



Kure Healdsburg, SPC dba Kure Wellness  
Cannabis Retail + Microbusiness Application

434 Hudson Street, Healdsburg, CA 95448

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



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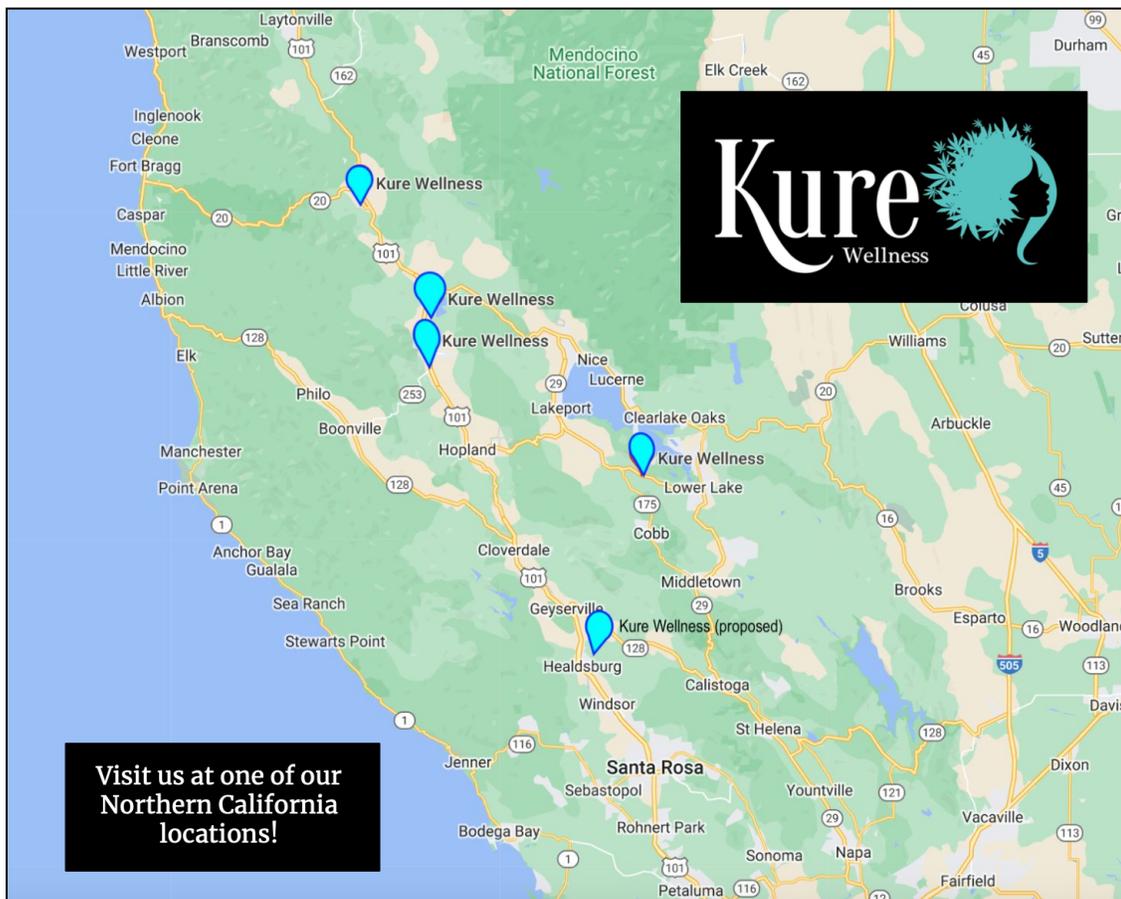
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## Section A1: Business Plan - Finances

Kure Healdsburg, SPC dba Kure Wellness (sometimes referred to in this application as “Kure”) is seeking a permit from the City of Healdsburg for a cannabis storefront retail business and microbusiness at an existing facility located at 434 Hudson Street.

Kure Wellness was founded in Mendocino County in 2015 as a medical cannabis collective operating in compliance with Prop. 215 and SB 420. Prior to that, our owner Russell Green cultivated medical cannabis for patients and caregivers. Our original retail store was officially permitted in December of 2017, and we were issued the first cannabis microbusiness in Mendocino County. Since then we’ve grown to four dispensaries across Mendocino in Lake Counties (including one with a consumption lounge), with our newest store in Kelseyville opening this past April.





## **Budget for Build-Out and Beginning Operations**

We forecast a build out expense of under \$500,000 for this project including about \$150,000 in inventory, but we hope to come in significantly lower than that. We expect to be cash flow-positive with the Healdsburg store covering its own bills by the end of the 3<sup>rd</sup> month of operations. During that time, this project will be supported by operating cash flow from our affiliate Kure Wellness, Inc. (which holds our existing cannabis retail licenses in Mendocino and Lake Counties); and if for some reason that income source is no longer available, as a backup this project can be funded with alternative family and business income sources, personal savings and/or credit lines.

*Initial expenses:*

\$100,000 Application prep, lease option money, legal, employee time, opportunity cost

*If a license is awarded:*

\$300,000 Building construction costs, initial inventory and equipment expenses

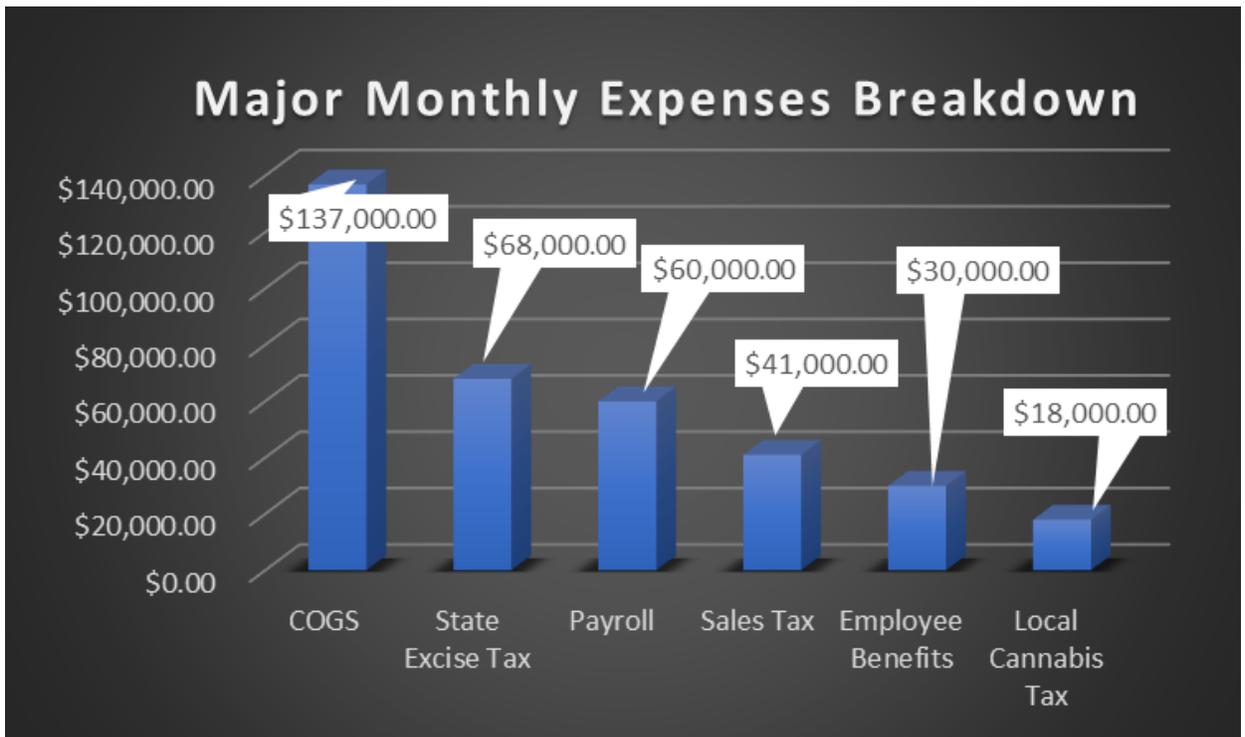
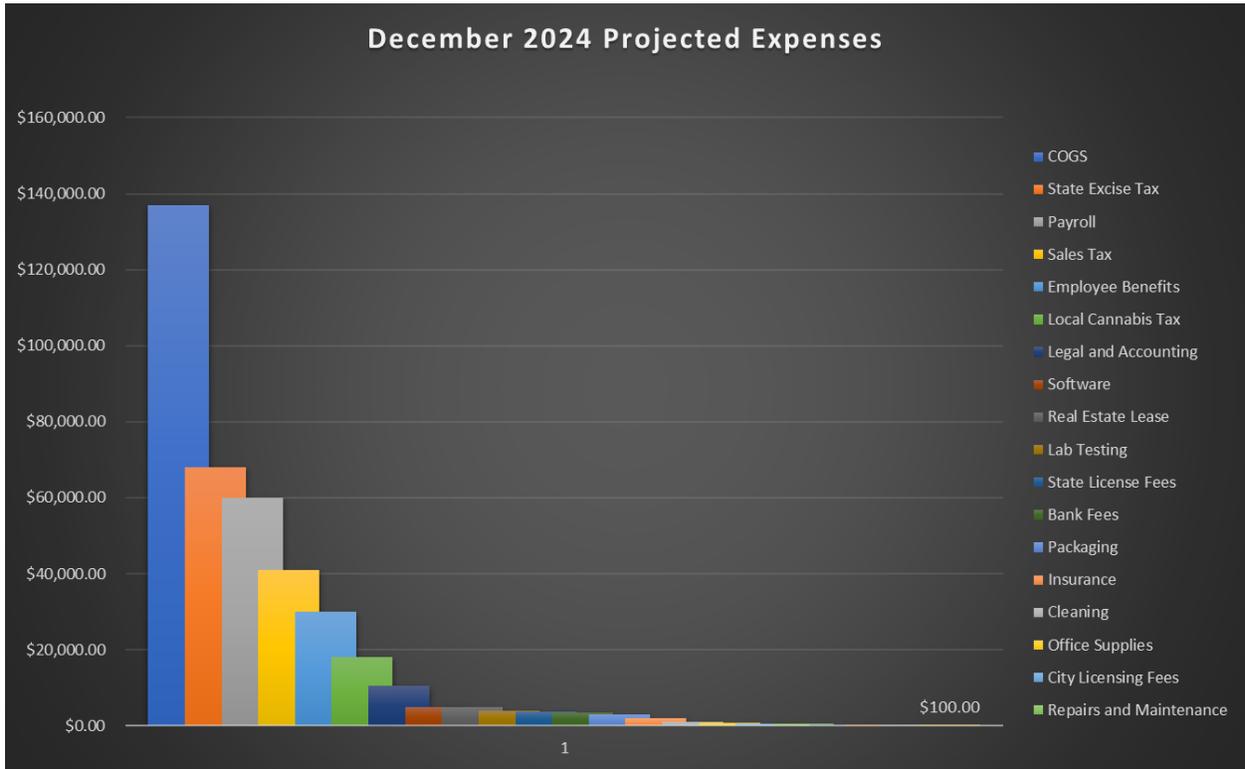
After opening, there are mostly fixed expenses such as payroll, rent, insurance, software, utilities, etc., for three months. Therefore, we are expecting that \$500,000 of liquidity should suffice, which won't all be needed at once. We've done this 4 times already and are confident that if we are awarded a permit, the store will open quickly. Our Lake County facility opened just two weeks after receiving our state license since we were so prepared. We don't wait any longer than we have to before opening a store, since we are eager to serve the local community and are losing money every day until we can do so.

