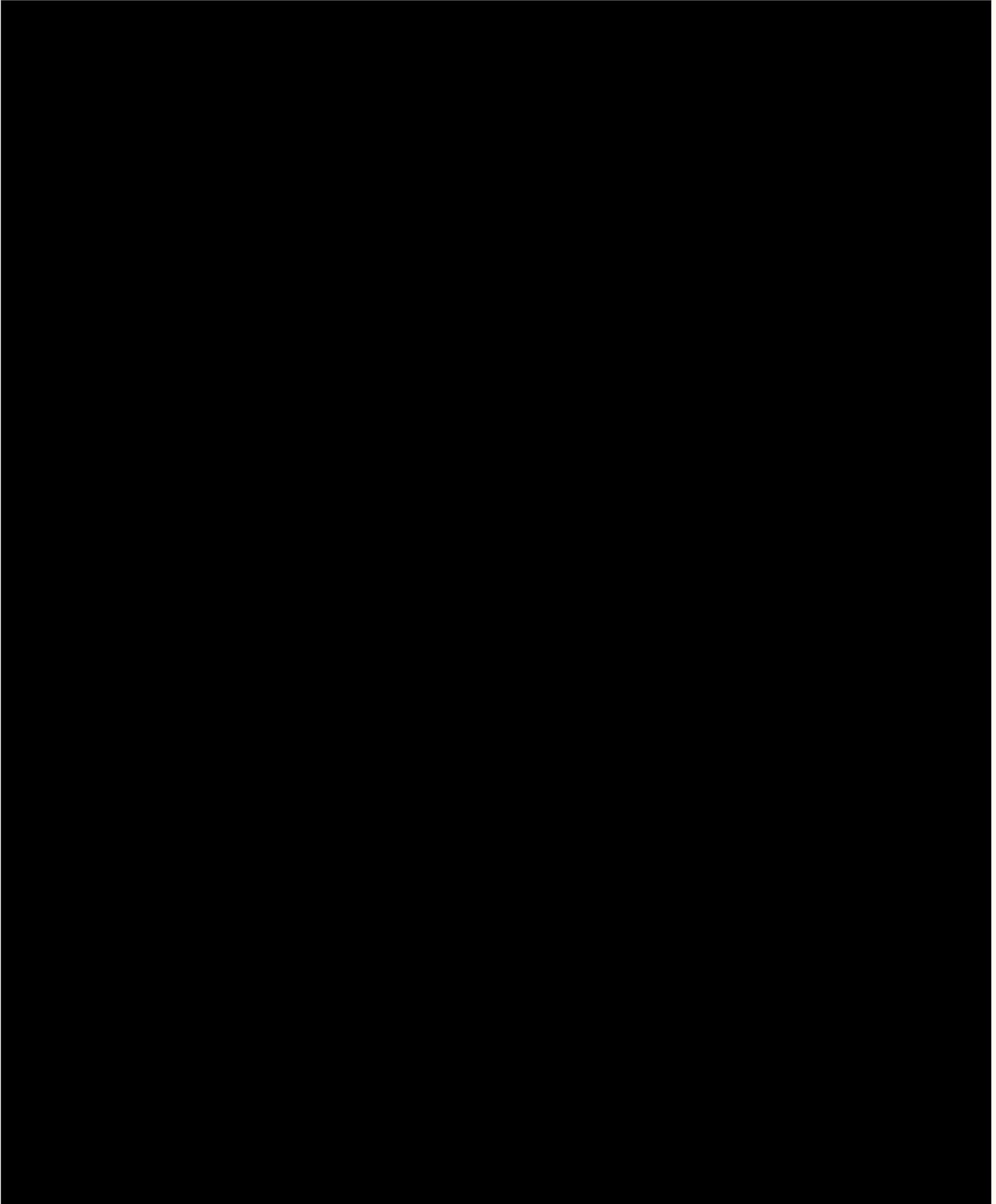


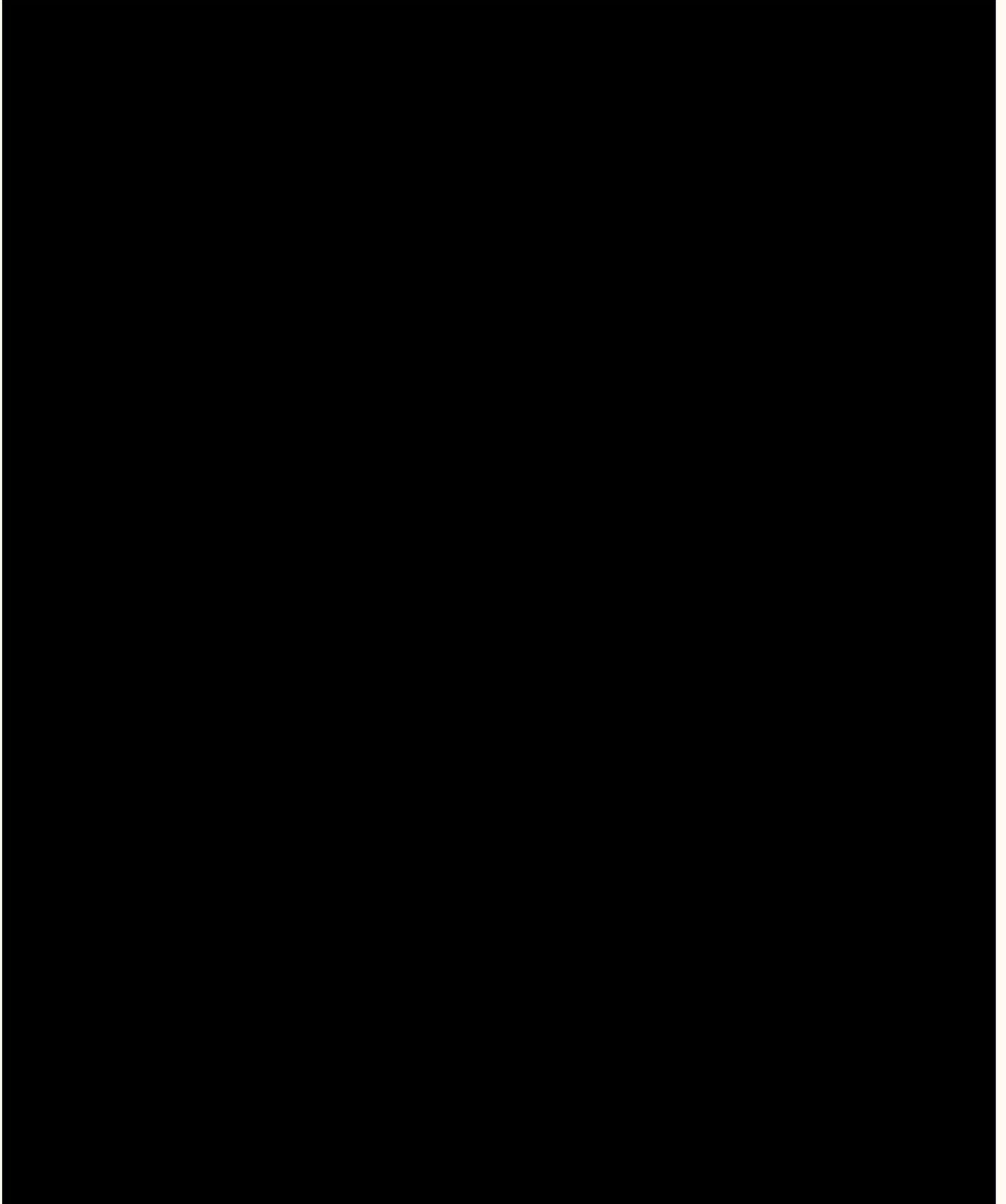














**Security Consultant Information:**

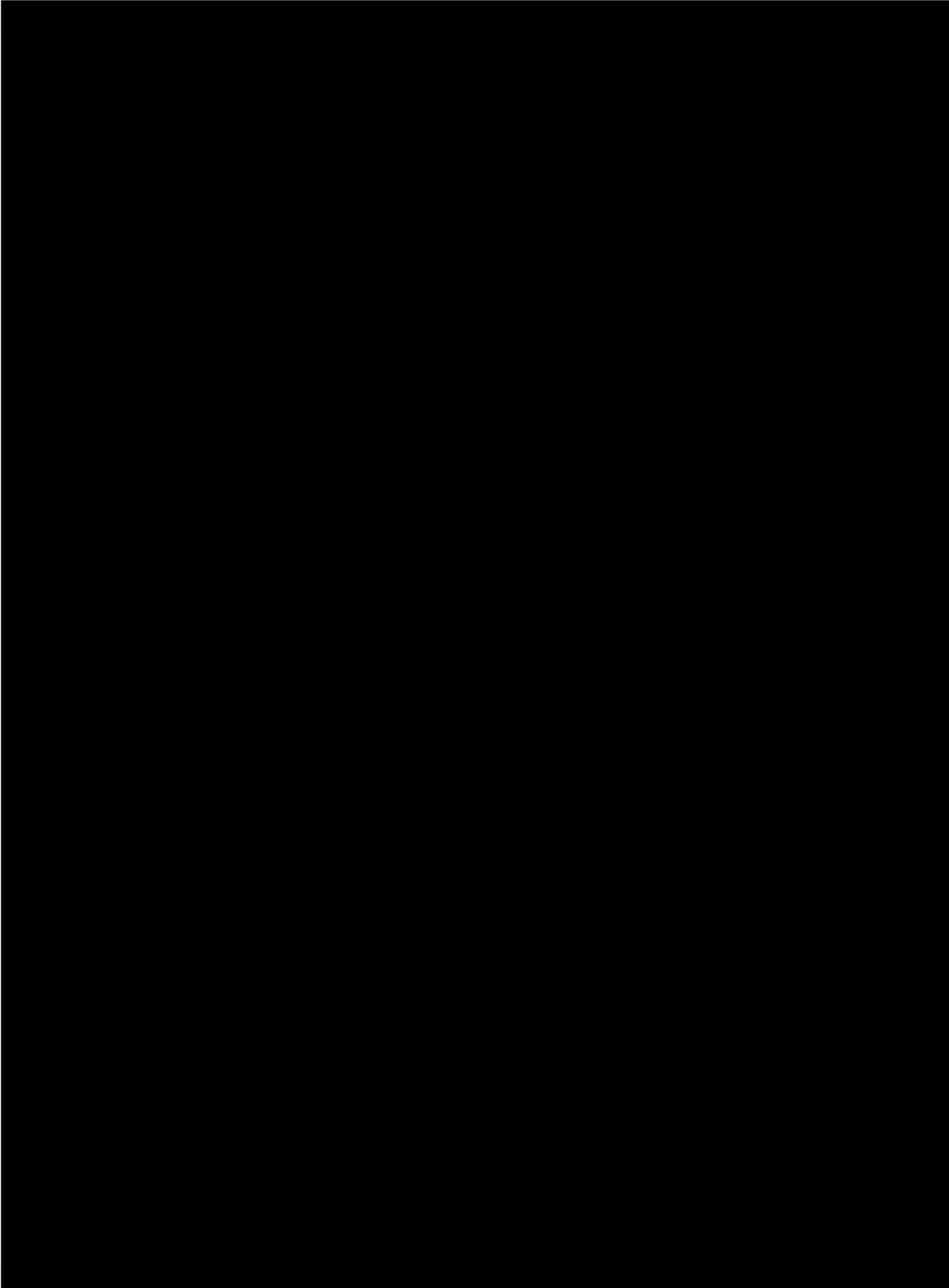
**JOHN D. HOPPER, CPP**  
**P.O. Box 264**  
**San Juan Bautista, California 95045-9400**  
**Cell: 408.386.7301 Fax: 831.623.4585**  
**E-Mail: john@johndhopper.com**

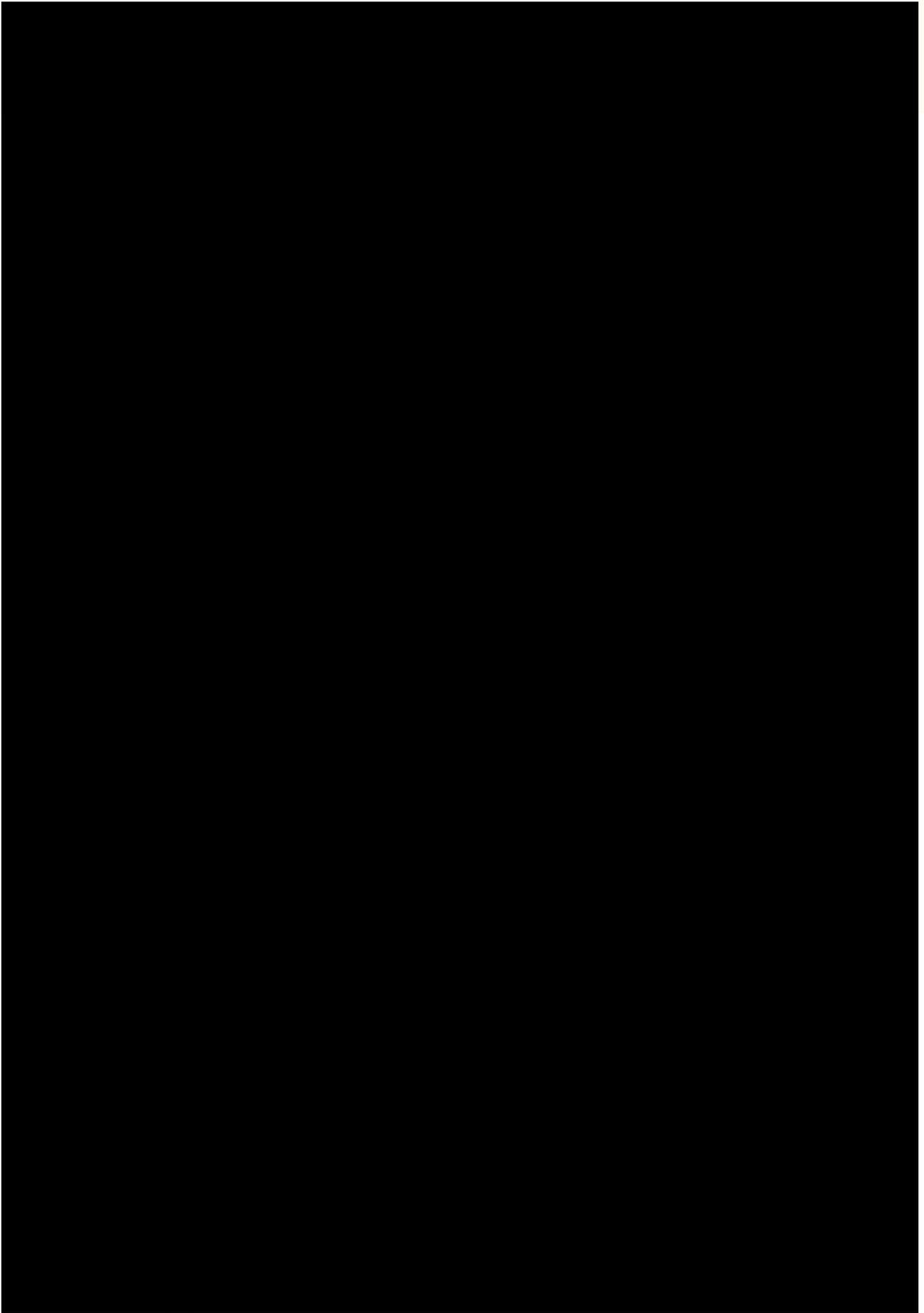
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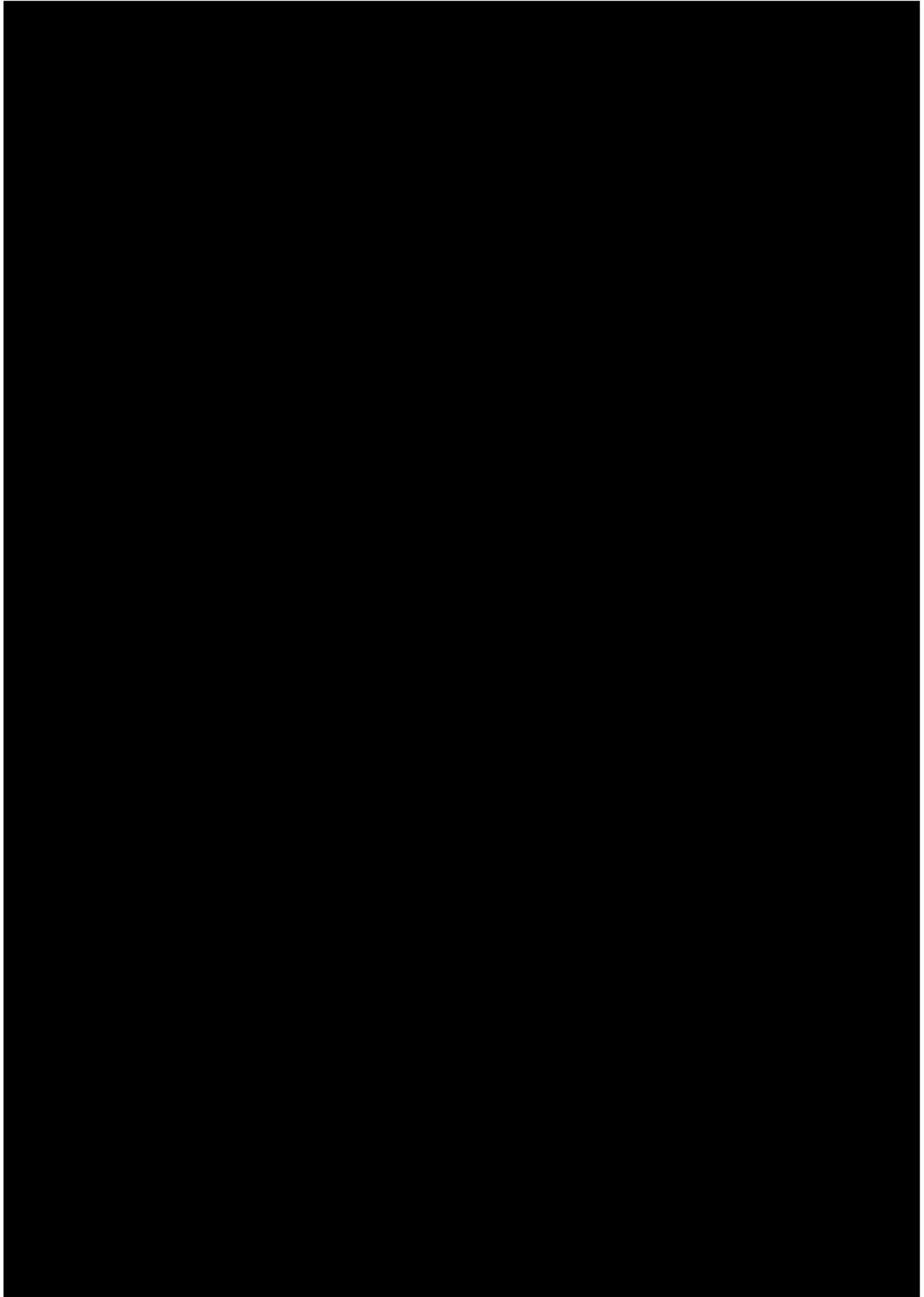
John has nearly 40 years of experience in Law Enforcement and Security. John has provided full time services and contract consulting on a Global Scale to both large corporate clients as well as smaller businesses. Clients such as Apple Inc., Facebook, Uber and others have relied on John's expertise to find solutions that mitigate risk and provide safer environments. For the past three years John has assisted in the successful preparation of over 25 Cannabis related security plans for customers throughout the State of California. (See resume)

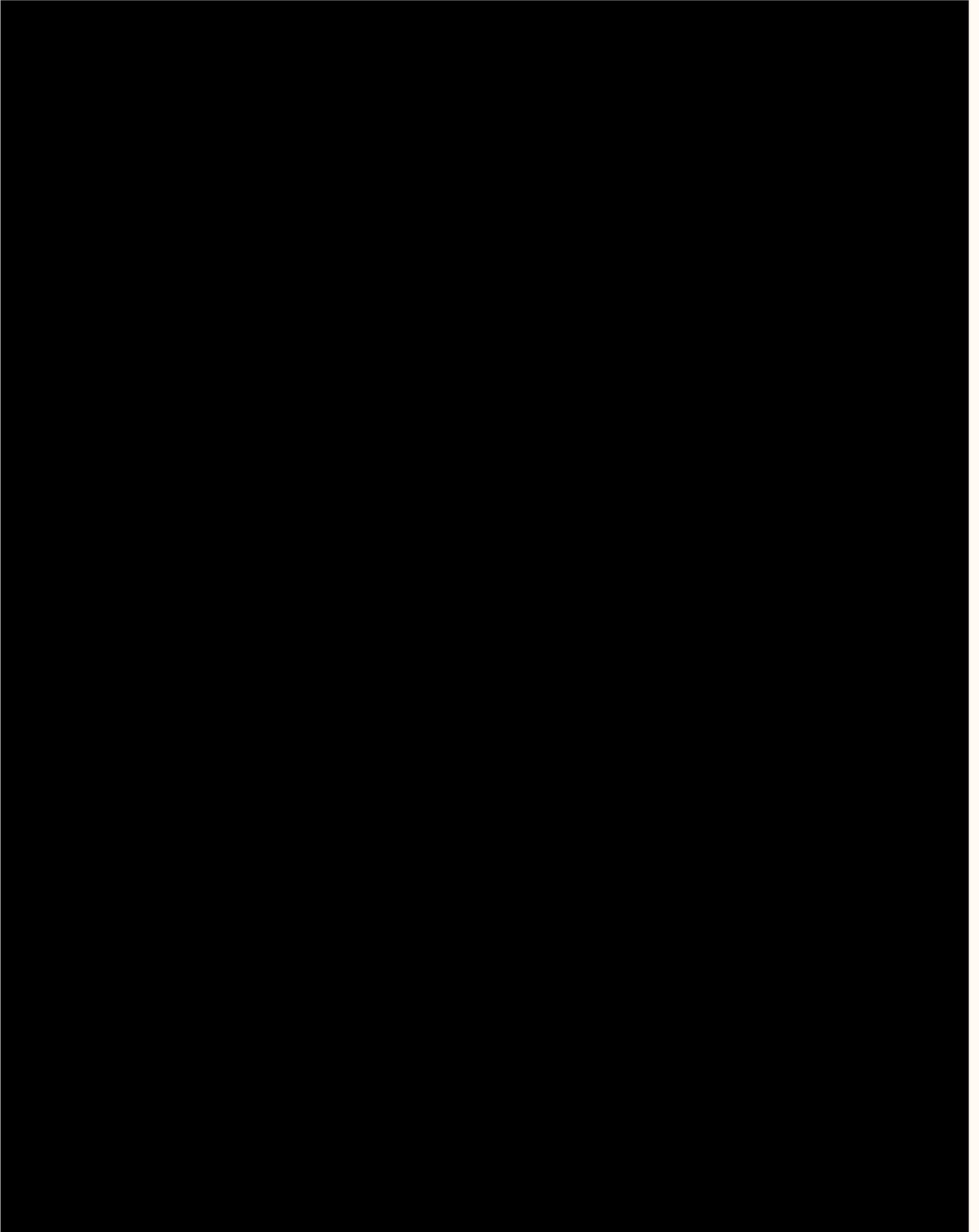
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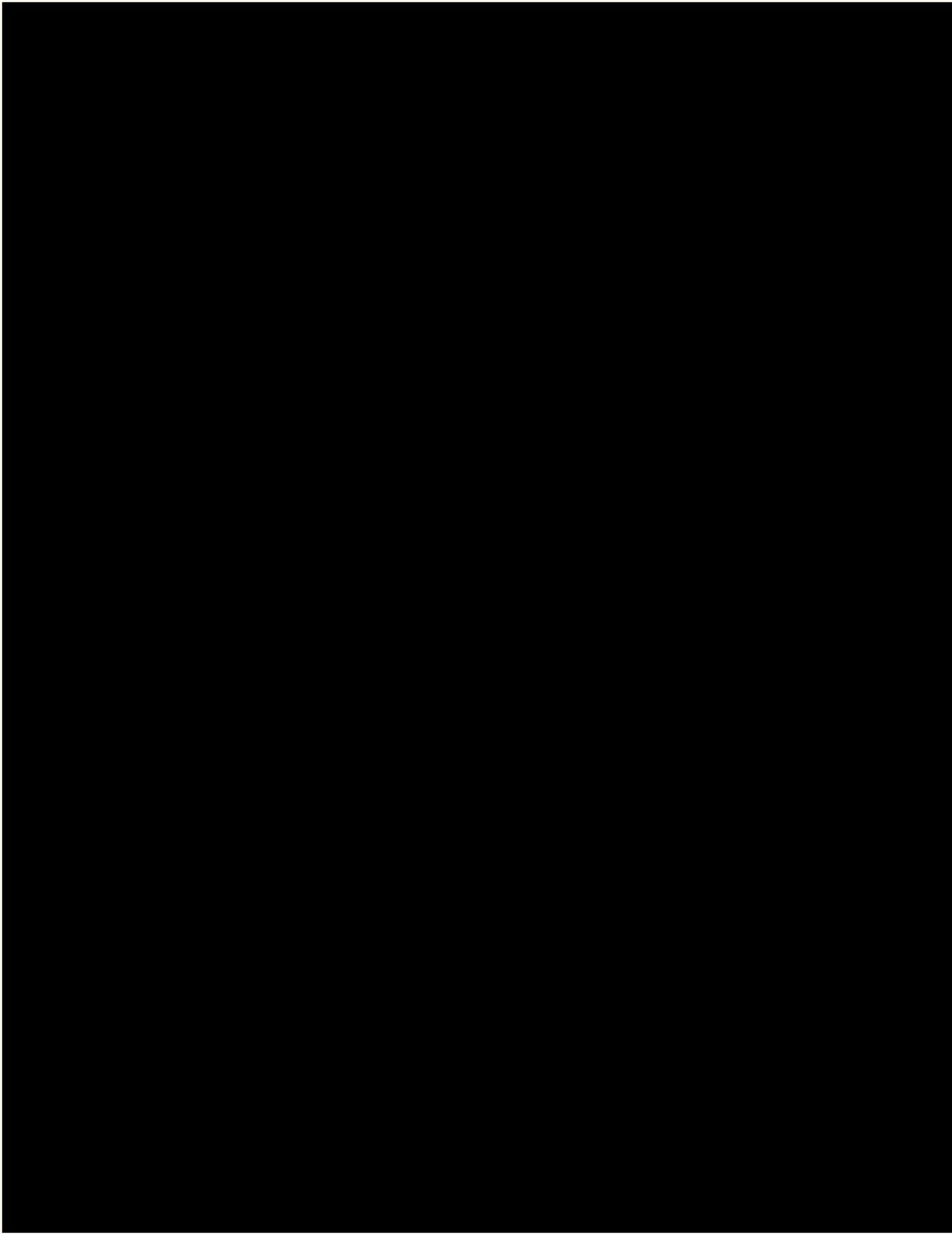
*The contents of this document, its format, style, drawings and other intellectual content are protected by (SM) service mark of the author and rights and protections against violation of (SM) are implied.*