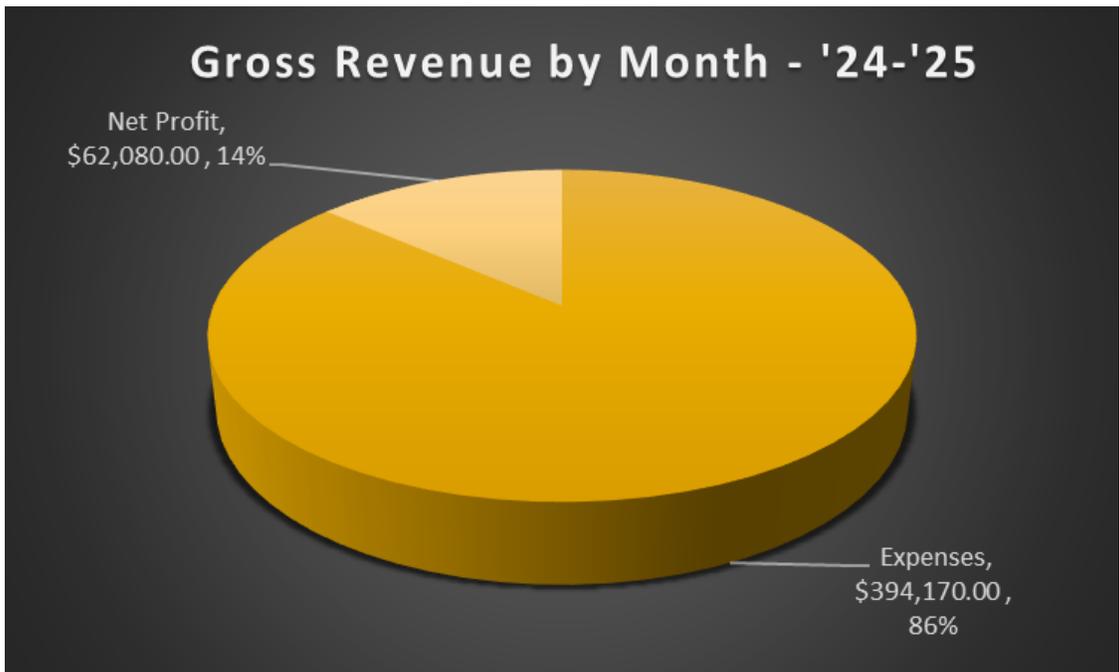
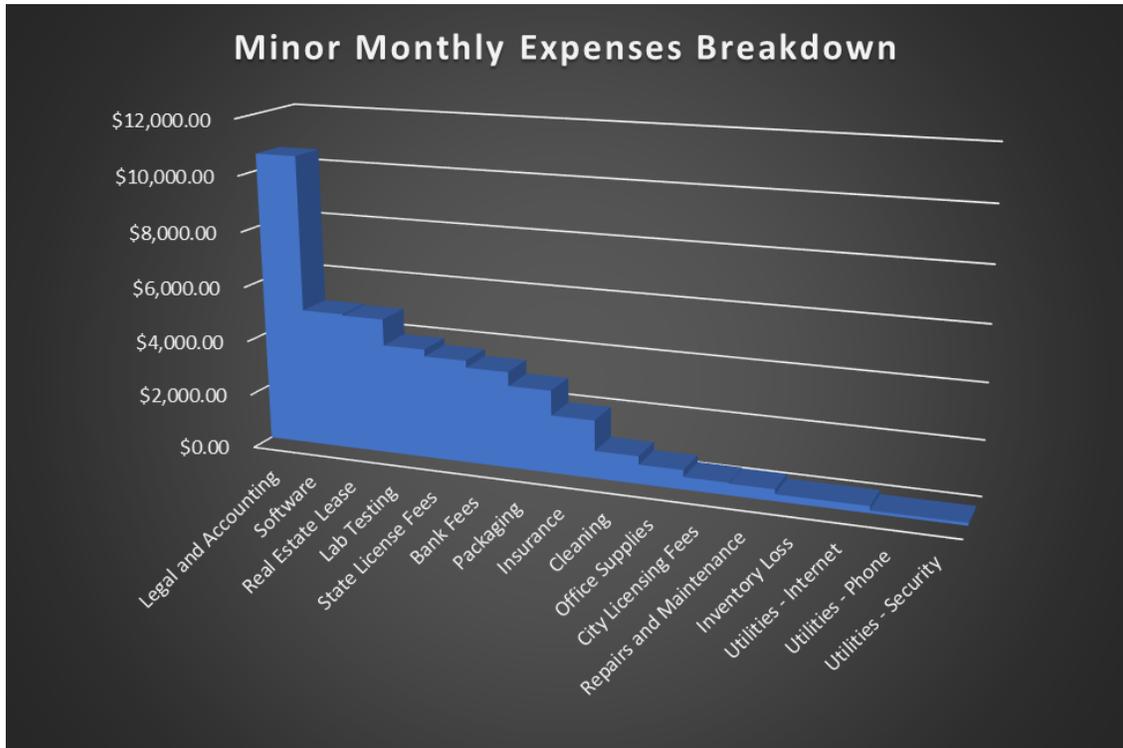
The following pages contain some financial projections for this project.



Kure Wellness (Healdsburg) Financial Projection for month 12 onward

COGS		\$137,000.00
State Excise Tax		\$68,000.00
Payroll		\$60,000.00
Sales Tax		\$41,000.00
Employee Benefits		\$30,000.00
Local Cannabis Tax		\$18,000.00
Legal and Accounting		\$10,600.00
Software		\$5,000.00
Real Estate Lease		\$4,950.00
Lab Testing		\$4,000.00
State License Fees		\$3,750.00
Bank Fees		\$3,500.00
Packaging		\$3,000.00
Insurance		\$2,100.00
Cleaning		\$1,000.00
Office Supplies		\$700.00
City Licensing Fees		\$450.00
Repairs and Maintenance		\$420.00
Inventory Loss		\$250.00
Utilities - Internet		\$250.00
Utilities - Phone		\$100.00
Utilities - Security		\$100.00
Total Projected Revenue	456,250	
Total Expenses		\$394,170.00
Projected Net Profit		\$62,080.00







## **Proof of Capitalization**

For our Proof Of Capitalization, included in a separate PDF are the following items:

- Kure Wellness, Inc.'s tax return page
- Kure Wellness, Inc.'s last 4 quarterly CDTPA returns
- Picture of Kures bank account
- Picture of Leslie Grave's bank account
- Pictures of Glen Green's bank account
- Letters of intent from Leslie Gravier, Glen Green, and Russell Green personally to make liquidity available to KURE Healdsburg, SPC including balance sheet of income producing assets in which the funds could be derived

Kure Wellness, Inc.'s free operating cash flow alone should be able to fund the projected startup costs and three months of operating expenses.

*Note: Kure Wellness, Inc. is an affiliate of Kure Healdsburg, SPC that is also owned 100% by Russell Green.*

## **Three-Year Pro Forma**

Please note that the income projections are just an educated guess, a forward-looking statement based on nothing more than historical data from our existing stores as well as our observations of potential customers in Healdsburg. While these are not necessarily indicative of future performance, they are certainly insightful.

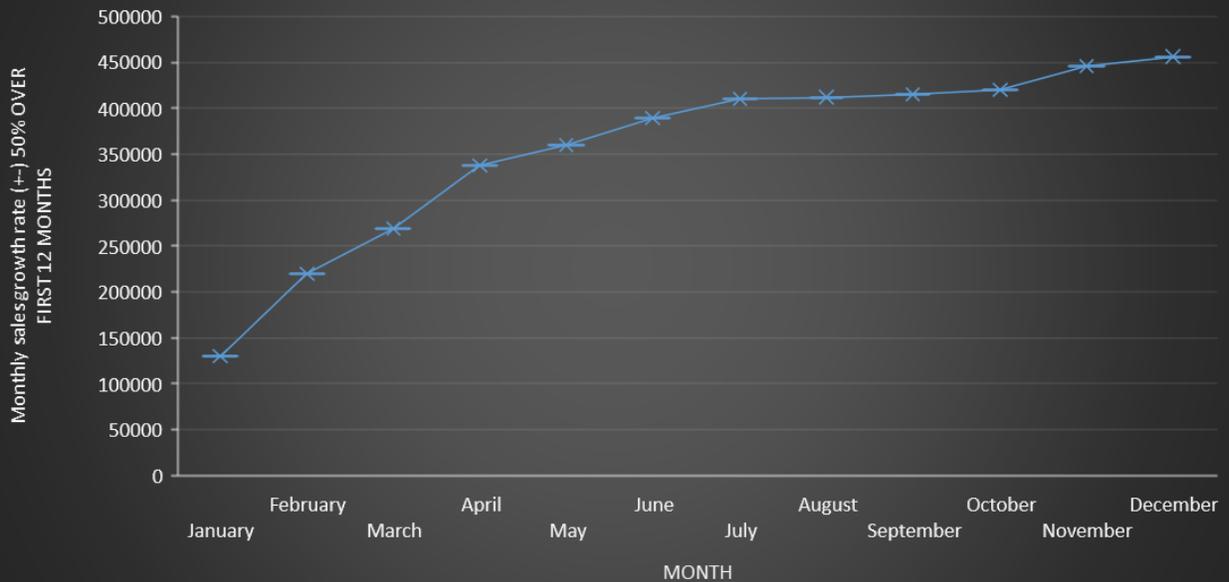
We anticipate achieving cash flow-positivity from the end of month three. When we opened our other stores we also obtained about 50% of what ended up being the stabilized stores sales in the first couple months. We don't see any reason why this would be different here. Subsequently, sales should continue to grow steadily, aligning with our projected annual revenue of \$5,475,000, starting at the twelfth month. The long-term sales performance will depend on various factors, including the effectiveness of our delivery system, marketing, successful integration of other microbusiness components, and external macroeconomic influences, such as the extension of the SMART train to Healdsburg and the possibility of having an on-site consumption lounge in the future, should the City's ordinance be amended to allow this.



## Healdsburg YoY Gross Income



## KURE WELLNESS - HEALDSBURG 2024 - Year 1





## **Schedule for Beginning Operation; Proposed Construction and Improvements; Timeline for Completion**

We assume that the application evaluation process will take about 90 days. The second the winners are announced we'd look to complete tenant improvement building permits, and work with the landlord to secure a contractor for the couple of rooms we would be looking to build within the unit and conduct some minor alterations to the HVAC for odor control purposes. Hopefully construction would be completed before our state license would be ready to issue, which we anticipate would take at least another 90 days, based on our experience, though there are many things that can delay the process.

Kure Healdsburg, SPC has secured a lease for our proposed site, with a term beginning on January 1, 2024 provided that we win a license, and we have been granted some limited access to use the space before then; thus, we have set early January 2024 as a possible (though ambitious) opening date.

## **Letter from a Financial Institution**

Enclosed is a letter from Velocity Credit Union indicating that they have an existing banking relationship with Kure Wellness. We do not anticipate any issues opening a new account with them for the proposed Healdsburg location.



757 Redwood Drive  
Garberville, CA 95542  
707.923.2012  
vocalityccu.org

To Whom it May Concern:

Vocality Community Credit Union has been providing banking services to Kure Wellness since March 16<sup>th</sup>, 2022. Kure Wellness has access to a complete package of business banking services.

Kure Wellness has always kept their account in good standing and has been compliant with the many requirements we have in place to comply with local and state laws. The owner brings in large deposits weekly and shows a great deal of organization and willingness to comply with our various requirements. They keep all business documentation up to date and have never been in jeopardy of being out of compliance.

I have personally done business with them in both the retail banking world, and the regulatory compliance side of things.

Kure Wellness is a prime example of a fully compliant, and successful marijuana-related business.

If you have any questions or concerns, please do not hesitate to contact me.

Kind Regards,

A handwritten signature in blue ink, appearing to read "JA", with a long horizontal flourish extending to the right.

Jason Anderson  
Branch Manager  
Vocality Community Credit Union, Ukiah Branch



## Section A2: Business Plan - Daily Operations

### Introduction

Kure Wellness first and foremost, prides itself in open, honest communication. We find that much about life revolves around trust, and that you can't have positive relationships without it: relationships of any type including with customers, vendors, regulators, and friendships. Our entire business is based on relationships. When I have a difficult decision to make I often say, "Honesty never steered me wrong" and it's served us well for over 8 years now. "Adapt or perish" is another quote you'll often hear me use, and it's oh so true in the cannabis industry. If we weren't a nimble company with a can-do attitude, we wouldn't be here. Later in this application, you'll see a list of Kure's "Tenets" which is just a list of wise philosophical quotes that we maintain and try to adopt into our culture where relevant.

Customers shop with people they like, at companies they trust, and we try really hard to be that. Kure is a small company, started with a willing landlord and a prayer. We are locally founded in Ukiah, 100% family owned, and have no debt or institutional investors. Kure has slowly grown over the years into the small but relevant cannabis business it now is using organic capital. Kure directly owns and operates 1 cannabis microbusiness (Mendocino County - near Lake Mendocino) and 3 cannabis retail-only stores (Mendocino County - right outside Ukiah; Willits - in town; Lake County - near Kelseyville). Additionally, owner Russell Green has sole interest in two cannabis cultivation properties and licenses.

By treating our employees well, and recognizing that it is actually them who build the company and push things forward, Kure hopes to inspire excellence and provide for a great quality of life, which allows a stable foundation to build a mission based and caring employee and friend. Life seems hard for a great many lately, so we try to foster a feeling of belonging, security, and stability for our employees as it's hard to stay focused when you are on unstable ground personally. Through our work with the Arbinger Institute we have made the shift from the self-focus of an inward mindset to the people-centric, results-focus of an outward mindset. Companies that leverage this outward mindset bring out the best in others and build highly engaged and productive teams.

It has been a long time desire of our owner Russell Green to open a store in Healdsburg. Russell started Kure partly because the dispensaries that existed in his area did not reflect the beautiful products that were being grown locally. He notices a similar trend in Sonoma County, where there is a need for more Sonoma-grown, Mendo-grown, and Lake-grown cannabis products on the shelves. The customer base in Healdsburg is larger with more tourists and will



allow this store to feature small-batch, craft products from local artisan farmers and manufacturers.

We have also realized that Healdsburg has a reduced local tax on retail medical sales, so with that in mind and the discount they get from sales tax the customer will save some 13% on their order if they get their state medical card. Therefore we plan to facilitate this type of customer by educating them on what getting their medical would involve as well as the savings that they could get if they had a card. Also they can have higher purchase limits if they have a medical, so people like cancer patients or those with high tolerance can get their medicine without an unfair financial burden. So, along with specialty consultations and delivery we will be focusing on medical.

Our priorities at this store, should we be honored to win a permit, are as follows:

1. Good customer service: Greet all guests with an open, positive, and warm attitude.
2. Good local products: We care about the little guy, because we are the little guy.
3. Good prices: everything is a factor of price.
4. Custom consultations, specialty delivery, and medical use: Trying to get grandma the right products for her personally. Provide new patients with a small overview of the shop and medicinal offerings; get to know them and understand their interest in cannabis.
5. More efficient than the competition: Providing overall value to the customer. Stay current with new cannabis products and advancements in order to provide the most up-to-date recommendations and advice.
6. Innovation through software and systems development.
7. Prioritizing local products over other commercially available goods, considering quality and type like-for-like.
8. Be fun and interesting.
9. Participate in the local business community.
10. Adhere to strict compliance protocols, and maintain a professional and safe environment for all.

All these principles will be suited by a microbusiness at this location because we are trying to build a destination business that attracts both tourists and locals alike. By having great customer service and focusing on the priorities above, we hope to further make a name for the Kure Wellness brand, and to represent Healdsburg in a good light. By having a wider allowance of uses we can do things like have a window to the manufacturing area where we could show the prerolling, jarring, filling, and curing process being done. We want customers to be able to see the product made one week and buy it at retail the next. This will set us apart from other retail-only cannabis businesses and provide an immersive customer experience.

The microbusiness license is useful in bringing products to market as well, because it allows you to send product off to an independent lab for batch testing and bring it from the



wholesale market to a retail ready product. Also, because of the combined use nature of a microbusiness permit, you can have a substantial amount of uses covered by a single license which improves efficiency. Kure Wellness is eager to work with more producers in Sonoma County, and think that a microbrew feeling will allow more local products to be brought to market and will fit in well with the wineries and tasting rooms already in the area. In situations where the cultivators don't have their own distribution license or the ability to package their cannabis, it's possible we could be one of their only options for small batches. Most of the distributors I know only do what I consider to be a large batch, whereas our microbusiness would focus on small-batch craft products.

KURE Wellness plans to offer both medical and adult-use cannabis goods for sale. We will offer wellness consultations for any consumer who might be new to recreational consumption or the medical use of cannabis products. A wellness consultant works with both medical and recreational (adult-use) guests to identify their needs and provides them with an appropriate cannabis-based medication or product. Wellness consultants need to maintain an up-to-date knowledge of cannabis products and their proper use, and are responsible for providing the highest level of informed and compassionate care to all patients, whether on the dispensary floor or over the phone. They must also have experience in retail sales, exhibit the highest standards in customer service and professionalism, and be passionate about the growing cannabis industry. Kure believes this would be a greatly appreciated addition to the Healdsburg community. Many of our senior customers, who have grown up with a taboo idea of what cannabis really is, have benefited from the knowledge our wellness consultants have offered. Kure prides itself in making sure our employees stay current on cannabis knowledge, trends, and laws, so that when a new consumer enters our shop it's a comfortable and enlightening experience.

It's important to note that when we say "consultations" we do NOT mean any kind of medical evaluation. There will not be any physicians on site evaluating patients, per the HMC and state law.

We take the time to hear what customers want and we do our best to stock their requests even if it means stocking a low turnover item that we sometimes take a loss on like Yummy Karma and Mary's Medicinals. Our employees work as a team and have high levels of sophistication and education. Our happy staff in turn creates happy customers.

With a microbusiness, the consumers will actually be able to see products getting jarred or rolled that will eventually end up on the shelves. Further, we go above and beyond to create an enjoyable and welcoming experience for our patrons. When you walk in the doors you will see an elegant minimalist decor setting with beautiful displays of products on glass shelves. You will then be greeted by the most friendly staff. Water or tea will be offered as you are able to browse our selection of the finest cannabis California has to offer. No one will rush you as you and your experienced budtender decide on what best suits your personal needs or wants. Chill



music plays in the background as you and your new “friend” chat and laugh, much like you do with your favorite server at a local restaurant. This hands on experience will have any customer coming back again and again, not only for quality products, but quality conversations and customer service.

Daily operations at Kure Wellness’ proposed Healdsburg location will be guided by industry standards and best practices; as well as by compliance with the Healdsburg Municipal Code (HMC), the Medicinal and Adult Use Cannabis Regulation and Safety Act (MAUCRSA), the Department of Cannabis Control (DCC) regulations as codified in Title 4, Division 19 of the California Code of Regulations (CCR), and other applicable requirements.

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

We strive to greet customers within four seconds upon arrival. All guests are subjected to the age verification protocol below prior to being granted access to the store.