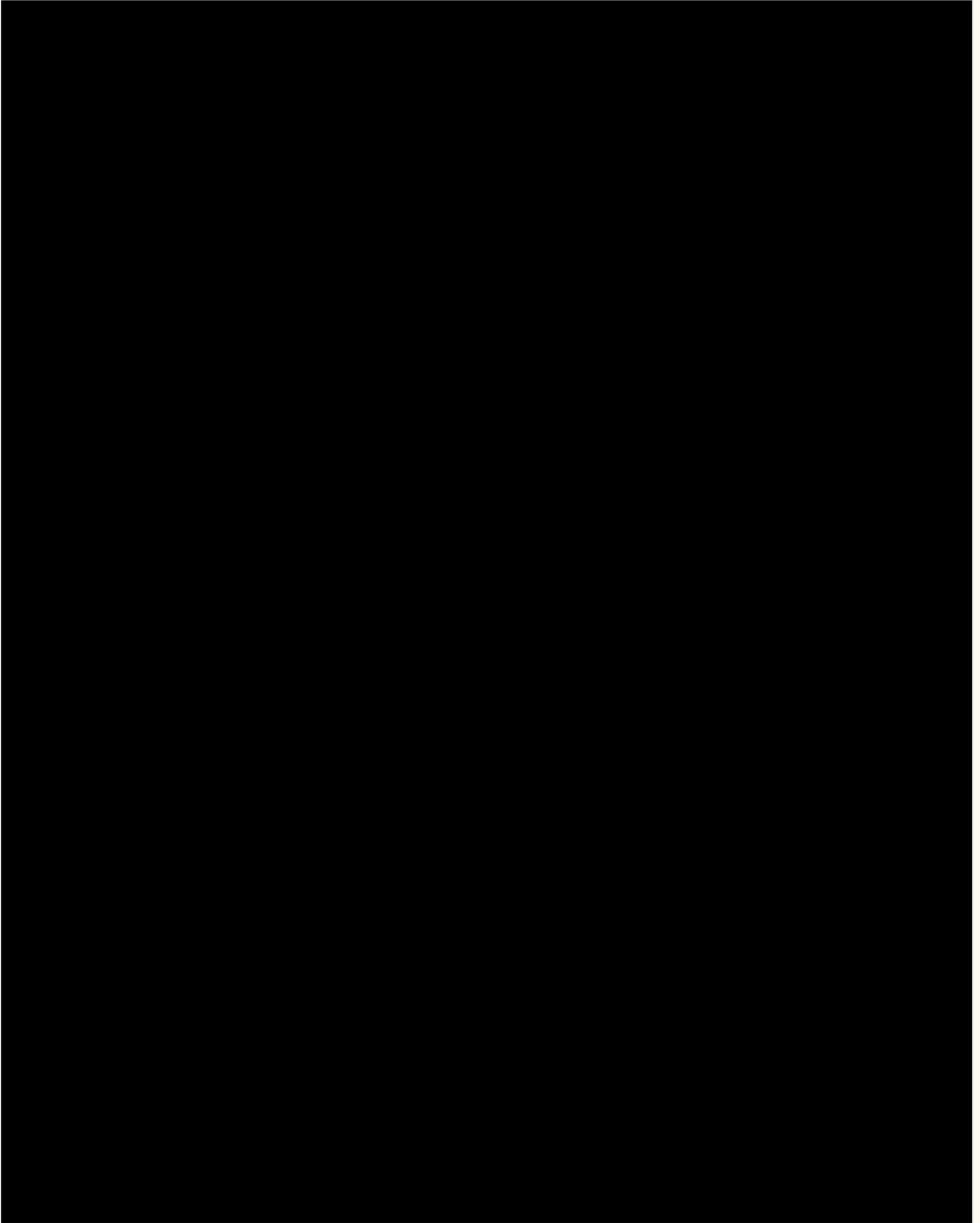


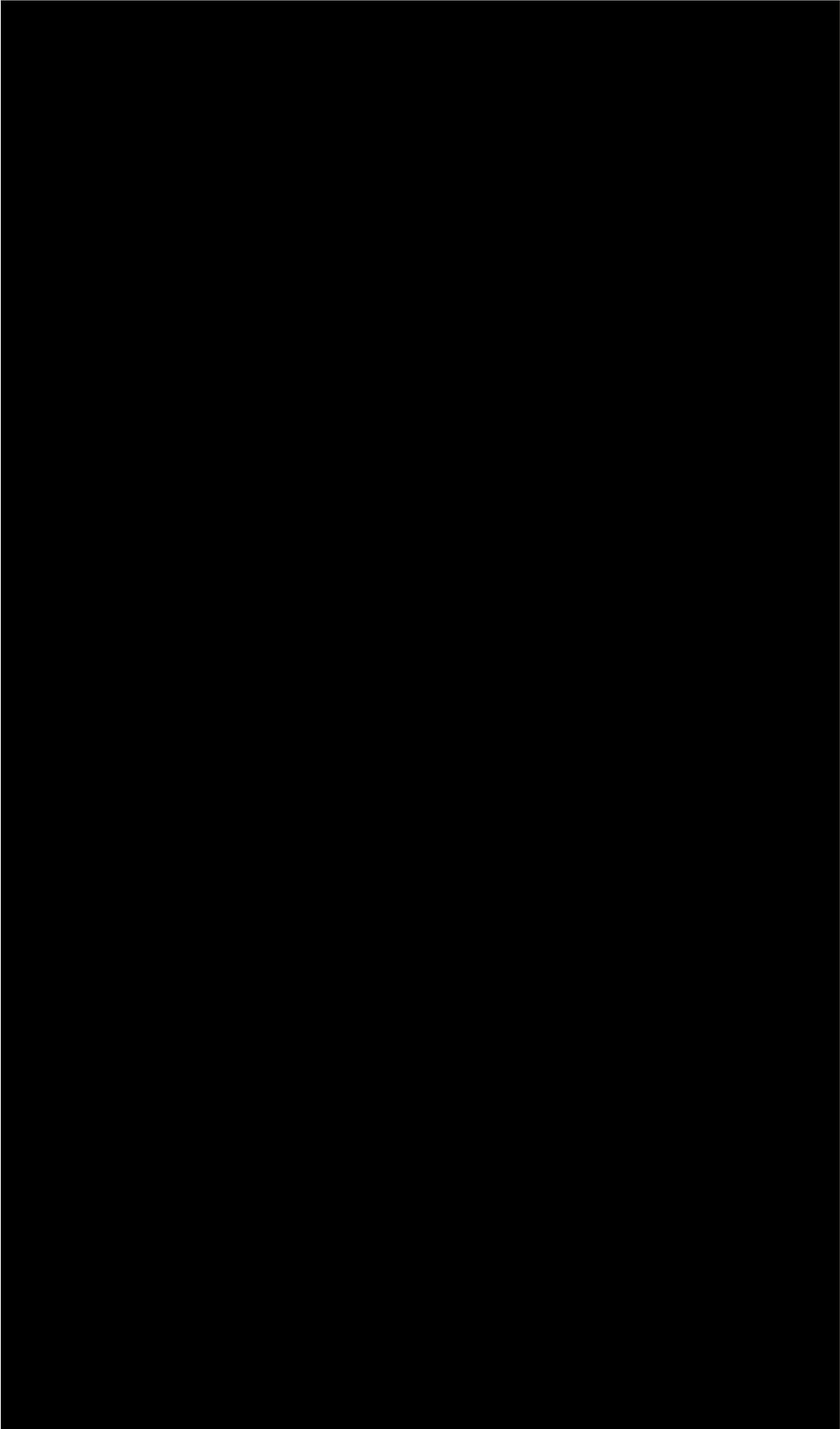


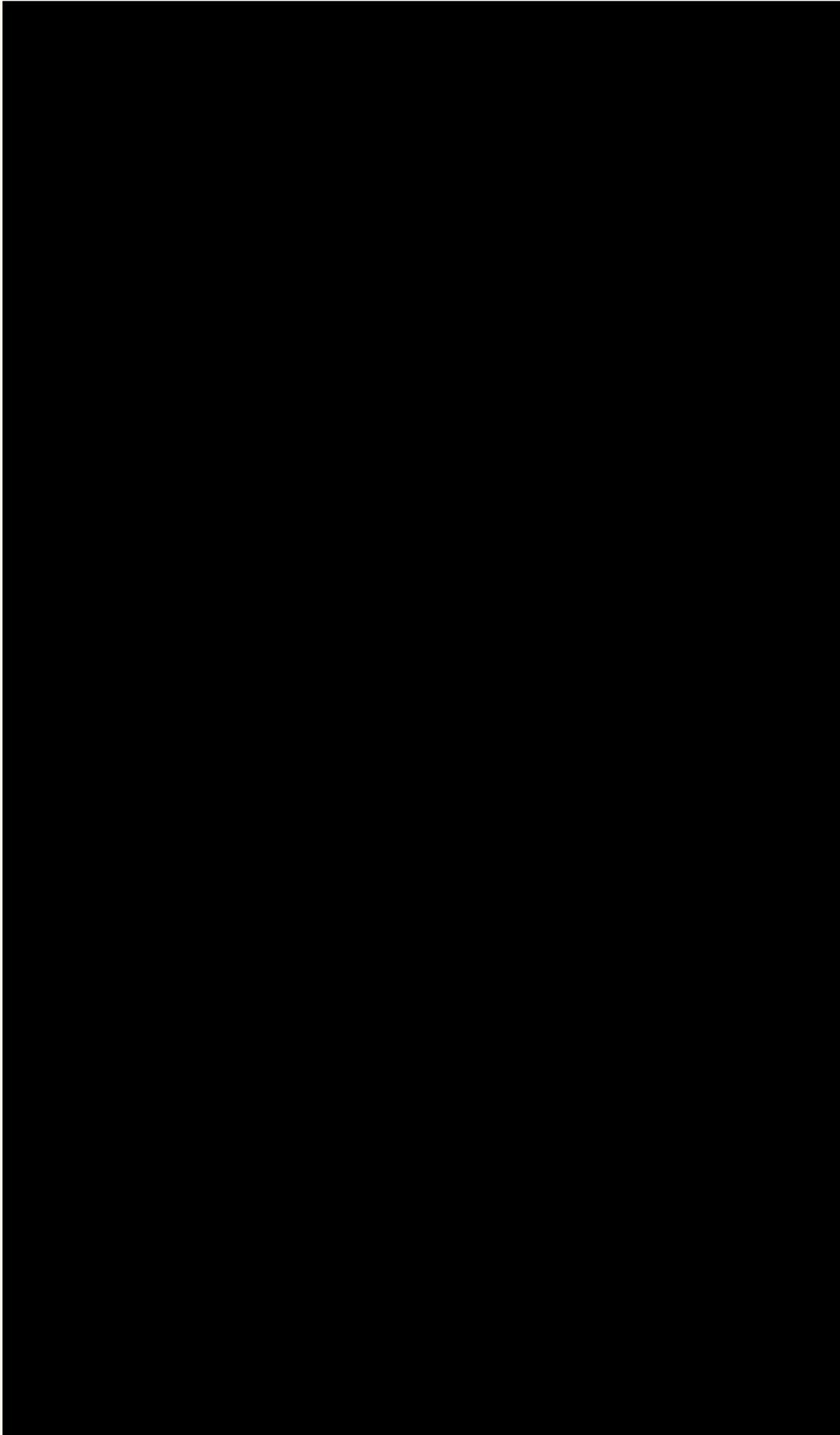


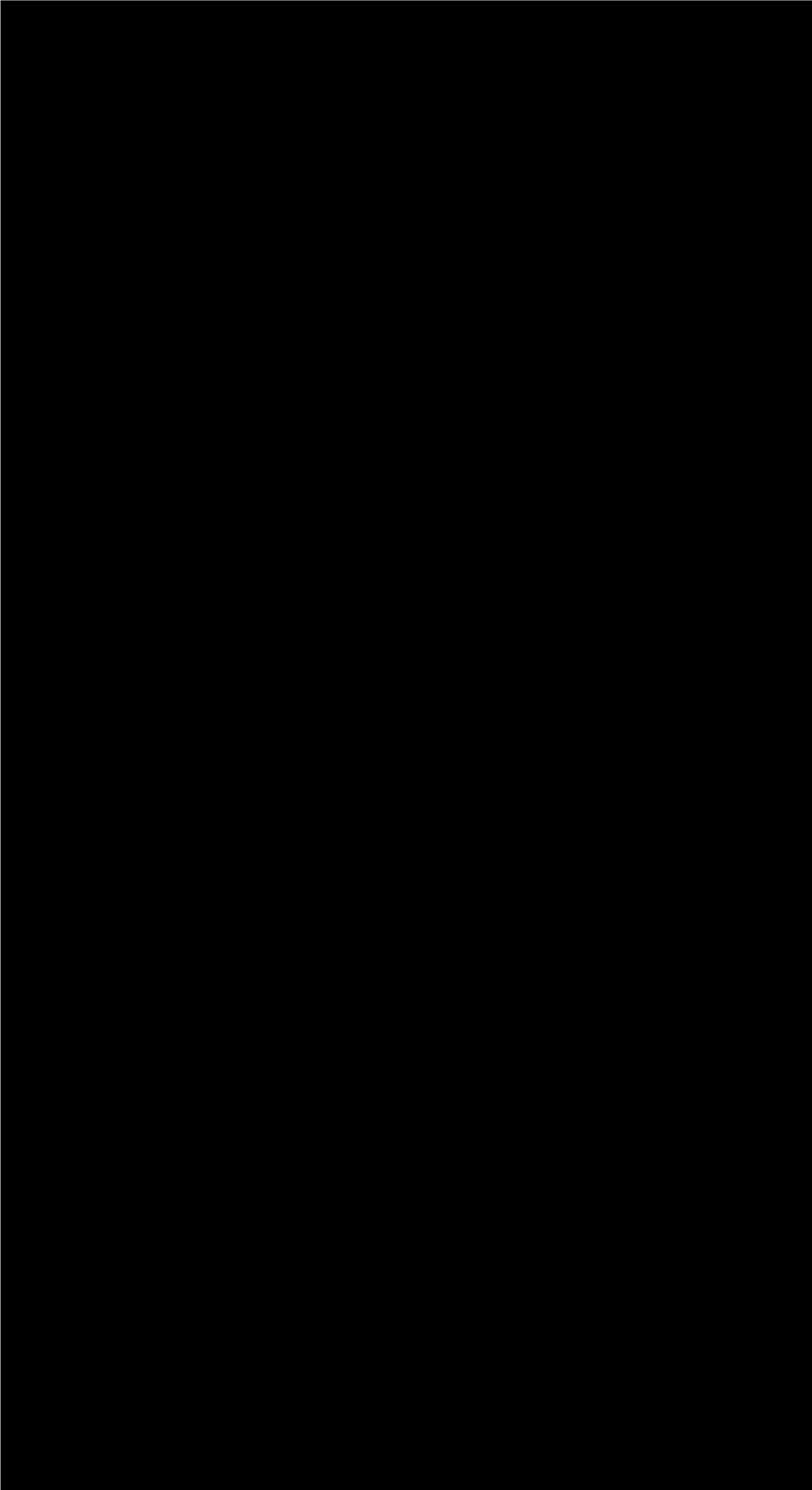


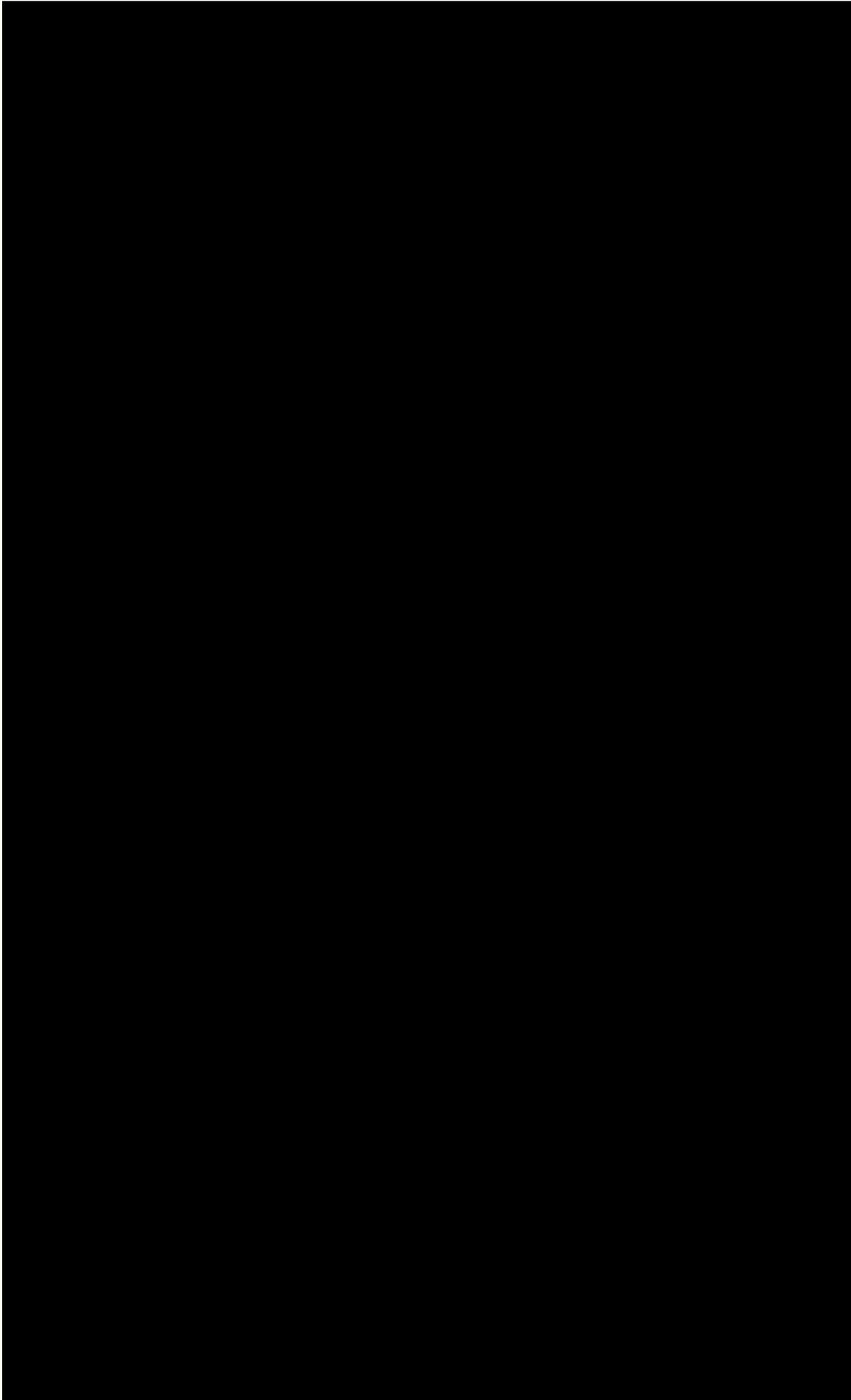


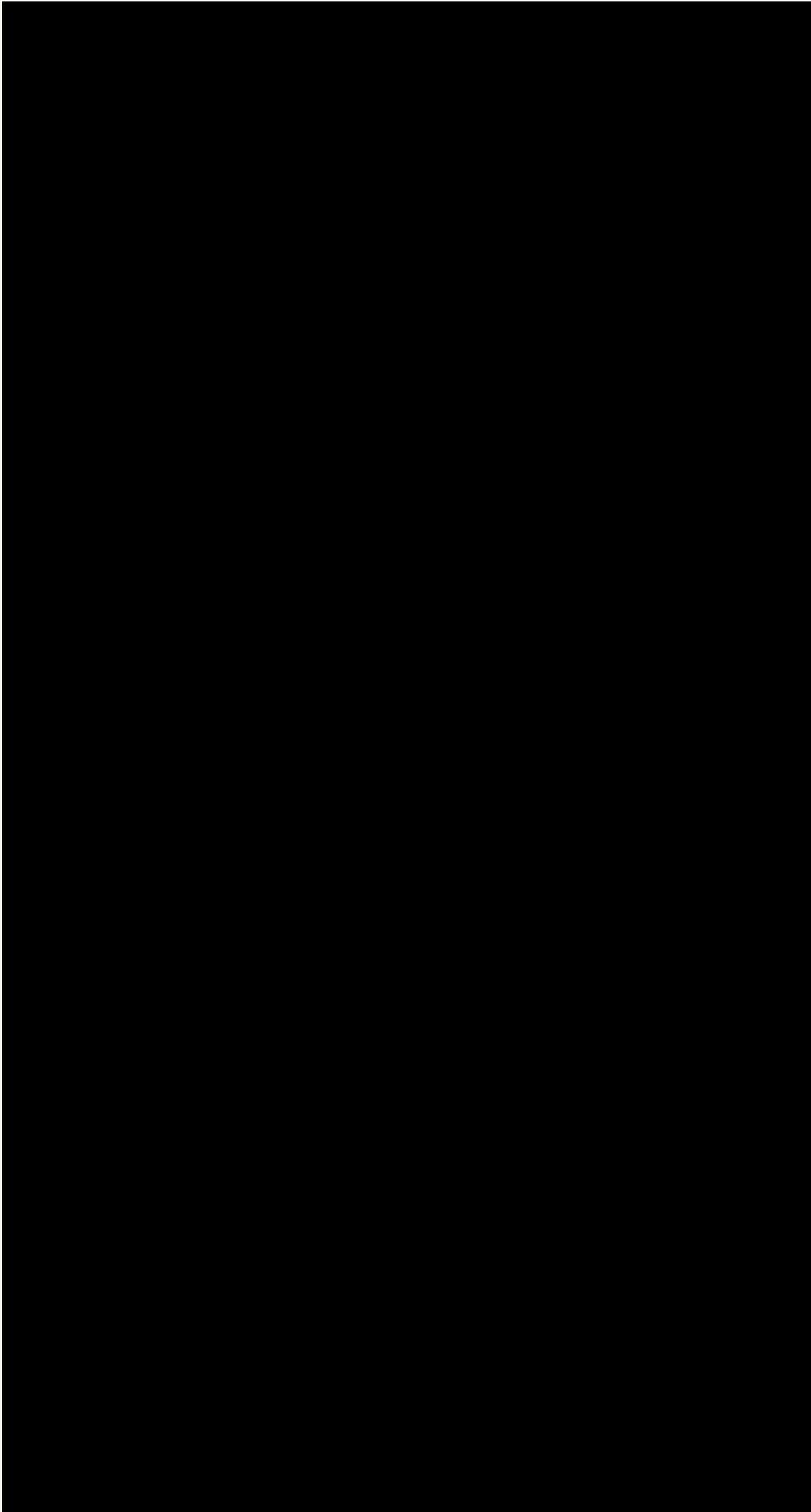


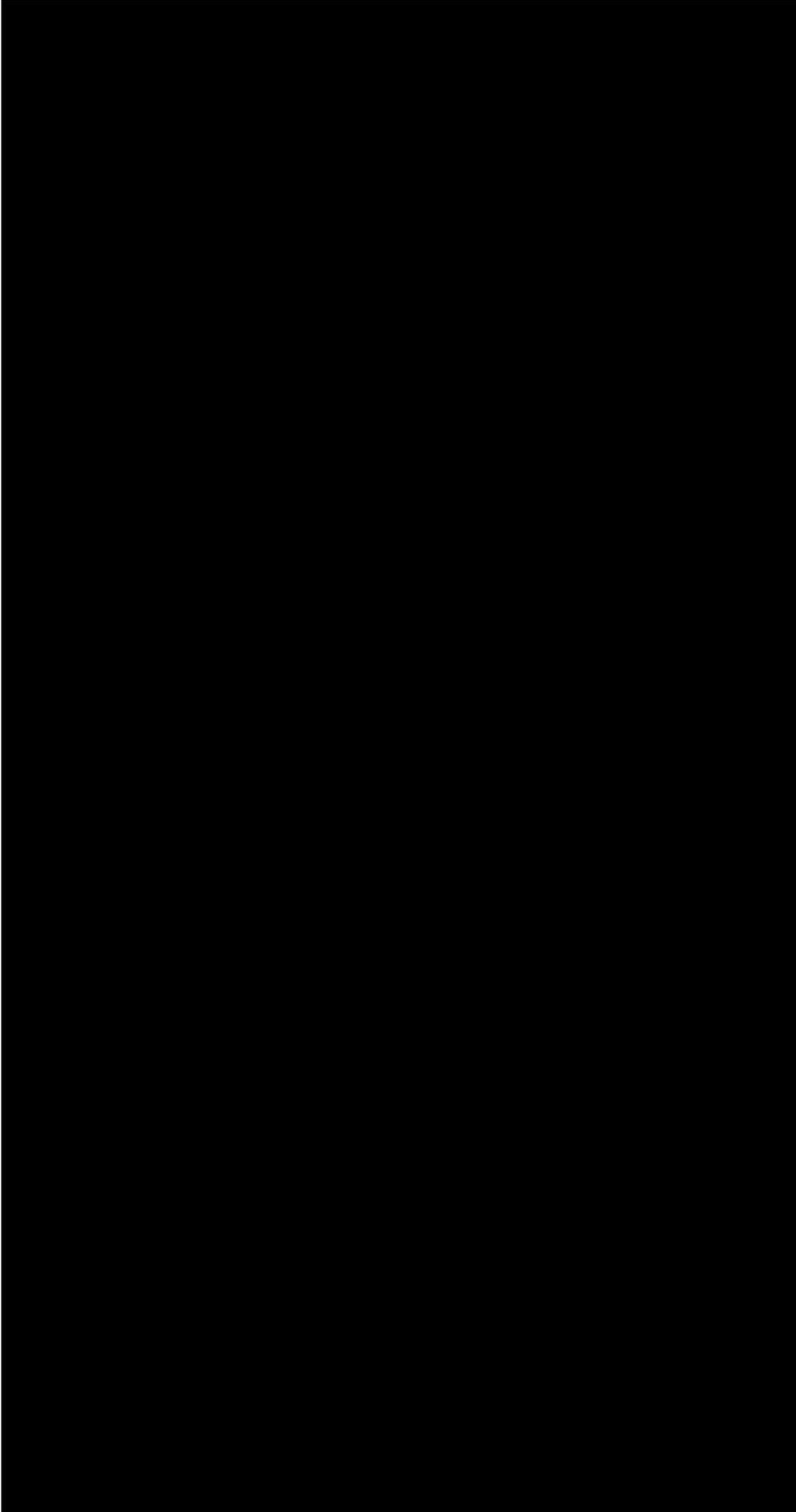


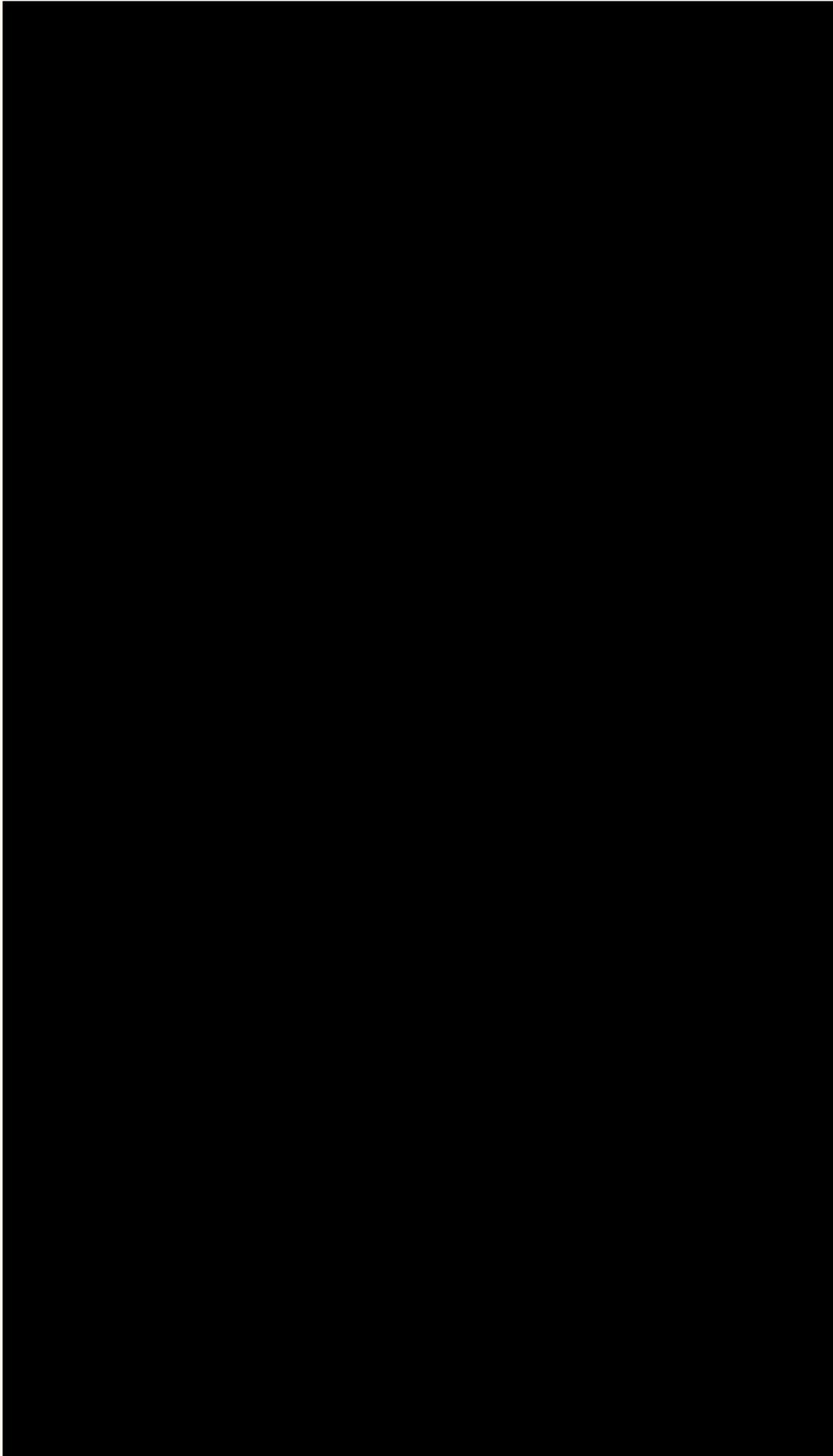


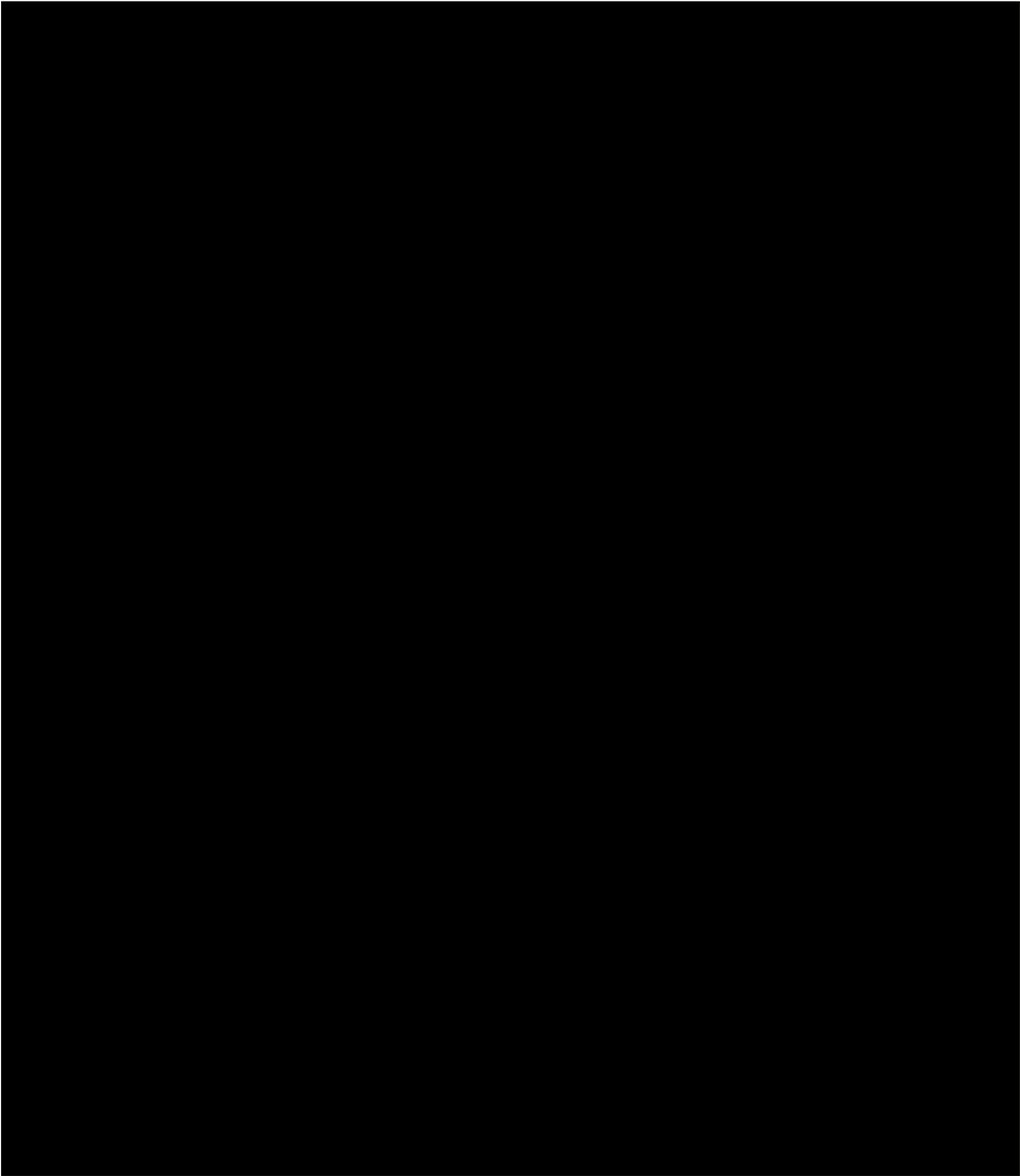












# D. Qualifications

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## **SECTION D: QUALIFICATION OF OWNERS (400 points)**

**1. Describe the business owner's prior experience in owning, managing, and operating a legally permitted or licensed retail cannabis business in the United States. For purposes of this section, owner shall mean the State definition of owner in the State Business and Professions Code Section 26001.**

Under the adept leadership of Eli Melrod, Solful's experienced management team has achieved remarkable success in managing the company's growth and expansion. Since 2017, Solful has thrived under Eli's guidance, adapting seamlessly to the ever-changing legislative and regulatory landscape of the cannabis industry. Throughout this journey, the team has remained steadfast in their commitment to cannabis as a catalyst for individual and community health and wellness.

Through their collective efforts, the leadership team has propelled Solful's growth beyond its original location, and the company now proudly operates stores in Sebastopol, Santa Rosa, and San Francisco. This expansion showcases their ability to execute strategic decisions and successfully establish Solful as a trusted provider of cannabis products under different jurisdictions operating requirements.

Remarkably, amidst the evolving landscape, Solful has maintained its dedication to serving medicinal customers. Eli Melrod, the CEO of Solful, deeply commends the Healdsburg Council for their commendable decision to exempt medicinal customers from the gross receipts tax on cannabis goods. This significant exemption allows Solful to continue providing access to medicinally focused products to its customers, distinguishing the dispensary as one of the few in the state that remains committed to meeting the unique needs of this vital market segment.

With an unwavering commitment to excellence and a passion for promoting the well-being of both individuals and communities, the Solful leadership team has solidified their position as pioneers in the cannabis industry. Their remarkable achievements and dedication to serving a diverse range of customers truly set them apart.

# Meet Solful's *Leadership Team*



## Eli Melrod - CEO & Co-Founder

Eli Melrod, the CEO of Solful, is a prominent figure in the California cannabis industry, with a passion for promoting the health and wellness benefits of cannabis. His journey began in 2004, when his father's diagnosis with pancreatic cancer led to the discovery of the therapeutic properties of cannabis in managing pain, nausea, appetite, anxiety, and sleep.

While studying economics at Wesleyan University, Eli became increasingly fascinated by the potential opportunities presented by the impending end of cannabis prohibition in California. His dedication to this emerging industry led him to leave school in 2014, embarking on a path to become an expert in the early-stage adult-use cannabis market.

Inspired by his father's experience, Eli made it his mission to bring the benefits of cannabis to individuals seeking enhanced well-being and happiness through responsible usage. His journey began by working at a respected cannabis testing lab, where he gained extensive knowledge of the scientific aspects of cannabis and cultivated strong relationships with innovators and farmers throughout the state.

In 2017, Eli co-founded Solful to bring the vision of mission-driven, community oriented, sustainable cannabis retail concept to life. Solful has become renowned for its commitment to community education, providing personalized customer experiences, and sourcing only the finest quality small batch, sun-grown cannabis. As a testament to their success, Solful has received several esteemed accolades in Sonoma County, including being recognized as the best cannabis dispensary in the highly competitive Press Democrat Reader's Poll for five years in a row starting in 2019 (2019-2023).

Eli's contributions extend beyond the realm of Solful. Serving as an Emerald Cup judge, he continues to deepen his involvement in the cannabis community. Passionate about sharing his knowledge and experiences, Eli has spoken at prestigious venues such as UC Berkeley Haas School of Business, Sonoma State University, the Sebastopol Senior Center, and the Oakmont Cannabis Club. Furthermore, he hosted a biweekly radio show on KSRO, providing insights and information on cannabis-related topics.

Eli's influence has been recognized through various honors, including being named a 40 Under 40 in the North Bay Business Journal's 40 under 40 feature and a 23 to watch in 2023 by the Press Democrat. With his wealth of experience and unwavering commitment to the industry, Eli Melrod is a driving force as the CEO of Solful, shaping the future of cannabis and empowering individuals to embrace its benefits for their well-being.