#### **Age Verification SOP**

Version: 3-15-2023

Roles Affected: Budtenders, Managers, Security, Manufacturers

Timing: Upon arrival of every customer

#### *Procedure: Adult Use*

- Greet customer(s) while grabbing ID Scanner
- If scanner is on main menu, chose “ID SCANNER” in the redbox to activate
- Ask customer for identification
- According to the DCC acceptable forms of identification are: Government issued photo ID card (ie. tribal ID, drivers license, ID card, passport, military photo ID)
- All forms of identification must be up to date and NOT expired
- If an expired ID is presented, customer must have a DMV copy of new ID
- Hold scanner 3-5 inches away from ID and scan the barcode on the back
- Make sure the information on the scanner matches the information on the ID and the picture matches the person in front of you
- When age is verified, hand the customer back their ID and invite them to the sales floor

#### *Procedure: Medical Use*

- Greet customer(s) while grabbing ID Scanner
- If scanner is on main menu, chose “ID SCANNER” in the redbox to activate
- Ask customer for identification



- According to the DCC acceptable forms of identification are: Government issued photo ID card (tribal ID, drivers license, ID card, passport, military photo ID)
- All forms of identification must be up to date and NOT expired
- If an expired ID is presented, customer must have a DMV copy of new ID
- Hold scanner 3-5 inches away from ID and scan the barcode on the back
- When age is alerted, ask for a California State-Issued Medical card, or if they only have a doctor's recommendation, ask for that
- Make sure the information on both cards match, the scanner matches the information on the ID, and the picture matches the person in front of you
- Take a copy of the Government-issued ID card and the medical card
- Create the customer a medical patient account
- See separate SOP on how to create an account

Our ID Scanner has multiple alerts to listen for:

- Birthday Jingle = It is the Guest's birthday! Wish them a happy day!
- Three lower tone beeps = Guest has been to another (or the same) KURE location in the last 8 hours. Thank them!
- Four higher tone beeps = Guest is under 21 years old, need to VERIFY MEDICAL ID and that they are at least 18 years old.

### **Location(s) and Procedures for Receiving Deliveries During Business Hours**

Below are our procedures for receiving wholesale deliveries of cannabis goods from licensed distributors that we intend to sell using our retail license. We typically receive new inventory shipments in our inventory storage room (which is a limited access area), but the procedure varies a bit depending on location. We also keep a list of every distributor that enters our facility, and they have to sign in and sign out as well as wear a "visitor" badge at all times when inside our facility. At no times will vendors bringing shipments be allowed inside any area of our facility without a Kure employee present.

#### **Purchase Order SOP**

Timing: Upon arrival of shipments of cannabis goods from licensed distributors

*Step One: Receive the order from the vendor.*

Make sure the count is correct and matches the invoice.

Our policy states that the product we are receiving needs to be at least 6 months before expiration date. Add the date of expiration of each product on the invoice for receiving the product.

Check the Metrc tags (Blue tags) and make sure they match with the manifest.



If everything looks good on the invoice and manifest, hand over the payment to the vendor and have them sign the invoice Paid in Full (PIF). Sign both METRC manifests for our records and the vendor's records. Make sure the driver has signed their section of the manifests as well.

*Step Two: Receive the P.O. in the MERC website.*

Verify that the info matches the invoice and tags. Like in the first step. If everything is correct. Click the Receive button. LM would have to make sure that you are receiving the order in Retail.

Step Three: Once the order has been received it usually takes about 5 minutes for it to be generated on the Kure website.

Once time has passed you will need to login into the POS system. Under the Commerce section you will go down to Purchase Order. Click on Purchase Order. You will need to find the order by Vendor. It will usually be at the top of the page. Click on the Edit button.

*Step Four: Inputting the information.*

Type out the product name in the suggestion box. If the item is active click on that and move on to the next step. Make Sure that the Classification is set to "ready to sell " If the item is a Promo make sure to classify it as "Promotion".

If the product isn't available click on the add new product button. If the Item contains cannabis make sure to check the box that says "contains cannabis". If it's a snack item make sure to check the box that says "Tax Exempt". Indicate what type of product it is with the scroll down tab. Add the product name. Go down to the "Brand" section. This will be the Distributor name "name of the distro ". Enter the weight of the product. The description section will be the part where we would include any information about the product. If the product is a promo this will be where we add the requirements to get the promo item (buy 2 get 1 or BOGO). At the bottom of the page you will have to change the product name, this will be the search title in the POS (Kure Sunset Sherbet 1g Preroll),

*Step Five: Calculating and Receiving P.O.*

Once all the Information has been entered Click on the calculation button. The amount needs to be the same as the invoice. Delete the Excise Tax section and input 0.00 for the total. Once all the information is verified click on the Receive button.



at this point the P.O. has been Received and you will need to print the QR stickers to attach to the products in the order.

After you have printed the QR stickers you will need to "Pay" the Invoice. It will be easier to use a mobile phone at this point to take a picture of the paid invoice and select the date of when it was paid.

\*\*\* If for some reason we receive an order and didn't catch an error like an incorrect item or Metrc tag not matching the Manifest. We need to contact the sales rep. and let them know of the issue. Once they have confirmed that they can receive the item back we need to log into the Metrc website.

Click on the item that needs to be returned, then select a new transfer. Enter the destination information (the license number for the location receiving the item). Then enter the planned route for the delivery (use google maps to get the directions copy and paste). Package information will be entered already. For the type you need to select "Transfer". Afterwards select the time frame with enough time to give the driver some cushion in case of road hazards. Transport will be the license number for the distributor that will be taking back the item. Enter the phone number of the distribution location and driver information. Then enter the Vehicle information. Once the information is all entered click on "register transfer". If the item was caught during check in and the item was taken back by the distributor but the manifest was received without rejecting the item follow the steps you just read. For the driver information and vehicle information type "virtual", Time frame doesn't matter for the planned route type Virtual. Once the information has been entered register transfer.

### **Point-of-Sale System to be Used; Interaction with METRC; Number of POS Terminals**

Kure Wellness, Inc. and Russell Green are certified 3rd party software providers by METRC and we use our own software, KurePOS. Development is led by owner Russell Green, but our customers, employees and the programmers provide valuable input. When customers provide feedback or desire certain features, such as credit tracking, we have the ability to create this for them. We recently implemented a QR-based tracking system which has enabled us to tighten control on our inventory (versus the usual UPC-style tracking). We track packages on a unique level (each package has a unique number). Though this has added complexity to the overall process, we found this has allowed us to identify and solve problems in how we manage packages during receiving and selling.

When new features are available in METRC or when the law makes changes, we can adapt our software. Take the recent example of the state removing cultivation tax and changing the point of collection for the excise tax from the distributor to the retailer. Our system allowed us to calculate our 2022 versus 2023 tax payments to find how much of a credit to claim based on prepaid tax items that were essentially retaxed at current rate. When deliveries had to be



reported to METRC, we adapted the POS to meet this requirement. Once, the DCC completed an audit and found our packages weren't being finished within METRC, so we added a feature that automatically finishes packages once a month. Our POS system reports sales in near real time to METRC. We notify METRC of adjustments or changes to inventory in real-time as well.

Our inventory system notifies us when there's an inventory difference between our system and METRC and allows us to rectify it using METRC's reason codes. Our POS system has been fully compliant with DCC regulations and we continue to strive to ensure this remains the case.

In summary, our custom software offers a combination of superior integration, operational efficiency, scalability, compliance, customer service, and data privacy that sets it apart from the competition.

We anticipate having three registers in use when the business is at full capacity, although we can scale to as many as we need because our POS software is a progressive web app and runs on any device that can launch a web browser. Additionally, although purchases must be made at a register with one of our budtenders, customers can place an order online for pick-up and payment at the store to reduce waiting time.

### **Number of Customers to be Served per Hour/Day**

We anticipate an average of 150 transactions per day, and hopefully more after word-of-mouth and advertising take effect. We serve 100 transactions a day easily and smoothly at our Willits store with two registers.

Our experience has taught us that sales patterns follow trends, which follow the people. For example, sunny days are better for sales, so are paydays and summertime in general. Given our location's proximity to the Russian River and Healdsburg Veterans Memorial Beach, we anticipate a higher volume of customers during days and hours when people are going to and from the river.

### **Tracking and Monitoring of Cannabis to Prevent Diversion**

The state has implemented limits on customer purchases, and we only buy from or sell to other licensees. Small customer orders don't have much financial incentive to divert. We have strict inventory control with comment and reason codes where we print the state's METRC UID number that is local to that store and then serialize it so that each individual jar, preroll, whatever, that we sell has its own unique serial number placed on at the time we receive the inventory or shortly thereafter. We also follow the guidelines on ID verification so minors should



be prevented from purchasing. We will also monitor our cameras for suspicious activity such as loitering without making any purchases, taking photos or making sketches of the store's layout or security features.

We will conduct regular inventory checks to ensure that there are no discrepancies between our METRC inventory and our physical inventory at the store. If any significant discrepancy is discovered, or if other evidence of diversion or criminal activity comes to light, the Healdsburg Police Department and the Department of Cannabis Control will be notified within 24 hours in accordance with the Healdsburg Municipal Code and DCC regulations.

All records will be maintained in accordance with State and local requirements. Kure Wellness will follow accepted cash handling practices, ensure our records are accurate, and maintain a general ledger of our transactions; and will grant the City of Healdsburg access to these records for audit or compliance purposes within 24 hours of a request.

### **Proposed Waste Management Plan**

All non-hazardous cannabis waste generated on the proposed premises will be self-hauled to an approved waste disposal site, or in the event that we are unable to self-haul we will contract with a permitted waste hauler such as Cannabis Waste Solutions. In the event that we are able to self-haul our cannabis waste, we would bring it to an approved disposal site.

Cannabis items must be rendered into cannabis waste on-site before they can be disposed of, in accordance with 4 CCR §17223. For the Healdsburg store, the designated cannabis waste area is located in a limited access area available only to employees. In that area, a Kure employee will render the cannabis goods identified for disposal unusable and unrecognizable in order to convert it into cannabis waste. This is done either by mixing the cannabis with at least 50% of other non-toxic, non-cannabis waste, or by another method that is legally acceptable to the City and the Department of Cannabis Control. Any rendering of cannabis waste will be done under video surveillance. Cannabis goods will be removed from their packaging prior to being rendered into cannabis waste, and any packaging materials that are recyclable will be recycled. Cannabis waste will be stored in secured, sealed containers on-site until they are disposed of. The reason for disposal will be logged into the track-and-trace system.

We do not anticipate generating any hazardous waste. We will strive to use natural, non-toxic cleaning products whenever possible, and our manufacturing activities for the microbusiness will only consist of packaging and labeling. In the event that we produce non-cannabis electronic waste such as used batteries and old computer equipment, we will ensure that they are disposed of properly.

### **Product Recalls**



Kure Wellness will implement procedures to properly manage product recalls in accordance with 4 CCR §17226 and §17227. Such procedures will involve quarantining the recalled cannabis goods, proper tracking of items, and rendering the recalled cannabis good into cannabis waste for disposal pursuant to §17223. The DCC will be notified within 24 hours of the initiation of any product recall.

### **Facility Signage**

Kure staff will ensure that the following information, which is required by HMC §20.20.095(B)(7)(p), is posted on signage no less than 8" x 10" in a conspicuous place inside the facility:

- "The dispensing of cannabis without a state license is illegal."
- "Use or consumption of cannabis on this premises or property is prohibited."
- "All visitors to this premises must be at least 21 years of age, or, at least 18 years of age and able to show a government issued medical cannabis ID card in accordance with California Health and Safety Code Section 11362.7 *et seq.*"

Kure staff will also ensure that our DCC license and QR code are posted prominently, as required by State regulations.

In addition, we will ensure that any exterior and window signage comports to the Healdsburg Municipal Code and any applicable design standards.



## Section B: Labor and Employment Plan

### Collective Bargaining Rights

As a responsible and compliant small business that is owned and operated by hard-working individuals, we understand the importance of recognizing the collective bargaining rights of our employees. We pledge to do this in accordance with the Medicinal and Adult Use of Cannabis Regulation and Safety Act (MAUCRSA) as codified in California Business and Professions Code, §26000 *et seq.*; and the Department of Cannabis Control (DCC) regulations as codified in California Code of Regulations, Title 4, Division 19, §15000 *et seq.*

Specifically, current DCC regulations (4 CCR §15002) require any cannabis licensee with 20 or more employees to enter into a Labor Peace Agreement (LPA) with a bona fide labor organization. However, a recent change to state law (Business & Professions Code §26051.1) modifies this requirement to licensees who have 10 or more employees effective July 1, 2024. We do not anticipate having more than 20 employees prior to July 1, 2024 but we do anticipate having at least 10 employees at some point within the first year or two of operation. Therefore, we pledge to enter into a LPA with a bona fide labor organization within 60 days of hiring our 10th employee or on or before July 1, 2024, whichever is later.

We believe that every employee deserves fair wages, benefits, and working conditions and providing them with the opportunity of collective bargaining is one way to ensure that their rights are protected. We will ensure that our employees have a clear understanding of their rights and responsibilities under the law. In doing so, we believe that we can maintain a productive, engaged, and satisfied workforce.

To this end, we will adhere to the following measures:

- We will provide our employees with the necessary information regarding their rights under California labor laws. We will also encourage them to seek legal advice should they require it.
- We will enter into a Labor Peace Agreement in accordance with State law.
- We will provide our employees with the opportunity to organize and be represented by a union should they choose to do so. We will not interfere with their efforts to form, join, or assist a union.
- We will negotiate in good faith with any union that represents our employees, and we will work collaboratively to ensure that our employees' rights and interests are represented.



- We will maintain open communication channels with our employees and their representatives. We believe that open communication is essential to building a productive and healthy workplace culture.
- We will conduct regular reviews of our policies and procedures to ensure that they are in compliance with California labor laws and address any concerns raised by our employees or their representatives.

In conclusion, we believe that recognizing the collective bargaining rights of our employees is not only a legal requirement but also a moral obligation. We are committed to working collaboratively with our employees and their representatives to ensure that their rights and interests are protected.

### **Number of Employees**

We expect to hire eight (8) employees initially, to gradually scale up to approximately 20 employees after we've had a chance to get settled in and are operating at full capacity. These employees wouldn't all be onsite at the same time, because the business would be open seven (7) days a week from 9:00am to 9:00pm, which is the maximum hours of operation allowed under the City's ordinance. We believe that maximizing our sales hours is important to accommodate customers and employees who have work, family, or other commitments.

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

#### **CEO**

- Predicting future difficulties a company may face, and avoiding them
- Making sure we always have enough money for payroll
- Directing Innovation
- Knowing when to force their opinion or defer
- Leading by example
- Never asking anyone to do something you wouldn't do yourself
- Fostering positive Company Morale and Culture
- Literally every duty for every other job
- Accepting responsibility for things that happen under your leadership.
- Government and community relations

#### **COO**

- Leads and directs all logistics of inventory, management, and fulfillment
- Assists the CEO in Designing and implementing business strategies and procedures



- Assists the CEO with overseeing daily operations in marketing, distribution, manufacturing and sales
- Writes/submits reports to the CEO in all matters of importance
- Manages relationships with partners and vendors

### ***CFO***

- Reviews Income and Expenses
- Communicates with store staff and vendors as relating to payments
- Verifies that the cash matches the deposits or identifies discrepancies
- Verifies accuracy of financial reports
- Runs payroll according to California law
- Consults the CEO on affordability of expenses in review

### ***Secretary***

- Manages overall upkeep and organization of the Admin/HR office
- Makes sure we don't miss an email or customer inquiry unintentionally
- Keeps track of deadlines and other important dates
- Makes sure company is in compliance with routine government filings
- Point of contact for employees to ask HR related questions
- Onboarding of new employees
- Maintains, sorts, and structures electronic and physical company records and updates them as needed
- Works closely with CEO and CFO on a day-to-day basis and supports the planning and preparation of any event/project that we may be working on
- Creates monthly/weekly/daily goals and agendas and broadcast to employees
- Create or update company policy consistent with board or management discussion or decisions rendered by senior management over group chat
- Communicate with the public on behalf of the company

### ***Manufacturing Manager(s)***

- Oversees daily operations of the manufacturing team
- Coordinates, plans, directs activities related to manufacturing practices
- Maintains quality control measures to ensure high quality products
- Creating and reviewing production schedule, calculate requirements, accurately weighs materials and supplies
- Coaches, mentors and directs staff to include disciplinary actions and addressing issues that may arise
- Coordinate day-to-day activities of the team of production workers to ensure that manufacturing operations run according to established production specifications and schedules



- Create SOPs, training records, and related documentation
- Maintain material safety data sheets for all department chemicals and products
- Ensure departmental compliance with state regulations and federal and state law

### ***Distribution Manager(s)***

- Communicates with buyers and sellers to market make.
- Oversee the day-to-day inventory and order fulfillment processes with an eye on efficiency, organization, customer service, and execution.
- Ensure and maintain the strict inventory control of finished and wholesale goods.
- Manages employees and distribution workload.
- Set the standard and provide leadership direction to the team to ensure that production protocols and established practices are being followed through daily validation and being present at the workplace
- Delivers accurate and timely management reporting products (historical results, forecast, OKR and metrics) on an ad-hoc, monthly, quarterly, and annual basis
- Create Process guidelines and SOPs for the Distribution Team and ensure adherence to laws and best practices.
- Routinely review all processes to ensure they are being performed at or above expectations
- Is mindful of security
- Perform, when necessary, all tasks in the distribution process

### ***Budtenders***

- Check customers ID/ verify medical cards
- Guide and direct customers based on their preferences, needs, and budget
- Answer any questions or concerns in a warm, professional manner
- Deliver excellent customer service
- Ensure the floor is stocked while maintaining awareness of inventory
- Comply with established state, local laws and company policies and procedures

### ***Retail Store Manager(s)***

- Keeping employees on task and productive
- Ensuring the store runs smoothly and that loose ends aren't left unattended.
- Monitoring: Keeping a close watch on the premises and all the activities taking place within the dispensary.
- Controlling Access: Restricting entry to unauthorized people and ensuring that all visitors follow the procedures.
- Maintaining Security: Protecting the dispensary against theft, vandalism, and other criminal activities.



- Ensuring Compliance: Ensuring that all regulations are followed and that all laws are being abided by.
- Responding to Emergencies: Handling any emergency situation, such as an emergency medical situation or a security threat.
- Collaborating with Law Enforcement: Working with law enforcement and other agencies, if required, to investigate incidents or suspicious activities.
- Performing Administrative Tasks: Preparing documentation, reports, and incident summaries for management review.
- Retail Store Managers must remain alert, detail-oriented, and calm in high-pressure situations. They must also be skilled in communication, problem-solving, and have a thorough understanding of security protocols.

### ***Delivery Manager***

- Oversees the business' delivery operations and supervises delivery personnel.

### ***Inventory Manager***

- Handles purchasing, shipping and receiving of cannabis products.
- Oversees on-site inventory control and reconciliation.

### ***Reception / Intake***

- Responsible for checking patrons' IDs upon entering the facility to ensure that they are at least 21 years old, or at least 18 years old if they possess a valid medical cannabis recommendation.
- Responsible for answering phone calls and general emails sent to Kure Wellness.

### ***Wellness Consultant***

- Provides information about different types of cannabis products available.
- Provides information about how to obtain a medical cannabis recommendation.

### ***Security Manager***

- Interfaces with our third-party security providers, the Healdsburg Police Department, and the Department of Cannabis Control.
- Ensures that all security systems are functioning properly.
- This role may be filled by the Retail Store Manager.



## **Employee Benefits**

In the cannabis industry, it is essential to offer competitive wages to attract the best talent. At our company, we understand the importance of attracting employees who are passionate about the industry and committed to providing exceptional service to our customers. We are very proud to offer our Budtenders, Security personnel, and Managers a highly competitive wage starting at \$19 per hour DOE, with the added incentive of tips and a cell phone stipend. This has proven to keep morale high, and in turn keeps the employees showing up to the shifts on time and without complaints. We normally promote from within, and have an ultimate goal of getting our employees to \$25/H+ which is what we consider to be a livable wage.

Employees play a crucial role in any business, as they are the key point of contact between customers and our products. Our starting wage of \$19 per hour DOE ensures that we are attracting highly skilled and knowledgeable individuals who are passionate about the industry and helping our customers find the right products to meet their needs. In addition to their base pay, our Budtenders have the opportunity to earn tips, which provides them with an added incentive to provide exceptional service to our customers. They also receive a cell phone stipend, which helps offset the costs associated with using their personal devices for work-related purposes.

Finally, our Managers play a vital role in overseeing our day-to-day operations and ensuring that our customers receive exceptional service. We currently pay our managers from \$20-25 per hour depending on how significantly they are running the store, and if we won this application I would hope to afford paying them much more to recognize their important contributions to our business. Like our Budtenders and Security personnel, our Managers also receive a cell phone stipend, allowing them to stay connected and responsive to the needs of our customers and employees.

Kure Wellness has always taken great pride in being able to provide our workers with reasonable, livable wages. It's not always a luxury we've had. In the early days of starting Kure, we were on a shoestring budget watching our competition buy expensive sprinter vans with investor money while we refurbished one from a self storage auction. If we are to be chosen for this application, we'll have the freedom to be able to provide better starting base pay for our employees. Being selected for this permit would also help us achieve our goal of offering health insurance and a 401K option to all of our employees, not just those at the Healdsburg store.