# Meet Solful's *Leadership Team*



## **Mike Jones - Chief Retail Operations Officer**

Mike Jones is the Chief Retail Operations Officer with Solful, bringing to the role extensive experience in the retail industry. Prior to joining Solful, Mike worked with Fox Racing, Nautica, and Skechers in various capacities, including District Manager and Director of Retail Operations. Throughout his career, Mike has demonstrated a deep understanding of the retail

environment, with a focus on people development, growth strategies, and overall customer experience.

At Mike's tenure with Fox Racing he worked closely with the Fox family creating a new scalable Brick and Mortar retail concept that was rolled out in several key markets throughout the United States over a 10-year period. Mike created and project managed a very succinct timeline to ensure they were producing revenue on time to meet the projected proforma.

One of Mike's notable accomplishments was his work with Stance Socks, where he conducted a thorough assessment of the company's brick and mortar retail division. Based on his assessment, Mike developed and implemented a long-term strategy for elevating their store operations and selling culture, leading to impressive improvements in customer satisfaction and sales revenue.

Mike's passion for people and commitment to success set him apart from others in the industry. He brings a level of intrinsic motivation to the growth and development of his team that is unparalleled, making him a standout leader and dedicated asset to any group, company, or organization. His experience, coupled with his wide range of aptitudes and talents, cement his reputation as a phenomenal leader in the retail industry.

# Meet Solful's *leadership team*



## **Mercedes Clark - Customer Experience Manager, Healdsburg**

Mercedes Clark brings a wealth of experience and a genuine passion for health and wellness to her role as Manager of Customer Experience at the proposed Solful Healdsburg location. With a strong background in the industry, Mercedes has risen through the ranks at Solful, starting as one of Solful's first Health and Happiness

Consultants before being appointed as the Assistant General Manager of the Sebastopol Solful store.

As a Healdsburg resident, Mercedes has an intimate understanding of the local community. She is deeply committed to engaging with residents through various events and outreach programs. In fact, Mercedes lives within walking distance of the proposed Solful Healdsburg location, allowing her to be fully immersed in the community she aims to serve.

Prior to joining Solful, Mercedes spent over six years at Community Market, where she played a pivotal role in successfully opening their new Sebastopol location. Her expertise as the Wellness Department Buyer and Receiver gave her a comprehensive understanding of working with herbs and natural remedies.

Mercedes is renowned for her people-focused approach, always striving to provide exceptional customer service and create meaningful connections. She understands the importance of responsible adult use and is dedicated to ensuring that minors do not have access to cannabis. With her deep local knowledge and Solful health-focused brand, Mercedes will undoubtedly contribute positively to the Healdsburg economy and community as a whole.

### Board Members and Additional Owners: A Deep Connection to Healdsburg

Solful's board of directors and advisors represent the very best in the cannabis industry. With their vast experience and a commitment to our values, they work tirelessly to ensure our continued success. Our independent board members consist of Rich McNally, a respected Healdsburg resident, and Theo Ubben, whose family operates the informed local business, Little Saint. These connections to Healdsburg's community further emphasize our commitment to cultivating strong local ties.

Peter Dickstein, our co-founder, has over four decades of experience in leadership positions in medical device and technology sectors. His expertise in both CEO and CFO roles and strategic advising has been instrumental in steering us towards success. His involvement in the San Francisco Bay Area as a University of California, Berkeley, Haas School of Business Guest Lecturer, and being an active member of the business community continues to be a valuable asset to Solful.

Rich McNally, a Partner at Fundamental Capital, is a resident of Healdsburg. With decades of experience in private equity and retail, Rich brings a unique perspective to the business. His presence on our board ensures that we make informed decisions aligned with the needs and aspirations of the Healdsburg community.

Lastly, Theo Ubben, brings a unique perspective to Solful. His family's business, Little Saint, an entrenched local business, has provided him with a keen insight into the Healdsburg community's values and needs. Theo's expertise in cleantech and environmental sciences aligns with our values of environmental sustainability and social responsibility.

Together, our board members and advisors bring a wealth of knowledge and experience, ensuring that Solful operates with the highest levels of governance, professionalism, and strategic acumen. Our team's connections to the Healdsburg community further emphasizes our commitment to responsible and community-driven development. At Solful, we recognize that our success is tied to the well-being of Healdsburg, and we are committed to playing a positive role in its growth and prosperity.

**2. 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.**

Solful has developed a comprehensive understanding of the cannabis industry through years of experience and a commitment to remaining at the forefront of industry best practices and compliance with state regulations. Solful opened its first store in 2017 as a medical retailer, providing a foundation for navigating the complex landscape of cannabis regulations and operational requirements.

Since its inception, Solful has demonstrated a strong ability to adapt and evolve in response to changes in state legislation and regulations. This commitment to compliance has been a central focus for the business, ensuring that Solful operates within the bounds of the law and meets the highest standards of safety and accountability. Operating since 2017, Solful was one of fewer than 100 dispensaries statewide that met state and local requirements in order to be operational on January, 1st, 2018, the first day of sales in California under the current regulatory framework.

The incorporation of industry best practices has been a core principle at Solful. As the cannabis industry has matured, Solful has consistently sought to stay informed about the latest developments and innovations, leveraging this knowledge to optimize its operations and deliver exceptional experiences to customers.

Solful's expansion into additional jurisdictions, including Sebastopol, Santa Rosa, and San Francisco, further reflects the company's ability to navigate and comply with complex regulatory frameworks and operate successfully in competitive and dynamic markets. Each of these locations presents its own unique set of regulations and requirements, necessitating a thorough understanding of local laws to ensure compliance and provide a seamless customer experience.

Solful's success in incorporating industry best practices and state regulations can be attributed to its team's expertise and commitment to ongoing education. Through active participation in industry events, conferences, and partnerships, Solful's leadership and staff maintain a comprehensive understanding of the evolving regulatory landscape. This knowledge is then applied to the day-to-day operations of the business, ensuring that Solful remains a trusted and responsible leader in the cannabis industry.

In summary, Solful's knowledge of the cannabis industry is extensive and continually expanding. The company's commitment to compliance, incorporation of industry best practices, and adaptability to changes in state legislation and regulations showcase its dedication to responsible operations. This commitment, coupled with the team's expertise and ongoing education, enables Solful to provide exceptional products and experiences to customers while maintaining the highest standards of compliance and safety.

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

As the Co-Founder and CEO of Solful, Eli Melrod is a champion of the company's culture and works tirelessly to embed the mission throughout all facets of the organization. His involvement in daily operations is not limited to a figurehead position; rather, Eli actively participates across all levels of the company. He values the perspectives of staff members and encourages open communication, incorporating insights into the overall strategic direction. This collaborative approach fosters a strong sense of unity and high employee morale, allowing us to align our efforts and work collaboratively towards our shared goal of providing exceptional cannabis products and experiences. Notably, Eli's deep understanding of the cannabis industry has led him to work in almost every position within the organization, providing him with in-depth knowledge and experience to better lead the company.

In addition to Eli's leadership, Mike Jones, the Chief Retail Operations Officer, is the day-to-day leader of Solful's retail operation. With his extensive experience in retail operations, Mike brings a wealth of knowledge to the team. He possesses a deep understanding of best practices in retail management, compliance, customer service, and team coaching and development.

Mike's involvement in the day-to-day operations ensures smooth and efficient management of the retail operations. From overseeing inventory and product selection to implementing sales strategies and maintaining compliance with state regulations, Mike's expertise plays a vital role in Solful's success.

Eli and Mike bring a formidable partnership and a wealth of operational excellence to Solful, which has laid the foundation for the dispensary's rising success in the industry. To ensure that the Healdsburg location aligns with Solful's high operational standards and exceptional customer experience, they have selected Mercedes Clark as the Manager of Customer Experience for Healdsburg.

Mercedes is an experienced manager who has been an integral part of Solful for over four years. With her extensive experience, she has worked her way up the ranks from Health and Happiness Consultant to being appointed as the Assistant General Manager of the Sebastopol Solful.

As a Healdsburg resident, Mercedes has developed a profound understanding of the local community, effectively grounding the leadership team in the community. Her unyielding commitment to engaging the residents through events and outreach programs will ensure that the new location fully integrates into the community.

Mercedes will work closely with Eli and Mike to bring Solful's exceptional customer experience and operational excellence to Healdsburg. Her active role in the team will also ensure that the Healdsburg location will be run by a team of dedicated experts ready to serve the community and embody the exceptional brand of Solful.

# E. Neighborhood Compatibility Plan

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Voted Best Dispensary in Sonoma County  
five years in a row.

### SECTION E: NEIGHBORHOOD COMPATIBILITY PLAN (400 points)

**1. Describe how the business will take proactive steps to avoid becoming a nuisance or having negative impacts on its neighbors or surrounding community. Additionally, describe how the business will react and respond to complaints specifically related to noise, light, odor, public consumption, loitering, littering, and vehicle and pedestrian traffic.**

At Solful Healdsburg, we are ever cognizant of the role we play in the wider community, and are committed to responsible and respectful operational practices. Our proactive steps and policies are designed to circumvent the emergence of any adverse impacts, ensuring our existence is harmonious with our neighbors and the surrounding community. Furthermore, as a seasoned cannabis operator with multiple retail locations, Solful has successfully implemented strategies to mitigate impacts and enhance the surrounding neighborhood.

Our diligent efforts have resulted in significant improvements in the local community. Additionally, we have established a comprehensive complaint response system designed specifically to address any concerns or disturbances that may arise. This system is tailored to effectively handle issues related to noise, light, odor, public consumption, loitering, littering, and traffic, ensuring optimal harmony with the neighborhood and our commitment to responsible operations.

**1. Noise Management – Proactive Measures to Avoid Noise:** Solful will ensure noise levels from our operations do not disrupt the tranquility of Healdsburg by implementing noise operational procedures. Our daily operation, including ambiance music, is designed to be wholly interior to the building.

**2. Light Mitigation:** Solful’s facility will be lit to all city standards and consistent with the surrounding neighborhood. Security lighting for the parking area and facility will be positioned to not impact the night sky views while still providing adequate lighting for security cameras.

**Solful is a wonderful neighbor.** There has not been a single problem in our center since they have been here. Their staff is courteous, kind, and respectful. Having Solful’s security and cameras has helped our business. **They are a great asset to our community.**

**Joanne Cooter, Store Manager,  
The Legacy - Sebastopol Senior Center**

**3. Odor Suppression:** The location will be equipped with an advanced carbon air filtration system to counter potential cannabis odors. These systems, along with proper employee training in the storage of cannabis, have proven to eliminate odors at our multiple local locations.

**4. Public Consumption & Loitering:** Solful educates customers about responsible consumption laws and will deter loitering within the vicinity of our premises. We employ staff dedicated to monitoring the outside of our facilities to identify and prevent any potential issues before they arise.

**5. Litter Management:** Solful stays committed to cleanliness, planning regular cleaning schedules and placing trash receptacles in strategic locations around the retail location.

**6. Traffic:** Solful's proposed location is pedestrian friendly with a walkability score of 89 as rated by Walk Score. For those customers that do choose to drive, the location provides for ample onsite parking. This parking is solely dedicated to Solful and exceeds city requirements providing 9 dedicated parking spaces instead of the required 6 for a store of the size proposed. This ensures Solful will not impact available public and street parking in the area.

As the Chief of Police in Santa Rosa, I have had the pleasure of working alongside Solful and have been impressed with their **professional operation and commitment to being involved in the community**. Solful's willingness to collaborate with the Santa Rosa Police Department was evident when they acted as a leader in organizing the cannabis industry in response to a series of break-ins in the area.

**Solful stands out amongst their peers for their demonstrated commitment to public safety.** Their leadership and willingness to work collaboratively with law enforcement is commendable, and we value the partnership we have established with them.

**John Cregan, Chief of Police, City of Santa Rosa**



## Responsiveness to Complaints

Emphasizing our role as a responsible member of the Healdsburg community, Solful has a robust complaint response system:

- Rapid acknowledgement & investigation of complaints within 24 hours.
- Transparent communication with stakeholders involved to arrive at an effective resolution.
- Implement corrective action to prevent any recurrence of the issue.

We would like to reassure the Healdsburg community of Solful's commitment to maintaining a peaceful and harmonious relationship with the surroundings. By operating responsibly within this highly regulated industry, Solful hopes to make a positive contribution to the local economic landscape without compromising the quality of life in Healdsburg, CA.

**2. Describe the policies that you would implement, and how you would enforce these policies, to ensure your cannabis products do not end up in the hands of underage youth.**

### Enforcement and Education: Solful's Policies on Youth Access Prevention for Cannabis Products

In keeping with our commitment to promoting safe and responsible cannabis use within the community, at Solful, we enforce rigorous policies to prevent underage access to cannabis products, while also focusing on customer education. We have crafted comprehensive policies and procedures to assure the most stringent compliance with state regulations. Our policies include:

- 1. Strict Age Verification:** We are committed to diligent verification of age at every point of purchase, strict to the regulations that permit sales only to customers aged 21 and over. Our staff is trained by Mike Bates, retired Rohnert Park Deputy Police Chief, who provides ID recognition, Responsible Cannabis Sales, and Responsible Beverage Service training in Sonoma County.
- 2. Responsible Marketing Practices:** All our marketing initiatives are designed and executed to engage adult consumers exclusively thereby avoiding any undue influence on underage individuals.
- 3. Safe and Compliant Packaging:** All our products are safeguarded through tamper-resistant and child-proof packaging to further limit their accessibility to underage demographics.
- 4. Comprehensive and Informative Staff Training:** At the heart of our preventive measures is our robust staff training program that is centered around regulatory compliance and customer education, through an all-encompassing understanding of the nuances of cannabis use, storage, and associated risks.

Our commitment is not limited to retail vigilance alone. As Jennifer B. Unger, PhD, significantly notes, "only a small minority of adolescent cannabis users obtain their cannabis from retailers; most obtain their cannabis from social sources." This insight forms the foundation of our mission to educate and guide our customers towards responsible use and secure storage of cannabis products, thereby ensuring protection against underage access at their respective households.

*Unger, J. B., PhD. (2022, November). Regulation of Cannabis Retailers: Facilitating Responsible Adult Use and Promoting Health Equity While Preventing Access to Minors. American Journal of Public Health, 112(11), 1532-1534.*

I had an hour's long lunch with Eli & Chris Muffoletto of Solful and I came away recognizing if Healdsburg is going to have a Cannabis dispensary, it ought to be Solful, a local Sonoma County company that should offer the same dedication to accurate information on the pros and cons of cannabis products similar to Healdsburg's wineries and high-end food providers. I served as a nonprofit administrator for substance use prevention, intervention and outpatient treatment from the mid 1980's to 2022 and was once registered to counsel on substance use and abuse. I know that marijuana can be misused and abused.

**Joan Churchill, Healdsburg Resident**

Solful's strategic approach infuses responsible conduct with customer education, a blend necessary for transforming the landscape of cannabis consumption and access at every level. With an informed purchasing community and skilled, knowledgeable staff, we can collaborate effectively to prevent youth access to cannabis products.

**3. Describe the steps you have taken to get to know the Healdsburg community. Provide a detailed description of the neighborhood in which you are seeking to open a cannabis retail business, and how your business will contribute positively to the surrounding area.**

### Getting to Know Healdsburg

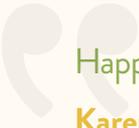
Founded by Sonoma County local Eli Melrod, Solful's mission is centered around empowering local communities and promoting the well-being and happiness of individuals. As a tight-knit small town with a deep appreciation for local craft producers, Healdsburg shares these values.

In fact, since 2017, Solful has served hundreds of Healdsburg residents at our other Sonoma County dispensaries. Over the years, we have received countless requests from these residents to bring a Solful retail location to the heart of their community, and this feedback has not gone unnoticed. Solful's mission and values are closely aligned with the Healdsburg community, and as a business, we have always felt a deep connection to the area.

Two of Solful's owners, Theo and Rich, have strong ties to Healdsburg. Rich is a proud resident of Healdsburg while Theo's family are also residents where they run their family business, Little Saint, in town. Many of our long-term employees also live in Healdsburg and have a deep understanding and appreciation for the community.

As the Customer Experience Manager for our proposed Healdsburg location, Mercedes Clark has heard firsthand from her neighbors how excited they are about the prospect of having a premium cannabis retail experience within walking distance of their homes or workplaces. We have long believed that opening a retail location in Healdsburg is a natural evolution for Solful, which led us on March 3, 2022 to officially express interest in opening a store to City leaders.

Since Solful's initial expression of interest in Healdsburg on March 3, 2022, we have made significant efforts to actively engage with the Healdsburg community. Our commitment to building strong relationships and becoming an integral part of the community has been a top priority for us.



Happy to have a local, farmer focused dispensary near town with all natural ingredients.

**Karen Reul, Co-Owner, Forager, Healdsburg**



I love Solful. I'm always in support of a farmer focused dispensary. This will be the perfect addition to Healdsburg for me personally, but also the town in general. I appreciate that there are no additives to the cannabis. Solful is my personal favorite dispensary.

**Emily Klinger, Team Lead, Forager, Healdsburg**

To kickstart this process, we sent an introductory email to City staff, expressing our interest in Healdsburg. On April 6, 2022, we extended our outreach by sending introductory emails to the Mayor and Council Members, along with an offer to provide tours of our facilities.

Continuing our efforts to connect with key stakeholders, we invited members of the Healdsburg community to attend the opening of our Santa Rosa store from April 22 to 24, 2022. This provided an opportunity for individuals to learn more about Solful and witness our commitment to compliance and excellence first-hand.



Solful's support and contributions to local businesses for the betterment of the community is commendable.

**Evin Mojica, Customer Service Liason, Thumbprint Cellars, Healdsburg**

Recognizing the importance of engaging with local government, Solful actively participated in City Council meetings on May 2, 2022, September 6, 2022, March 20, 2023, and April 17, 2023. These meetings allowed us to contribute to discussions, address concerns, and build rapport with City Council members.

Furthermore, we scheduled an introductory meeting with the Healdsburg Chamber of Commerce on June 15, 2022, providing an opportunity to meet with Tallia Hart, further demonstrate our commitment to the community, and explore potential collaborations.

Acknowledging the significance of transparent communication, Solful participated in Planning Commission hearings on November 8, 2022, and February 28, 2023, where we shared our plans, addressed any questions or concerns, and sought feedback from Planning Commission members.

In order to align ourselves further in the community, Solful is a member of the Healdsburg Chamber of Commerce, signifying our commitment to the local business ecosystem. We have attended the annual State of the City hosted by the Chamber and will continue growing our presence within the business community.

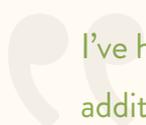


Lessens our carbon footprint so we don't have to drive so far!

**Alex Saronich, Healdsburg Resident**

Recognizing the importance of engaging directly with the neighborhood, we organized a neighborhood meeting on July 27, 2023, at the proposed location of our store. This gathering allowed us to connect with members of the community, listen to their perspectives, and address any concerns they may have.

Through these comprehensive engagement efforts, in addition to the hundreds of existing Healdsburg residents that are our customers at one of our existing dispensaries over the last six years, Solful has made significant strides in getting to know the Healdsburg community. We have actively participated in various forums, initiated meaningful conversations, and fostered relationships with local stakeholders. These steps reflect our commitment to transparency, collaboration, and responsible operation as we work towards becoming an essential member of the Healdsburg community.



I've heard wonderful things about Solful and believe they will be an excellent addition to the Healdsburg community.

**Aaron Flores, Healdsburg Resident**

### **Neighborhood Description (General Plan Designation: Downtown Commercial)**

Conveniently positioned just two blocks away from the vibrant Healdsburg Plaza, Solful's prospective site for our retail cannabis business can be found at 465 Healdsburg Avenue. This prime location not only ensures easy access for our valued customers but also harmoniously blends with the thriving pulse of downtown Healdsburg's robust economy. Furthermore, while the location provides convenient parking options, making a visit to our retail location as seamless and hassle-free as possible, it is located in a walkable area where many visitors will choose to use their feet instead of their cars in coming to the store.

This area is a blend of historical charm and contemporary vibrancy located amidst Sonoma County's wine country, decidedly one of Healdsburg's, and Sonoma County's, most bustling thoroughfares. Poised two blocks off Healdsburg's central plaza, the proposed location is surrounded by a network of roads and popular pedestrian walkways, ensuring excellent accessibility. The Foss Creek Pathway, is nearby, allowing effortless traversal for customers from various directions.

The Downtown is a hive of activity, hosting a bevy of businesses, from boutique stores and hotels to professional services. In the vicinity, there are several restaurants, cafes, and bars, renowned for their culinary offerings. Likewise, we anticipate Solful will be a unique and valuable addition to this diverse commercial tableau.

### **Neighborhood Contribution**

Solful, as a responsible retail cannabis business, is determined to impart a positive and sustainable impact on the downtown Healdsburg community. Solful's approach consists of a well-rounded strategy covering education, community support, and symbiotic relations with neighboring businesses, all framed within the strict compliance framework of the cannabis industry.

**Education and Responsible Use:** First and foremost, Solful sees itself as a facilitator of responsible cannabis consumption. Beyond retailing, our key objective is to foster education on safe consumption, correct storage practices, and responsible use, ultimately mitigating risks associated with misuse or potential underage access.

As part of this commitment, we will stress the crucial aspect of cannabis consumption laws, particularly around the prohibitions on public consumption and smoking in communal spaces, laser-focused on public safety and respect to all those in the community.

## Engagement in Community Events

In line with our vision of being an integral part of the community, Solful actively engages in local events, strengthening ties with the residents of Healdsburg. This participative role extends from mere sponsorship or attendance to a more comprehensive role of promoting safety, education, and community wellness as responsible representatives of the cannabis industry.