Currently, we offer a number of other employee benefits. Employees may purchase dispensary products with a generous discount. Additionally, we offer some great opportunities for bonuses during the holiday season and at the beginning of each day, at each location, a gratuity jar is set out by the register and at the end of the day, tips are split evenly among the



employees who worked that day. We would continue these benefits at the proposed Healdsburg store.

Additionally, our goal for the Healdsburg location is to offer full benefits (including health insurance, a 401K, paid vacation, etc.), with the goal of paying employees a starting wage of \$25/hr or higher. We are also open to considering offering stock options in the future. We strive to provide our employees with a supportive and rewarding work environment, ensuring that they are committed to providing exceptional service to our customers and driving the success of our business.

### **The Kure Employee Experience**

#### *Kure Tenets*

Below are some of the guiding principles on which Kure's culture is founded and fostered. They are wise, often helpful quotes that I'd want a friend to tell me if they knew.

"Be Excellent to Each Other" and "Be Excellent to Everyone"

"You can't change people you can only change the way you deal with people"

"Focus on your customers and your competition won't matter"

"Without honesty and trust there is nothing"

"A happy customer tells 3, a mad customer tells 10"

"Be Out of the Box"

"Keep an Outward Mindset"

Below are some testimonials from our employees which show that Kure Wellness is a great place to work.



## Kure Wellness Employee testimonial

Hello my name is Breaha Weeks and i've been an employee for Kure Wellness for just a short 3 weeks, however i've been a customer for years now. Kure Wellness is the only dispensary I like to go to and also work at for many reasons, and Id love to share these with you.

Number one is amazing customer service. No matter what kind of day I am having the Kure Staff always greeted me with the utmost respect and kindness. I am proud to say I am now apart of this experience that had me always coming back to give my support to this Local small business. The Second thing I'd like to talk about is the attention to detail. Not only with keeping the store clean and stoked with your every need, but the care they put into getting to know their customers on a personal level. This, in turn goes with customer service, however I feel as though is goes above and beyond the role; to remember small details about a person, to give them the best experience or products for much needed pain relief. I like to know that I'm being listened to and we do just that. I can say this with confidence as i've personally experienced it, and see it it everyday through the staff.

The Third reason as to why Kure Wellness is my favorite dispensary is because of the amazing bosses and coworkers. I've worked many retail jobs and the atmosphere can be rough, but as I can say with singing praises that the staff works so well together and are always looking out for each other and picking up where someone else fell short. We work together as a team and it all starts with having an owner and supervisors who actively support the employees and treat us with respect and care about our well being.

Last but not least I'm thrilled to be working with a young company that is growing so fast and supporting so many local farmers and businesses. I love where I've grown up and I want to see my local towns thrive in spite of recent economic changes. I personally feel like A business such as Kure Wellness that does so much for the local community; will be such an amazing asset to beautiful Healdsburg. I look forward to having a Kure in Healdsburg as it gives me the perfect excuse to stop through and support my favorite dispensary and grab some yummy lunch and do some local shopping. Thank you for your time in considering this amazing locally owned growing business.

Sincerely,

*Breaha Weeks*

Kure Wellness Employee



### **Kure Wellness Employee Testimonial**

I am thrilled to share my incredible journey as a Budtender at Kure, the leading dispensary in Northern California. Over the past three months, my experience has been nothing short of extraordinary. Working at Kure has allowed me to immerse myself in the fascinating world of cannabis and connect with an amazing community of enthusiasts and patients.

From day one, the team at Kure welcomed me with open arms, providing comprehensive training and ongoing support to ensure I deliver top-notch service to every customer who walks through our doors. I've had the privilege of assisting countless individuals in finding the perfect cannabis products to suit their needs and preferences, witnessing firsthand the positive impact it can have on their lives.

Kure's commitment to quality and safety is truly commendable. The dispensary offers an impressive range of carefully curated products, sourced from trusted growers and suppliers, ensuring customers receive the finest cannabis experience. It's been a joy to witness the smiles and gratitude on customers' faces as they leave with their chosen products, knowing I played a part in making their day a little brighter.

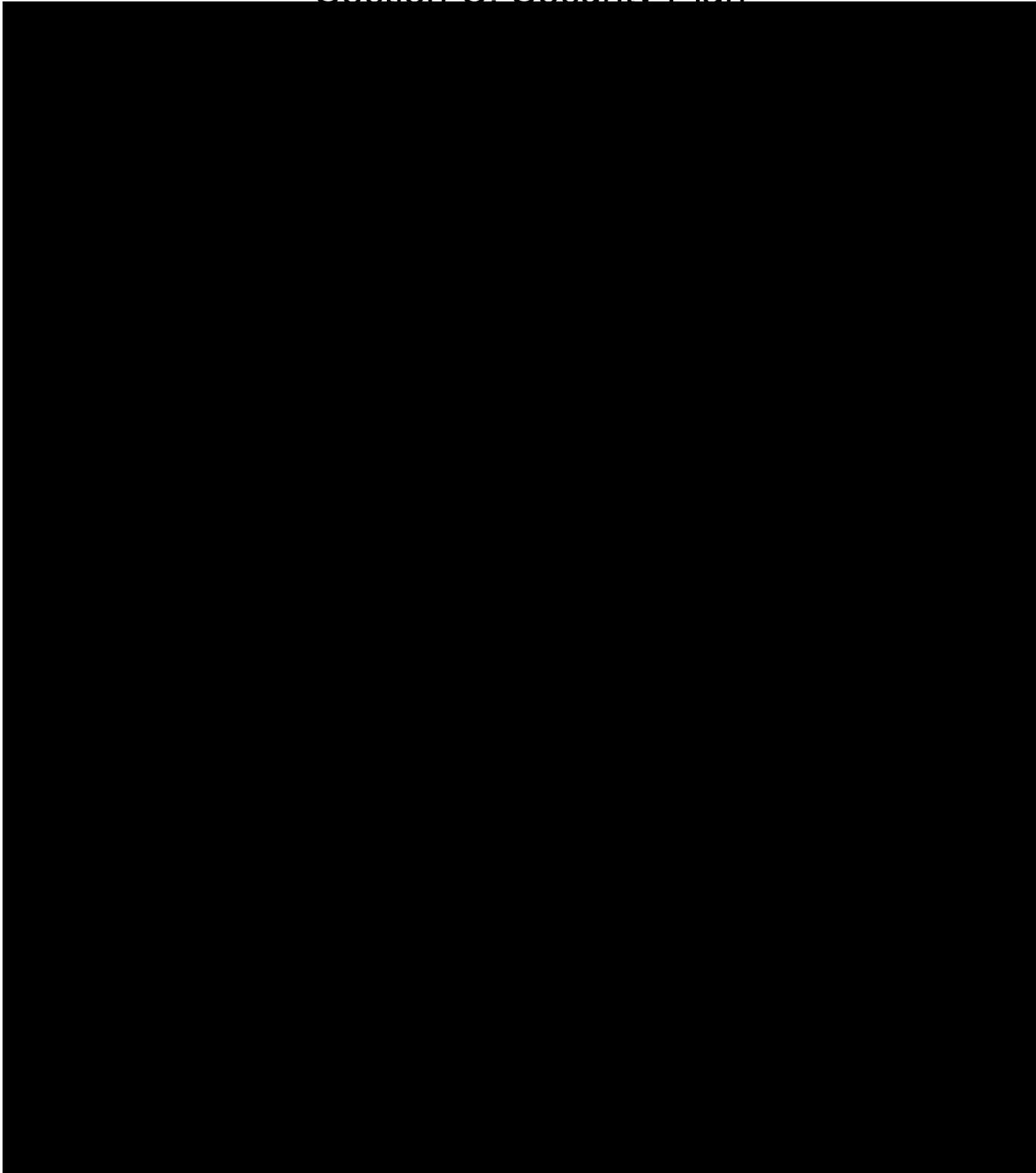
What sets Kure apart is its warm and inviting atmosphere, making it feel like a second home for both customers and staff alike. The camaraderie among the team members fosters a supportive and inspiring work environment, where everyone's contributions are valued and encouraged.

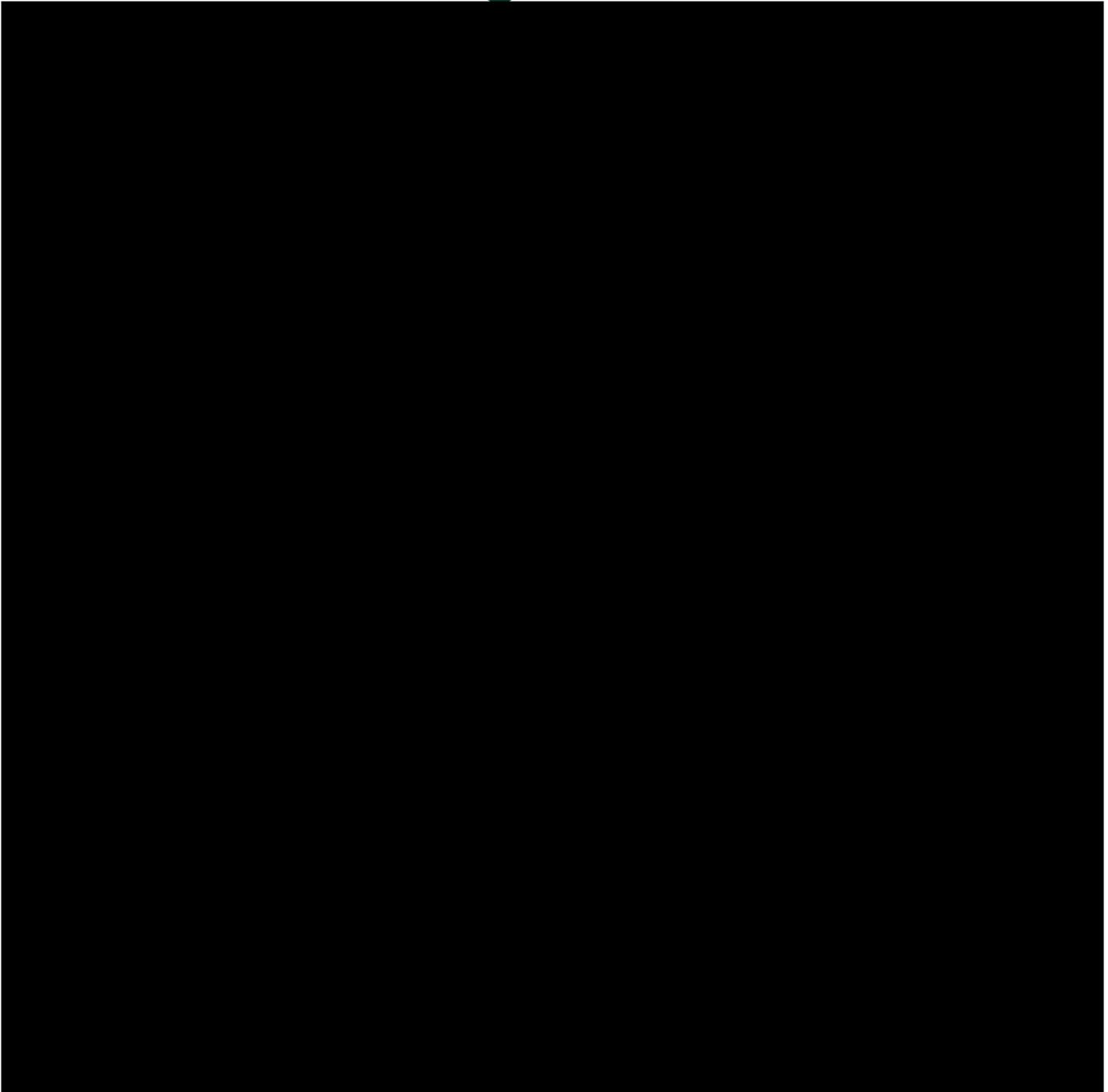
I am immensely grateful for the opportunity to grow and learn as a Budtender at Kure. These past three months have been a transformative experience, and I look forward to continuing to be a part of this exceptional dispensary's journey. Thank you, Kure, for making my first venture into the cannabis industry so rewarding and memorable!

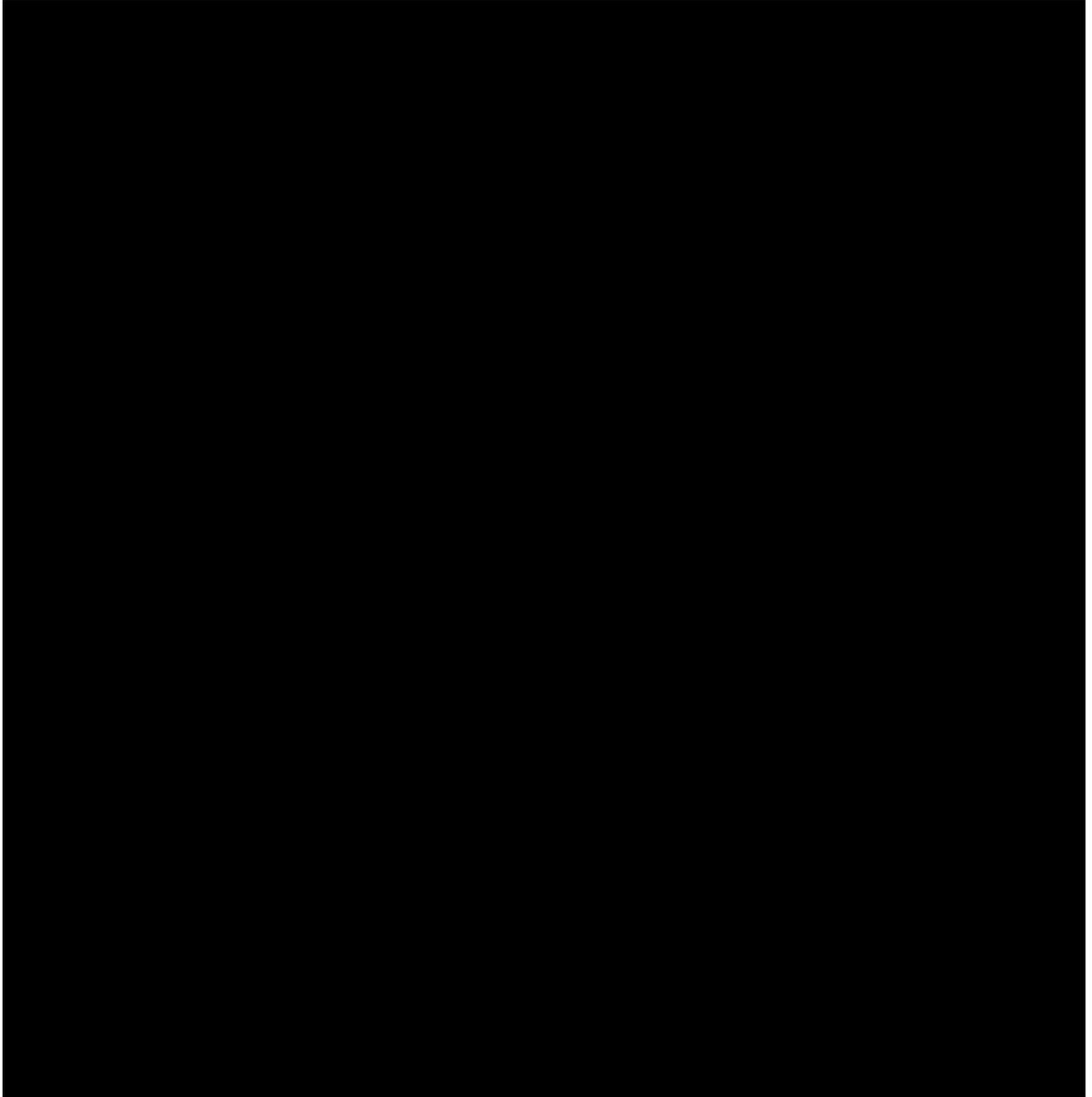
Sincerely,  
Joe Carlson  
7/28/23

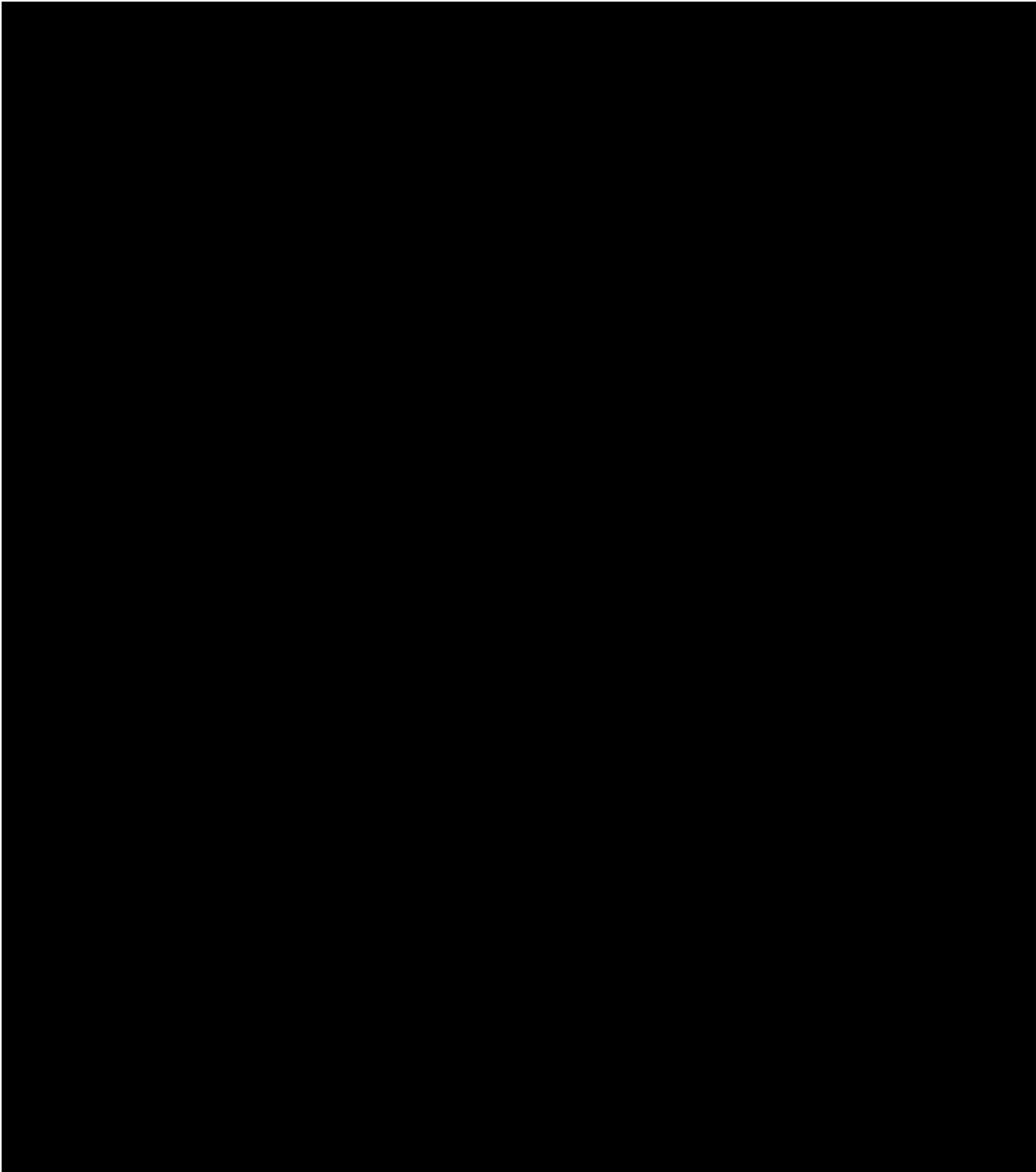