Solful's commitment to our community is truly commendable. Their dedication to supporting programs and initiatives for the well-being of children, as demonstrated through their fundraising efforts for First 5 Sonoma County, is a testament to their values and vision. I wholeheartedly support Solful's application and believe they will be a valuable addition to the Healdsburg community.

**Angie Dillon-Shore, Executive Director, First 5 Sonoma County**



## Collaboration with Other Businesses

Solful aims to establish collaborative relationships with neighboring businesses. In our experience, these relationships have led to positive outcomes for all businesses near our stores including opportunities for cross-promotion, shared customer base enhancement, professional networking, and contributing to the thriving economy of downtown Healdsburg.

In a nutshell, Solful's proposition includes more than just a retail cannabis business. We are committed to being a positive force in the community, contributing to safety, education, and economic development, whilst cementing our position as a responsible and reliable player in the cannabis industry.

As the Santa Rosa YPN Events Committee Chair, I had the pleasure to collaborate with Eli and Solful to educate and mentor potential cannabis entrepreneurs, and the general public, on all things cannabis. As a Sonoma County resident, I appreciate Solful's contribution to the community.

**Leah Frost, Santa Rosa YPN**

## What Solful's Neighbors Have to Say

As neighbors of Solful, I can easily say that their store has brought a positive and helpful environment to our business. We are super lucky to have a store like Solful that cares and supports the community. I am 100% sure that Healdsburg will be super lucky to have a Solful in their community.

**Oscar Canul, Owner,  
Inca's Peruvian Cuisine**

Working with Solful on past joint promotional events for our restaurant has been fruitful for our business. Their team are frequent guests and we appreciate them a lot.

**Carmen Ochoa, Owner, Ochoa's**

Solful has been a great community member run by conscientious business owners. They support fellow small businesses and local farmers.

**Leith Miller, Owner, Psychic Pie**

Solful has contributed positively to our business over the years. Solful employees come in as customers and are always pleasant to interact with. Having Solful in the Southpoint Shopping Center has definitely brought in more customers to us as well as the surrounding neighbors.

**Megan Eastham, Store Manager,  
Starbucks Coffee Co.**

**4. Describe steps that the business will take to minimize any negative environmental impacts of the retail operation, including greenhouse gas emissions, vehicle miles travelled, excessive product packaging, energy and water utilization, and other impacts.**

Solful is the industry leader when it comes to sustainability:

- Only Cannabis Company Sourcing 100% Sun-grown
- First and Only Cannabis Dispensary to Join 1% for the Planet
- Exclusively Sources Local Cannabis Flower from Sonoma County and the Emerald Triangle

### Muddy-shoe Sourcing

At Solful, our unwavering commitment to sustainability and environmental stewardship is demonstrated through our deliberate sourcing practices. We proudly source ALL of our cannabis flower locally from craft cannabis farmers throughout Sonoma County and the esteemed Emerald Triangle region. This sourcing practice sets us apart from other dispensaries, as we are the only dispensary in California that exclusively sources sun-grown cannabis.

While the exceptional quality of these products is unquestionable, our focus extends beyond that. By prioritizing local sourcing, we take a proactive approach in minimizing the vehicle miles driven during the delivery of our products, directly addressing the creation of greenhouse gasses resulting from transportation. This commitment resonates deeply with Healdsburg's Climate Mobilization Strategy. With 55% of the city's identified greenhouse gas emissions attributed to on-road transportation, our efforts in reducing the distance of Solful's supply chain have a profound and enduring impact on curbing our company's carbon footprint.

As a leader in the cannabis industry, Solful is committed to setting a high standard for environmental sustainability in our business practices. We believe that building strong relationships with local cannabis farmers and sourcing exclusively sun-grown cannabis products is the most environmentally responsible way to operate.

Sun-grown cannabis differs from indoor cannabis in that it's grown outdoors, with exposure to natural sunlight, rather than in a controlled indoor environment. The benefits of sun-grown cannabis are many, including a lower carbon footprint, less energy consumption, and greater resource efficiency. Compared to indoor growing, sun-grown cannabis requires fewer resources, such as water, electricity, and land.

Furthermore, the outdoor environment allows for natural pest control, resulting in fewer chemicals and pesticides being used. At Solful, we prioritize sun-grown cannabis because we believe that it’s a more sustainable, environmentally responsible choice that allows us to operate in a way that our customers can trust.



### Benefits of Sun-Grown Cannabis Compared to Indoor

**Reduced Greenhouse Gas Emissions:** Substantial energy use and greenhouse gas emissions are associated with indoor cannabis cultivation (Mills & Zeramy 2020). Unlike outdoor production that basks in natural sunlight, indoor cultivation relies heavily on artificial lighting and climate control systems, which dramatically increases energy consumption. By choosing outdoor sun-grown cannabis, Solful significantly reduces associated greenhouse gas emissions.

**Better Water Utilization:** According to recent research results revealed by Evan Mills, Phd and revealed in the article “Contrary to Conventional Methods, Best Practices for Cannabis Cultivation Result in Less Intensive Land and Water Use for Outdoor than for Indoor Farming,” outdoor cannabis cultivation best practices provide for superior water-use benefits compared to indoor methods. The study highlights the advantages of outdoor practices – including better water retention and mitigated evaporation – that lead to more efficient and responsible water utilization.

**Lower Land-Use Intensity:** The same article also shows that outdoor cultivation is less land-intensive, making more efficient use of valuable farmland. Indoor farming often demands vast amounts of land for infrastructure, unnecessarily burdening the environment. In fact, with the correct farming best practices, outdoor cultivation “land-use intensity is about 25% less than indoor intensities...”

As a certified biodynamic farm, we prioritize a holistic approach that considers the natural elements of the land. We believe that sustainable farming practices are essential for the well-being of our community and the planet. I am proud to support Solful as our exclusive retail partner. Their dedication to promoting outdoor cultivation aligns perfectly with our mission of sustainable agriculture.

Together, we aim to provide the community with clean cannabis that can make a positive difference in people’s lives. It is vital for Sonoma County and California as a whole to support small farms like ours, and I applaud Solful for their commitment to fostering a thriving and sustainable cannabis industry.

**Mike Benziger, Glentucky Family Farm, California State Fair Cannabis Award Gold Medalist**

Incorporating the Solful’s “muddy-shoe” standard, insights from the best available research on environmental impacts of cannabis cultivation, and the exclusive focus on sun-grown cannabis, Solful’s operation is environmentally conscious and superior in terms of greenhouse gas emissions, water utilization, and land-use intensity. By supporting sustainable farming practices and offering only high-quality outdoor sun-grown cannabis, we safeguard the environment while backing our local community of growers.

Also, by consciously choosing not to offer indoor cannabis, Solful provides customers with a reliable option where they can be confident they are purchasing high-quality, sun-grown cannabis that aligns with their principles. We understand that researching the source of local cannabis flower from various retailers can be a daunting task and even overwhelming for environmentally conscious consumers. Therefore, our commitment to exclusively offering sun-grown cannabis ensures that our customers can effortlessly shop their values without compromising on quality.



1% for the Planet is a global organization that encourages businesses to donate 1% of their annual sales to environmental causes. Through this commitment, companies contribute to the preservation of our planet and support a wide range of environmental initiatives.

At Solful, our commitment to environmental impact goes beyond corporate social responsibility. Our membership with 1% for the Planet not only demonstrates our dedication to sustainability but also highlights our aspiration to be a leader in the industry. As part of this global movement, we proudly embrace the model of 1% for the Planet, which inspires businesses to increase their environmental giving. By actively participating in this initiative, we show our unwavering commitment to making a positive difference in the world. Each and every day, our team strives to create meaningful change and set an example for others to follow.

*Mills, Evan & Zeramy, Scott. (2020). Energy Use by the Indoor Cannabis Industry: Inconvenient Truths for Producers, Consumers, and Policymakers.*

*Mills, Evan. (2022). Contrary to Conventional Methods, Best Practices for Cannabis Cultivation Result in Less Intensive Land and Water Use for Outdoor than for Indoor Farming.*

By donating 1% of our annual net sales from Solful-branded products, we support the actions needed to tackle the critical issues facing our planet - including sustainable agriculture and climate adaptation. With only 3% of philanthropy currently going towards environmental giving, we believe our partnership with 1% for the Planet is a crucial step in the right direction.

As the first cannabis retail dispensary to join 1% for the Planet, we are trailblazers in integrating environmental considerations into our business model. By doing so, we aim to inspire others in the cannabis industry to recognize the increasing environmental footprint and act proactively.

We've also committed to supporting local organizations approved by 1% for the Planet. Among these are Ceres Community Project, The Botanical Bus, and Daily Acts - each playing a crucial role in community support, holistic health, and sustainability, respectively.

Our co-founder and CEO, Eli Melrod, led Solful in this direction, inspired by the works of environmental stewards like Yvon Chouinard, founder of Patagonia. With the rise of recreational cannabis use and growing awareness of medicinal benefits, we consider it our responsibility to contribute to a healthier, more sustainable environment.

### **Packaging and Operations Environmental Initiatives**

In 2022, Solful made significant strides in our commitment to enhancing sustainability. Our dedicated efforts to minimize our environmental impact included a comprehensive refresh of our packaging. We evaluated the components used and worked to change any packaging we could to recyclable and eco-friendly options while still adhering to state requirements for child-proof packaging. This proactive approach ensures that our packaging aligns with our commitment to responsible waste management and reduces our overall ecological footprint. To further reinforce our recycling practices, we have a diligent team member who actively monitors and educates our staff on proper recycling procedures. By instilling awareness and knowledge among our team members, we continue to build a culture of sustainability within our organization.

At Solful, we place a high priority on energy efficiency as part of our sustainability initiatives. We recognize the vital role that energy usage plays in minimizing our environmental impact. To this end, we employ energy-efficient refrigeration systems and lighting throughout our stores. These measures not only reduce our energy consumption but also contribute to a more sustainable and eco-friendly retail environment. Additionally, we are dedicated to adhering to the best industry practices for sustainability. This includes sourcing renewable energy sources to power our operations. Furthermore, we prioritize proper waste management by recycling materials appropriately and implementing water conservation practices to reduce water usage.

# F. Community Benefits & Equity Plan

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## SECTION F: COMMUNITY BENEFITS AND EQUITY PLAN (400 points)

1. Describe the benefits that the business will provide to the local community, for example by directly aiding, participating in, or funding the work of local non-profits, community-based organizations, civic organizations, or social services organizations (“Community Organizations”). Note: Applicants should not identify any specific Community Organization at this time, or provide commitment letter(s) from local Community Organizations in the Application submittal. This section is only intended to capture the overall commitment of Applicants to fund or support local community-based activity in general.

Solful has been a dedicated partner of Ceres Community Project since 2021, supporting our mission to create health for people, communities and the planet through love, healing food and empowering the next generation. Ceres and Solful share the desire to help people lead healthier and happier lives, and a commitment to local and sustainable practices that protect our planet.

We are so grateful to have received support from Solful over the past few years, and look forward to a deep and long standing partnership with them in the years to come.

**Elissa Gibb, Grants and Corporate Outreach Manager,  
Ceres Community Project**



As a mission-driven company, positively impacting the local community is in Solful’s DNA. We take pride in our ongoing support and contributions to various non-profit, community-based, civic, and social services organizations as part of our commitment to funding and supporting local community-based activities. This commitment is what led to Solful being recognized with a North Bay Gives Award in 2022, the first and only cannabis company to receive this recognition.

Through our existing Sonoma County stores, we have made significant contributions in the tens of thousands of dollars to a variety of community organizations. Specifically, we have provided support to First Five Sonoma County, Ceres Project, Daily Acts, among many others. We have leveraged coordinated donation campaigns that involve our supply partners and customers to amplify the impact of our contributions.

As a member of 1% for the Planet, Solful has committed to donating 1% of our annual Solful product revenue to environmental non-profits. This program aligns with our company values of sustainability and environmental responsibility by funding organizations dedicated to protecting our planet’s natural resources.

In addition to our monetary contributions, Solful actively encourages employee participation in community events. For instance, we pay our employees to participate in Earth Day park cleanups in each community we operate in. By doing so, we aim to foster a sense of community engagement and social responsibility amongst our workforce.

In conclusion, Solful is dedicated to being a responsible and respected member of the community. From increasing donations and impact through coordinated campaigns to actively engaging employees, we strive to make a positive impact on the lives of individuals in the local community. We remain committed to continuing our work with local non-profits, community-based, civic, and social services organizations in our support for local community-based activities.

Solful has been an engaged member of 1% for the Planet and is the first retail cannabis member that we have ever had. They have made a measurable impact in their sustainability efforts. I can’t wait to see their leadership in the industry continue.

**Bailey Sherwin, 1% for the Planet**





# Past Organization Donations



Surfrider Foundation



First Five Sonoma County



Daily Acts



Sebastopol Center for the Arts



Habitat Corridor Project



Last Prisoner Project



Ceres Community Project



Love for Life Foundation

Equal Justice Initiative



Russian River Sisters of Perpetual Indulgence



Supernova Women of Color



Food For Thought



Bladder Cancer Advocacy Network



San Francisco Women's Cancer Network



6th Street Playhouse (HAIR sponsorship)



Sebastopol Senior Center

## Commitment to Equity

At Solful, we firmly believe in the importance of equity and social justice within the cannabis industry. We are committed to fostering a more inclusive and representative industry by actively supporting and collaborating with organizations dedicated to equity, such as SuperNova Women. Through these collaborations, we aim to empower and uplift marginalized communities in this rapidly evolving industry.

In addition to collaborating with organizations making an impact in the social equity space in cannabis, we actively source products from cannabis companies that hold equity licenses. We proudly carry social equity brands and suppliers such as KGB Reserve, Esensia, Alpenglow Farms, SF Roots, and Oakland Extracts. By prioritizing these equity product lines, we contribute to the success and growth of businesses owned and operated by individuals from communities historically impacted by cannabis prohibition, ensuring that they have a fair opportunity to thrive in the legal market.

Moreover, we are deeply dedicated to supporting equity cannabis farms as part of our farm-direct sourcing program. Our cannabis flower, exclusively sourced from Sonoma County and the Emerald Triangle, goes a step further by ensuring that over 50% of our supply comes from equity cannabis farms. These farms are designated as California Equity license holders, providing validation of the impact this commitment has on the legacy farmers in our community.

We firmly believe that true equity extends beyond sourcing practices. To foster a culture of equity within our organization, we prioritize diversity and inclusion in our hiring practices, ensuring that our team represents the diverse communities we serve. We provide training and professional development opportunities to create an inclusive work environment and empower our employees to thrive and contribute their unique perspectives.

Solful has been very supportive of our organization, Supernova Women. Solful has run several promotions that have benefitted our organization financially, as well as featured our organization on multiple media platforms bringing awareness to our mission. Solful has even hosted me, the executive director, on a radio show. **We are so grateful for the support that Solful has given us over the years;** it has allowed us to continue our mission of creating an inclusive cannabis industry.

**Amber Senter, Co-Founder and Executive Director, Supernova Women of Color**

**2. Identify the minimum wage that will be offered to employees of the proposed business, excluding tips and gratuities. If entry-level employees are salaried, the Applicant should divide the minimum annual salary by 2,087 hours to arrive at an hourly rate.**

At Solful, we place a strong emphasis on fair compensation for our valued team members. As such, we are pleased to offer competitive starting pay rates. These rates exceed the Self-Sufficiency Standard for both single adult households and two adult households with a child in Sonoma County, according to the Center for Women's Welfare at the University of Washington.

Our starting pay rates are also over \$2 per hour more, before bonus and tips, than the average retail associate rates in California and the Sonoma County region, according to Indeed. In addition to our attractive pay rates, our comprehensive benefits package affords our team members with healthcare coverage, retirement savings plan options, paid time off, and other valuable perks. We recognize the considerable efforts contributed by our team members, which is why we strive to cultivate a supportive work environment that commends their contributions.

We are dedicated to creating an environment that values and rewards our team members' contributions to the company's success. That's why we have implemented a bonus program based on achieving key performance indicators (KPIs) to incentivize our employees to excel in their roles continually. We recognize that by helping our team members to understand our business better, we can ensure their contributions are meaningful on a broader level. That's why we take time to educate our employees on the aspects of our business that are most relevant to their roles. By equipping our staff members with the knowledge and skills required to perform at their best, we are confident that they will exceed our expectations.

As part of this initiative, we also provide all employees with an annual review and earned wage increases, an uncommon practice in our industry. These reviews provide feedback on past performance, set goals for the future, and provide an opportunity for professional development. By providing this comprehensive feedback, we ensure that our employees feel supported and motivated to grow with us. This review program also helps support our commitment to promoting those employees who wish to grow into jobs with more responsibility or technical expertise through identifying professional development, training and cross-training opportunities that fit our employees aspirations.

We understand the importance of attracting and retaining the top talent in the industry. As a commitment to our employees and our mission of responsible corporate citizenship, we continually monitor and research compensation practices in the cannabis industry. Through this initiative, we ensure that our staff members are the most competitively compensated in Sonoma County.

Healdsburg Roster	Status	Base Wage	Avg. Tips & Bonus	Ave Entry Employee Total Hourly Wage
GENERAL MANAGER	EXEMPT	80-85K	\$7800	
CUSTOMER EXPERIENCE MANAGER	EXEMPT	70-75K	\$6400	
SUPERVISOR INVENTORY CONTROL	NON-EXEMPT	\$27/HR	\$3/HR	\$30/HR
FLOOR SUPERVISOR	NON-EXEMPT	\$24/HR	\$3/HR	\$27/HR
INVENTORY SPECIALIST	NON-EXEMPT	\$22/HR	\$3/HR	\$25/HR
HEALTH & HAPPINESS CONSULTANT	NON-EXEMPT	\$20/HR	\$3/HR	\$23/HR

*"Retail sales associate salary in California." Indeed, accessed July 13, 2021, <https://www.indeed.com/career/retail-sales-associate/salaries/CA>.*

*"Retail sales associate salary in Santa Rosa, CA." Indeed, accessed July 13, 2021, <https://www.indeed.com/career/retail-sales-associate/salaries/Santa-Rosa--CA>.*

*Center for Women's Welfare, University of Washington. (n.d.). California - Self Sufficiency Standard. Retrieved July 13, 2023 from <https://selfsufficiencystandard.org/California/>*

**3. Identify the benefits that will be provided to employees, including but not limited to health care, vacation, and medical leave, to the degree they are offered as part of employment.**

Solful prioritizes the well-being and satisfaction of our team members. Our comprehensive benefits package includes:

- 90% coverage of Gold-level medical insurance.
- 100% coverage for dental, vision, short-term disability, and life insurance.
- Access to a 401k retirement plan.
- Quarterly bonus program
- Anniversary bonus
- PTO program
- Employee discount
- Paid volunteer hours
- Annual reviews and wage increases
- Monthly CSA box from local farms

At Solful, we believe in providing our employees with comprehensive and competitive benefits packages that reflect our commitment to their well-being. As part of our commitment to our employees, we provide a wide range of benefits, including medical, dental, vision, life, and disability coverage.

The employer contribution amounts towards employee/ dependent premium costs are as follows:

- **Medical:** 90%/0%
- **Dental:** 100%/0%
- **Vision:** 100%/0%

Solful covers the cost of life and disability coverages entirely. For medical coverage, the contribution is based on the Kaiser Gold HMO 250/35 + Child Dental plan. If employees wish to elect a higher or lower tier plan for either a PPO or HMO, they may do so. The employee pays the difference between the Kaiser Gold plan and the selected plan which can result in no premium payment by the employee.

Our waiting period for new hires is the first of the month following 60 days. We provide coverage under two medical plans: Blue Shield PPO and Kaiser HMO. Under Blue Shield PPO, we offer two plan options: Silver 70 PPO 2250/50 + Child Dental and Gold 80 PPO 350/25 + Child Dental. The Silver 70 plan has a deductible of \$2,250 for individuals and \$4,500 for families, while the Gold 80 plan has a deductible of \$350 for individuals and \$700 for families. Office visit copays range from \$25 to \$85, depending on the plan, and prescription copays range from \$15 to \$100. Hospital admissions are subject to various deductibles, coinsurance, and copayments.

Under our Kaiser HMO, we offer two plan options: Silver 70 HMO 1650/55 Alt and Gold 80 HMO 250/35 + Child Dental. The Silver 70 plan has a deductible of \$1,650 for individuals and \$3,300 for families, while the Gold 80 plan has a deductible of \$250 for individuals and \$500 for families. Office visit copays range from \$35 to \$80, depending on the plan, and prescription copays range from \$15 to \$75. Hospital admissions are subject to various deductibles, coinsurance, and copayments.

We provide dental and vision coverage under Principal. The Principal Dental plan has in-network and out-of-network deductibles that range from \$25 to \$50, and preventive services have no deductibles. The annual maximum and orthodontic maximum are \$2,000 each. Basic, major, and orthodontic services are covered at 80%, 60%, and 50%, respectively.

Under the Principal VSP Vision plan, exam copays are \$0, and materials copays are \$25, and frames are covered up to \$200 every 24 months.

We also cover our employees with a range of disability and life insurance options from Principal. Our Basic Life & Accidental Death & Dismemberment insurance is provided at no cost and has a flat amount coverage of \$50,000. We also offer Short Term Disability, which employees are provided at no cost and has a maximum benefit of \$2,100 per month. Additionally, our Long Term Disability coverage, also provided at no cost, has a maximum benefit of \$9,000 per month and is integrated with state disability, workers compensation, and social security.

We also offer our employees a 401k plan for pre-tax retirement savings, as well as a competitive Paid Time Off (PTO) policy that is specifically designed to provide flexibility and support. For our non-exempt employees, we provide PTO accrual at a rate of 0.038 hours per hour worked, which equates to roughly two weeks of paid time off per year on a full-time equivalency. Our exempt employees are offered an allocation of 4.62 hours per pay period, which totals roughly three weeks of time off per year. This policy provides our hardworking employees with the flexibility they need to achieve a healthy work-life balance, even when called upon to address work outside of normal business hours.

Moreover, we believe that employee health is critical to success, and we offer all our team members 24 hours of dedicated sick pay per year. This benefit ensures that employees can prioritize their health and well-being without sacrificing their personal time off. Solful is dedicated to sustaining a supportive culture that prioritizes our team members' personal and professional growth. We are committed to providing comprehensive and competitive benefits that enable our employees to strike a balance between their commitments to our organization and their own well-being.

Solful is committed to creating a positive and healthy work environment for our team members. We believe that supporting our employees with paid leave opportunities is crucial to achieving this goal. As such, in addition to the traditional Paid Time Off and sick pay, we offer these additional leave options for employees to make sure they are able to balance their life, family, and community commitments and use their Paid Time Off and sick leave as intended:

**Personal Leave of Absence:** Solful offers a personal leave of absence of up to four months without pay for full-time as well as part-time team members with at least one year of employment. This leave is intended to help team members manage personal matters without risking their employment status.

**Bereavement and Funeral Leave:** We understand the emotional burden that comes with the loss of a family member. That's why Solful offers paid bereavement leave for 24 hours for full-time team members and 16 hours for part-time team members to grieve and process their loss.

**Organ and Bone Marrow Donation Leave:** We are committed to supporting team members who donate organs or bone marrow to others in need. To that end, we offer a leave of absence not exceeding 30 days per year for organ donors and not exceeding 5 days per year for bone marrow donors.

**Alcohol and Drug Rehabilitation Leave:** Solful recognizes that team members may struggle with substance abuse issues and offers up to 30 days unpaid leave for those who voluntarily enter an alcohol or drug rehabilitation program. Our aim is to encourage team members to seek treatment and support their successful return to work.

**Domestic Violence and Sexual Assault Victim Leave:** Solful takes seriously its responsibility to support team members who are victims of domestic violence or sexual assault. We offer leave of absence options to facilitate medical and psychological care, coordination with law enforcement, or relocation when necessary.

**Time Off Work for Children's School Activities:** At Solful, we understand the importance of family and education. To that end, we offer parents, guardians, or grandparents of children in kindergarten or grades 1 to 12 to time off for school activities up to 8 hours a month or a total of 40 hours each school year.

**School Conference Involving Suspension Leave:** Whenever a team member who is a parent or guardian of a child facing suspension from school is summoned to the school to discuss the matter, Solful allows employees time off for this school conference.

**Military, Firefighters, Emergency Rescue, or Reserve Peace Officers Leave:** Solful supports and appreciates team members who serve in the military, fire fighters, emergency rescue and reserve peace officers. Such team members are allowed to take a leave of absence without penalty, retain seniority, and receive reemployment rights upon return.

**Voting Leave:** Solful encourages team members to participate in the democratic process by offering up to two hours of combined paid and unpaid time off on election days to team members who do not have sufficient time outside of working hours to vote.

**Jury or Witness Duty:** Solful recognizes that team members may be summoned to serve on a jury or as a witness, and offers time off work without penalty for each working day that the employee serves on jury duty.

**4. Describe the Applicant's plans for local outreach to City of Healdsburg residents for open positions, and any other actions proposed by the Applicant that are intended to benefit the local workforce and/or Applicant's local employees.**

At Solful, we recognize the importance of supporting the local workforce and promoting economic growth in the communities we serve. To promote local hiring within the City of Healdsburg, we believe in implementing a multifaceted approach that addresses the needs of both potential employees and our organization.

One of our primary actions is to actively engage with local organizations to identify potential job candidates and develop relationships within the community. We plan to develop partnerships with organizations such as the Healdsburg Chamber of Commerce, local trade schools, and job training programs to identify potential talent and provide opportunities for education and development.

In addition to these partnerships, we will utilize various platforms to connect with potential employees. This includes posting job listings through the Healdsburg Tribune and Santa Rosa Junior College, ensuring that our job opportunities are easily accessible to members of the community.

Furthermore, we will actively participate in local job fairs and hiring events, disseminating information about job openings and engaging in conversations with job seekers. By participating in these events, we aim to increase awareness of our organization and the opportunities we provide, as well as establish personal connections within the community.

We are particularly excited to introduce our Customer Experience Manager, Mercedes Clark, who is a Healdsburg resident and is well-positioned to recruit local team members. With her deep understanding of the community and her passion for connecting individuals with meaningful job opportunities, Mercedes will play an integral role in helping us build a strong and sustainable workforce within the City of Healdsburg.

Solful's hiring approach focuses on sourcing top-notch individuals who have a genuine commitment to helping people enrich their lives through the responsible use of our high-quality cannabis products. We seek individuals who are not only knowledgeable about our products but also have a deep understanding of the importance of hospitality and creating meaningful experiences for our valued customers. By prioritizing these qualities in our hiring process, we ensure that our team is dedicated to delivering outstanding service and helping our customers find the products that best suit their needs, ultimately enhancing their overall well-being.

Internally, Solful is committed to training and developing our current employees to take on more advanced roles within our organization. By providing opportunities for growth and advancement, we actively promote employee retention within the community, ensuring the success of both our employees and our organization.

Moreover, Solful will offer competitive salaries and benefits in order to attract and retain the best talent within the community. By supporting our employees and promoting a strong company culture, we aim to establish Solful as a desirable employer within the City of Healdsburg.

Ultimately, Solful is dedicated to contributing to the growth and success of the community by providing job opportunities and supporting the local workforce. Our multifaceted approach, including partnerships with local organizations, participation in job fairs, utilization of platforms like the Healdsburg Tribune and Santa Rosa Junior College, and the involvement of our Customer Experience Manager, showcases our commitment to local outreach and benefits for the community workforce.

We are confident that our efforts will promote economic growth, and also establish lasting relationships within the community. Solful is truly proud to be a part of the City of Healdsburg and will continue to invest in the community's success.

At Solful, we have designed codified curriculums that cover the quality, effects, and history of cannabis and cannabis products, aimed at empowering our employees to grow both personally and professionally. By providing our team members with robust professional development opportunities, Solful ensures that our employees have the knowledge and skills needed to provide exceptional service to our customers. Our training programs help them become well-versed in the intricacies of cannabis, enabling them to provide accurate and valuable information to customers seeking education and guidance.

Moreover, our training initiatives benefit the community at large by fostering a highly knowledgeable workforce that can positively impact public perception and understanding of cannabis. By equipping our employees with a deep understanding of cannabis quality, effects, and historical background, we empower them to engage in meaningful conversations about the plant's benefits and potential risks. This knowledge is instrumental in promoting cannabis education, eradicating stigma, and ultimately cultivating a more informed and accepting community.

Additionally, our professional development programs contribute to the economic growth of the area by fostering a skilled and competent workforce. As employees gain expertise and knowledge through our training, they become valuable assets not only to Solful but to the entire cannabis industry in Healdsburg. This leads to elevated service standards, improved customer experiences, and increased patronage, ultimately benefiting the local economy.

**5. Identify the total number of paid community service volunteer hours that will be provided, if any, to each employee per year.**

At Solful, our commitment to supporting the community and protecting the environment has been apparent since our inception in 2017. Our volunteer initiative is focused to maximize our impact on the planet and the communities we serve. As part of our partnership with 1% for the Planet, which includes over 45 local Sonoma County nonprofits, Solful Healdsburg will offer its employees the opportunity to volunteer for up to 40 hours a year, earning a full wage for their time. This volunteer opportunity empowers our team members to be actively engaged in causes they are passionate about, creating real-world change in our community and the environment. Through this program we aim to achieve a yearly target of over 500 volunteer hours at our Healdsburg store.

One of our additional distinct initiatives that embodies this commitment to community involvement is our annual sponsored Earth Day park cleanups. At these events, our staff, customers, and management collaborate to preserve and beautify our local green spaces. In support of this cause, we offer our employees paid time to participate in these cleanups.

Employees who take part in all of our volunteer initiatives can meet or exceed 50 hours of paid volunteer time each year. These initiatives will make a noticeable impact once implemented within Healdsburg.



Solful’s Inner Sunset team raises customer service to a whole new level — by adding “community” to their service! We’re so happy to be partnering with them for our monthly Inner Sunset neighborhood cleanups. Together we think globally for our environment and act locally to keep our streets clean. Couldn’t ask for a better partner than Solful in this endeavor.

**Annie Tahtinen, Inner Sunset Cleanup Lead, RefuseRefuseSF**

1% for the Planet - Local Non-Profits: <https://directories.onepercentfortheplanet.org/?accountType=nonprofit&viewMode=list&location=sonoma%20county>

### Compassion Program

SB-34, also known as the Dennis Peron and Brownie Mary Act, plays a vital role in revitalizing compassion programs within the cannabis industry. This legislation enables cannabis businesses to provide tax-free cannabis to low-income medicinal patients. At Solful, we wholeheartedly embrace the reintroduction of compassion programs and the positive impact they have on the well-being of low-income patients who rely on medicinal cannabis for their health needs.

We actively participate in these programs, leveraging the provisions established by SB-34. Solful's ongoing compassion program includes a focus on veterans. We coordinate with our partner brands to provide free high quality cannabis products to veterans who are in need. The highlight of this program is the distribution of free medical cannabis products to qualifying veterans with proof of service, a valid government-issued ID, and a current California medical cannabis recommendation.

The provision of premium cannabis products offers a wide range of physical and mental health benefits to veterans. Medical cannabis has shown promising results in providing relief from ailments associated with military service.

The program further allows veterans to interact and connect with fellow veterans in a supportive and inclusive environment. By sharing stories and experiences, veterans can feel a sense of unity, companionship, and belonging. This emotional support is particularly crucial for veterans who may struggle with mental health issues, substance abuse, or social isolation.

The team at Solful have earned a reputation as not only responsible stewards of commerce, but moreover a for having a commitment to the community's most vulnerable (particularly veterans) by leveraging their labor and resources to make a meaningful and measurable impact on our quality of life. Solful and their leadership team can be depended on to make an impressionable impact on the Healdsburg community.

**Ryan Miller, Founder, Compassionate Veterans**

**6. Describe how the business will secure supplies and equipment from local sources.**

At Solful, we are not just another retailer. We are a different breed altogether. We stand out from the crowd by sourcing our products from local craft producers. While many retailers prioritize cost-cutting and upselling for higher THC levels and indoor grown cannabis, we have a different focus. Our unwavering commitment is on partnering with small-batch, local producers and delivering products of unmatched quality.

Unlike most retailers who simply adhere to state-mandated testing requirements, we take it a step further. Our product standards exceed the industry norms in all areas of quality. For example, despite state law allowing the use of flavoring agents in cannabis vape cartridges, Solful has never carried products containing those concentrated flavoring additives or other cutting agents. This is because we believe that the use of flavoring additives in cannabis vape cartridges can lead to negative health impacts, can compromise product quality, and that these products can be appealing to children. We leave no stone unturned in ensuring that our products undergo rigorous testing that goes beyond what is mandated.

We deploy a “farm-direct” approach to sourcing. By cutting out the middleman, we have the opportunity to make a significant positive impact on local farmers and our local Sonoma County and Emerald Triangle communities. Not only does this approach allow us to establish direct relationships with small local farmers, but it also enables us to pay them significantly better than the market rate. In fact, we often pay our farmers more than double the typical wholesale rate.

Our farm partners believe in hands-on care, regenerative, community-focused agriculture, and obsessive attention to detail, which contribute to the distinguishing tastes and aromas of each unique batch. We form long-lasting partnerships with farmers from Sonoma County, Southern Humboldt, and Mendocino, enabling us to offer a vast selection of locally grown, sun-ripened cannabis flower. Our commitment to local sourcing is also reflected in the other products we sell at our store, including artisanal

edibles, infused chocolates, gummies, and pre-rolls. We collaborate with local producers in Northern California, as we believe in fostering community partnerships and promoting accountability.

When it comes to sourcing non-cannabis supplies and equipment, we are meticulous and strategic in selecting the vendors we work with. Our ethical and sustainable sourcing practices go beyond the cannabis industry to encompass all our business practices, including non-cannabis supplies and equipment. We evaluate each vendor including on their commitment to environmentally-friendly and socially responsible practices, as well as their ability to meet our quality and safety standards. Whenever feasible, we prioritize sourcing from local vendors in Sonoma County, and our partnerships with local businesses have proven to be a source of mutual benefit.



Solful has had a partnership with our local print shop since 2016, in preparation to opening their doors in 2017, through today. Solful prioritizes partnering with local businesses, as they realize that solid, long-term, local relationships lead to the most successful businesses and the best experience for local consumers. Solful staff and ownership have always been great to work with.

**Todd Hudelson, President, Sprint Copy Center**

Furthermore, as a responsible business, we adhere strictly to all the legal and regulatory requirements governing our activities. We maintain strict compliance with all relevant regulatory authorities, ensuring that all our products meet the highest safety and quality standards. Our operations team is highly trained and experienced in navigating the complex regulatory landscape that governs our industry. We continuously evaluate and improve our procedures and protocols to maintain compliance and remain proactive about the evolving regulatory requirements affecting our business practices.

Here are some of the specific practices we follow:

**Strict Policy on Labeling:** We maintain a strict policy and procedure ensuring that all our products are labeled with the correct information set forth by the DCC.

**Comprehensive Record Keeping:** We have strict policies in place regarding record keeping, including Metro track and trace identification tags. Our commitment to compliance has been recognized by the DCC in their recent feedback on our Santa Rosa location: “This is the most organized and compliant back of house we have ever seen.”

**Adherence to Regulations:** We ensure that our team follows strict adherence to DCC check-in regulations, as well as ID requirements for entering the dispensary.

**Enhanced Security Measures:** We apply tight security protocols to all our deliveries to ensure the safety of our team members, delivery drivers, and customers.

**Managed Product Quality:** We have strict protocols in place to destroy all goods whose tamper-proof seals are broken or damaged, and we ensure that all products are sold or destroyed by their best buy or expiration dates.

**Marketing Conformance:** We follow all guidelines set forth by the DCC pertaining to marketing the business on various social media platforms, as well as customer communication through text and email.

**POS Limiting:** We also ensure that our POS system is set up and cannot allow any customer to purchase over their daily limits for each category set forth by the DCC.

**Inventory Management:** We conduct a weekly inventory reconciliation and report any loss or theft, as per current guidelines.

In conclusion, Solful's commitments to responsible sourcing practices, ethical principles, and strict compliance with regulatory requirements are non-negotiable. We are committed to building a sustainable, ethical, and accountable business that enriches the lives of our customers, supports the Healdsburg Community, and makes a positive impact on the environment.

 Solful's focus on environmental responsibility is very much in line with Little Saint's mission and ethos and we believe that the addition of mindful businesses like Solful helps foster/support the town of Healdsburg's Climate Mobilization Strategy and will have a positive impact on the community as a whole. Little Saint would be very pleased to welcome Solful as a neighbor and responsible contributor to the community of Healdsburg.

**Jenny Hess, Executive Director, Little Saint**

# G. Proposed Site Plan

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- 1. Provide the following information about the existing site:**
  - A. Physical address;**
  - B. Narrative description of the existing site, including building(s), parking spaces, driveways, pedestrian sidewalks/rights-of-way,**
  - C. Photographs of the existing property and building(s); i. Note: Photographs of building interior are not required.**
  - D. Description of how the site is currently being used;**
  - E. Description of any businesses currently operating on the parcel (if any), and any parcels directly adjacent to the existing site.**

## Existing Site Description

The existing site at 465 Healdsburg Avenue, Healdsburg, CA 95448 offers a prime location for the proposed Solful Dispensary. Here is a comprehensive description of the site:

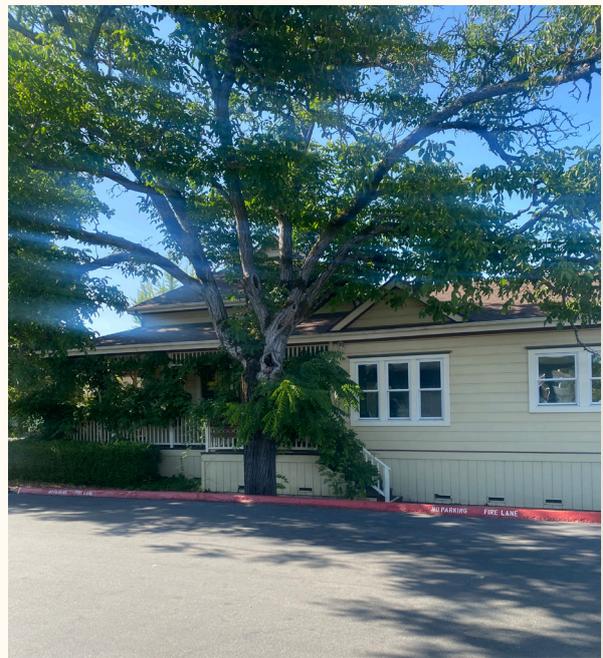
**Address:** 465 Healdsburg Avenue, Healdsburg, CA 95448

**Parking:** The rear of the building provides nine parking spaces, ensuring convenient access for customers and staff.

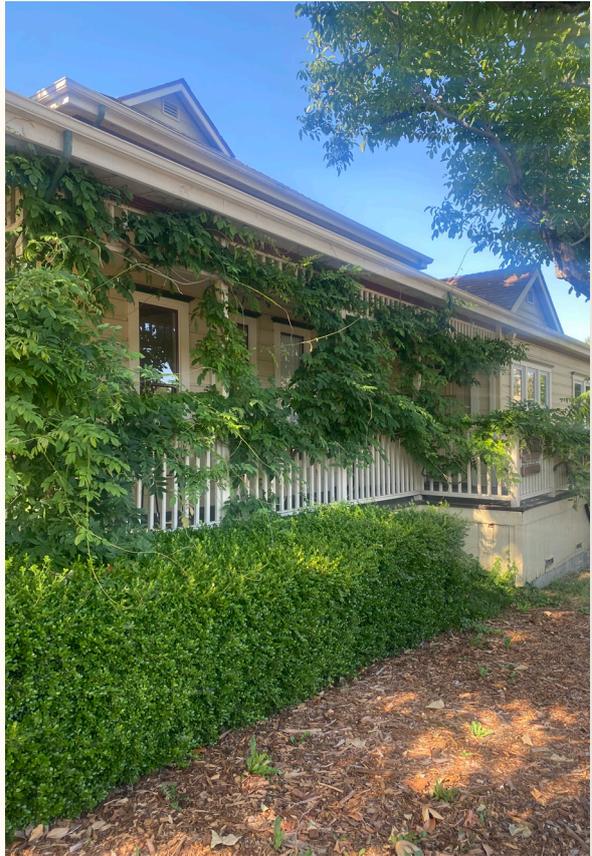
**Pathway and Property Lines:** A pathway connects the front of the building to the sidewalk along Healdsburg Avenue, enabling easy pedestrian access. The property line bifurcates the southern driveway, which serves as a mutual right of way shared with the adjacent parcel. Both properties have the privilege to use the driveway. On the western side, the property line extends beyond the parking spaces, defining the site boundary. To the north, the property line runs along the adjacent commercial property's driveway, again with a secure right of way for traffic circulation.

**Current Use:** Currently, the site is utilized by the owner, David Jones, for his business. Additionally, there are month-to-month leases in place for other office tenants. The site's existing use showcases its suitability for diverse business activities.

**Neighboring Parcels:** Surrounding the site are several notable neighboring parcels. To the south lies the boutique retail store, Purls of Yarn, adding vibrancy to the commercial landscape. To the north stands West America Bank, a well-established financial institution. Lastly, to the northwest, you will find Sake 'O sushi restaurant, offering a culinary experience in close proximity to the proposed Solful Dispensary.







- 2. Provide the following information about the proposed site:**
- A. A site plan, drawn to scale, of the proposed business showing perimeter fencing, driveways, streets, property lines, buildings, parking areas, and outdoor areas.**
  - B. A narrative description of proposed site improvements, including façade rehabilitation, building expansion, parking, landscaping, fencing, or other exterior site improvements;**
    - i. Note: Descriptions of interior site improvements are not a requirement of this section.**
  - C. Visual depictions of the proposed exterior of the cannabis business.**

### Project Description

The proposed Solful Dispensary at 465 Healdsburg Avenue aims to enhance the existing space with minimal site improvements, focusing on creating a seamless and inclusive customer experience. The project includes landscaping upgrades, the addition of an ADA accessible ramp from the parking lot to the front of the store, and an ADA lift from the ground level to the entrance landing area.

The landscaping improvements will rejuvenate the outdoor surroundings, creating an inviting and aesthetically pleasing atmosphere for customers. This will include enhancing the greenery leveraging draught-tolerant and native plants, adding appropriate lighting fixtures, and ensuring a clean and well-maintained exterior.



To ensure accessibility for all, an ADA accessible ramp will be installed, connecting the parking lot to the entrance of the store. This ramp will provide a convenient and inclusive pathway for individuals with mobility aids or disabilities, enabling them to easily access the dispensary.

Additionally, an ADA lift will be installed to facilitate smooth access from the ground level to the entrance landing area. This lift will further ensure that the Solful Dispensary is accessible to all customers, regardless of their mobility limitations.

Apart from these site improvements, the majority of the proposed modifications will focus on enhancing the aesthetics of the building. As depicted in the renderings, the exterior of the building will be painted to reflect the Solful brand and create a visually appealing storefront.

Internally, the interior will be modified to optimize the customer experience. These modifications may include layout adjustments, improving the flow of the space, and implementing design elements that promote a welcoming and comfortable environment for customers.



## SOLFUL CONCEPT DESIGN

**VIEWS**


OVERALL VIEW 1



OVERALL VIEW 2



FIRST LOOK



SECOND LOOK

**VIEWS**


3RD LOOK



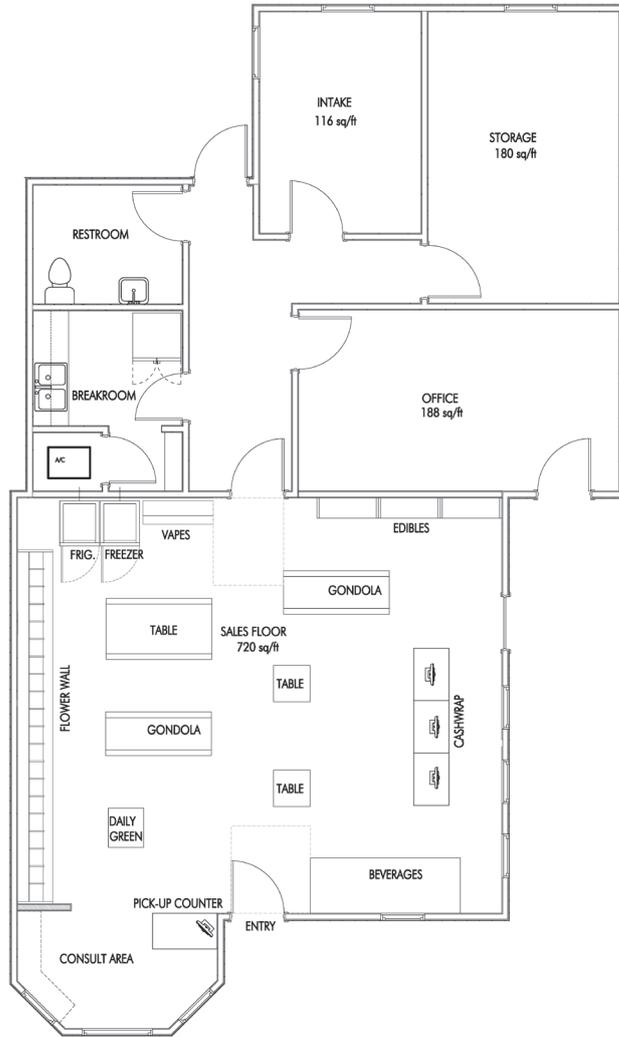
CONSULTING AREA



FOURTH LOOK



EXIT



1 Proposed Floor Plan  
SCALE: N.T.S.

**SOLFUL**  
465 HEALDSBURG AVE  
HEALDSBURG, CA

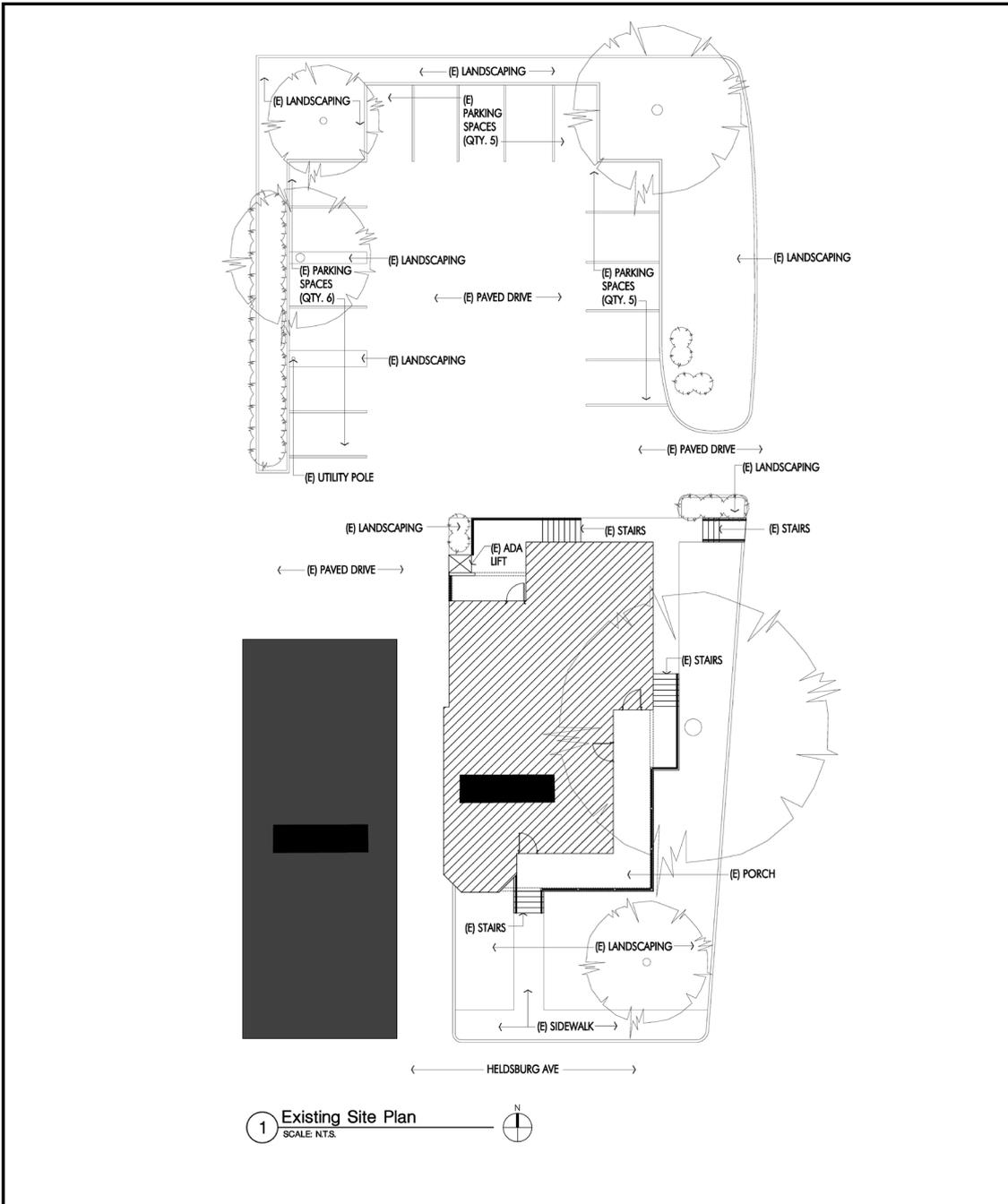
**PROPOSED FLOOR  
PLAN**

**odms**  
design group  
2225 East Kendall PMB 1000, Suite #300  
Arroyo Viejo, CA 94024  
817.201.4878 • 817.433.4151

DATE  
7/19/23

A-1

1 OF 3



1 Existing Site Plan  
SCALE: N.T.S.

<p><b>SOLFUL</b> 465 HEALDSBURG AVE HEALDSBURG, CA</p>	<p><b>EXISTING SITE PLAN</b></p>	<p> 2215 East Kendall Pkwy Road, Suite #100 Arlington, Texas 76010 817.701.4619 • 817.433.4337</p>	<p>DATE 7/19/23 <b>S-1</b> 2 OF 3</p>
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**3. Describe how the proposed modifications and utilization of the site for cannabis retail activity will impact the public health, safety, welfare, environmental quality, and/or quality of life in the surrounding area.**

The proposed Solful Dispensary at 465 Healdsburg Avenue is consistent with the General Plan and Zoning for the area, aligning with Healdsburg’s vision of a vibrant and diverse commercial district. Here is a comprehensive impact description of the proposed modifications:

**Mix of Retail:** Incorporating a ground floor retail space at the proposed Solful Dispensary creates a mix of retail in the area, increasing the walkability of the district. This addition encourages foot traffic and enables patrons to visit multiple businesses in the immediate vicinity, further boosting economic activity in the area.

**Increased Walkability:** By replacing office uses with ground floor retail, the Solful Dispensary will generate a heightened appeal for walkability. This modification aligns with Healdsburg’s plan to cultivate a pedestrian-friendly environment, encouraging people to explore and enjoy the area.

**Improved Safety and Security:** The proposed project includes the addition of security cameras, which will enhance the safety of the area. The cameras will monitor the surroundings, providing an added layer of security for customers and staff. Additionally, the Solful Dispensary’s activities will increase the level of activity in the immediate vicinity, further improving the security of the area.

**No Negative Environmental Impacts:** The proposed modifications at the Solful Dispensary will not have any negative environmental impacts. In fact, the site improvements will enhance the aesthetics of the immediate surroundings, contributing positively to the visual landscape of Healdsburg Avenue.

# Thank you

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**Contact:**

Eli Melrod | [eli@solful.com](mailto:eli@solful.com)