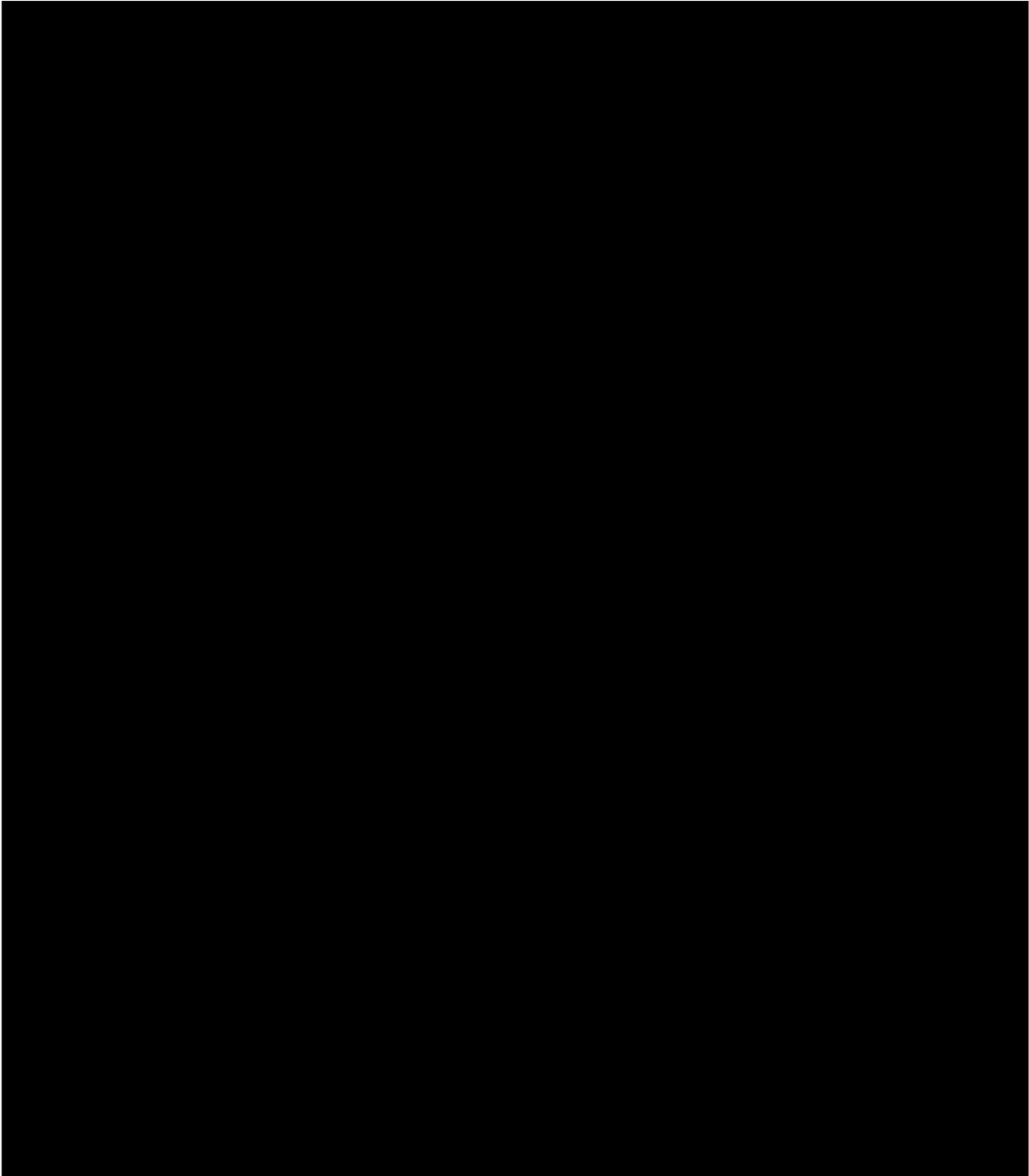
## Section C: Security Plan

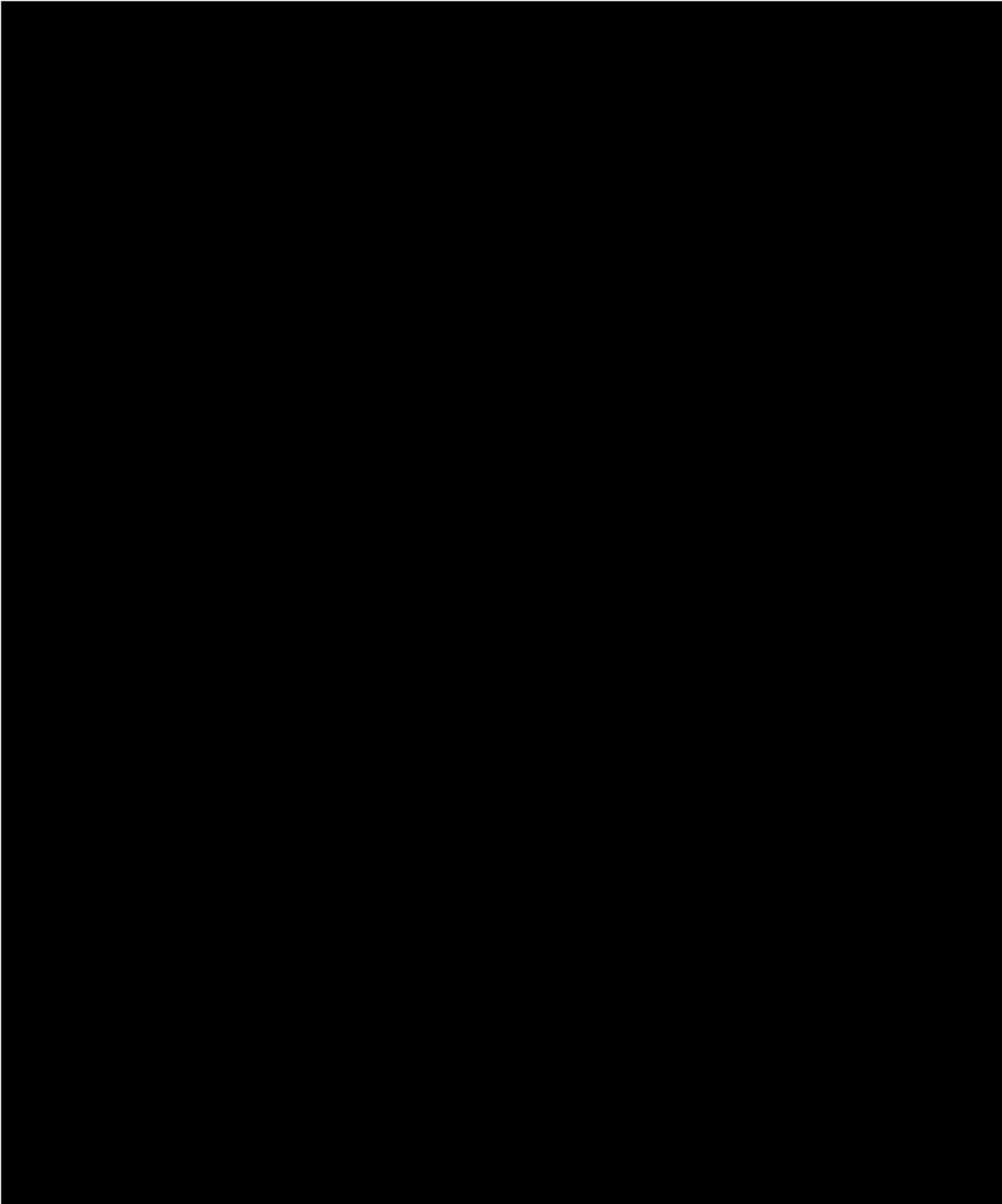




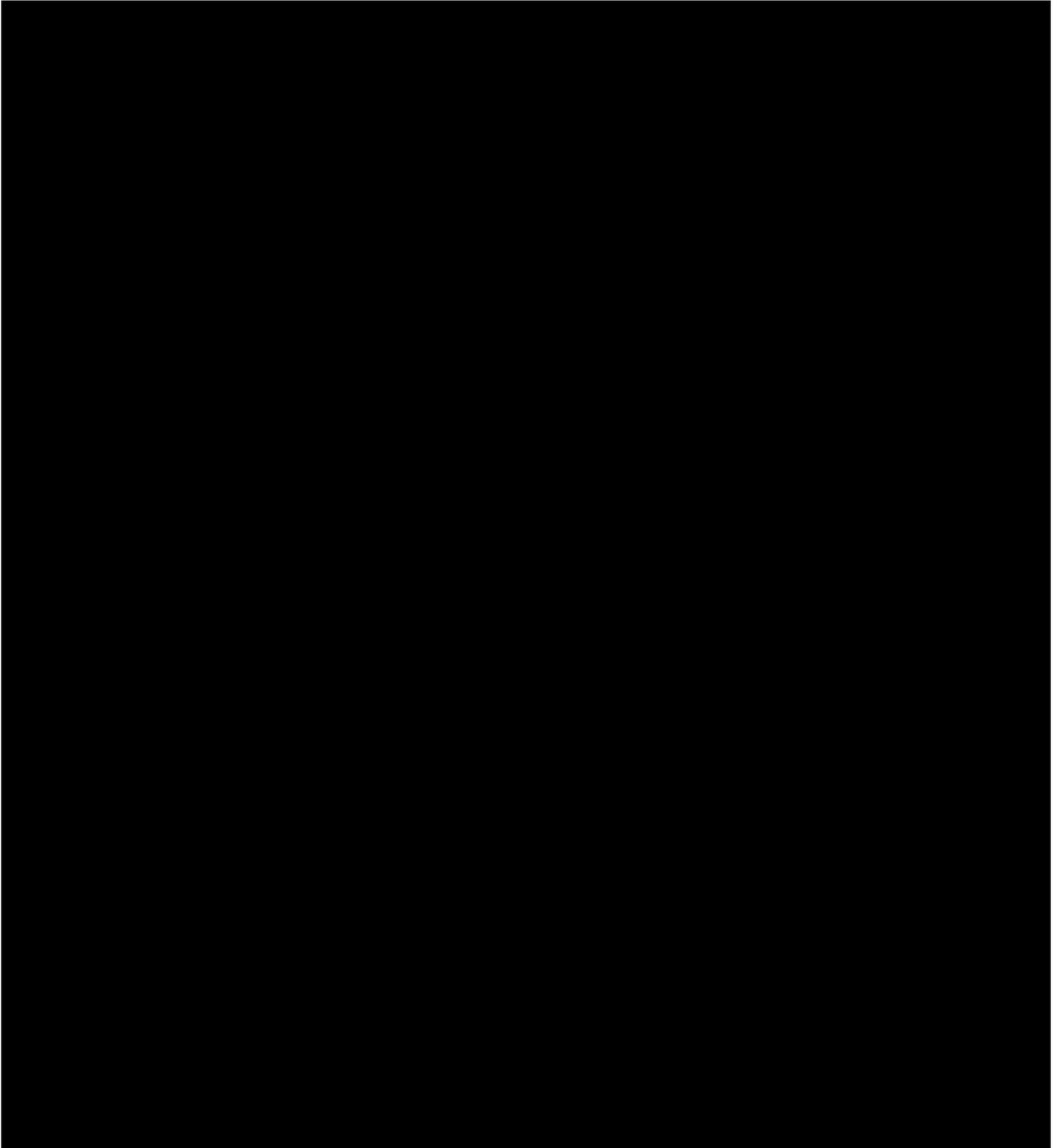


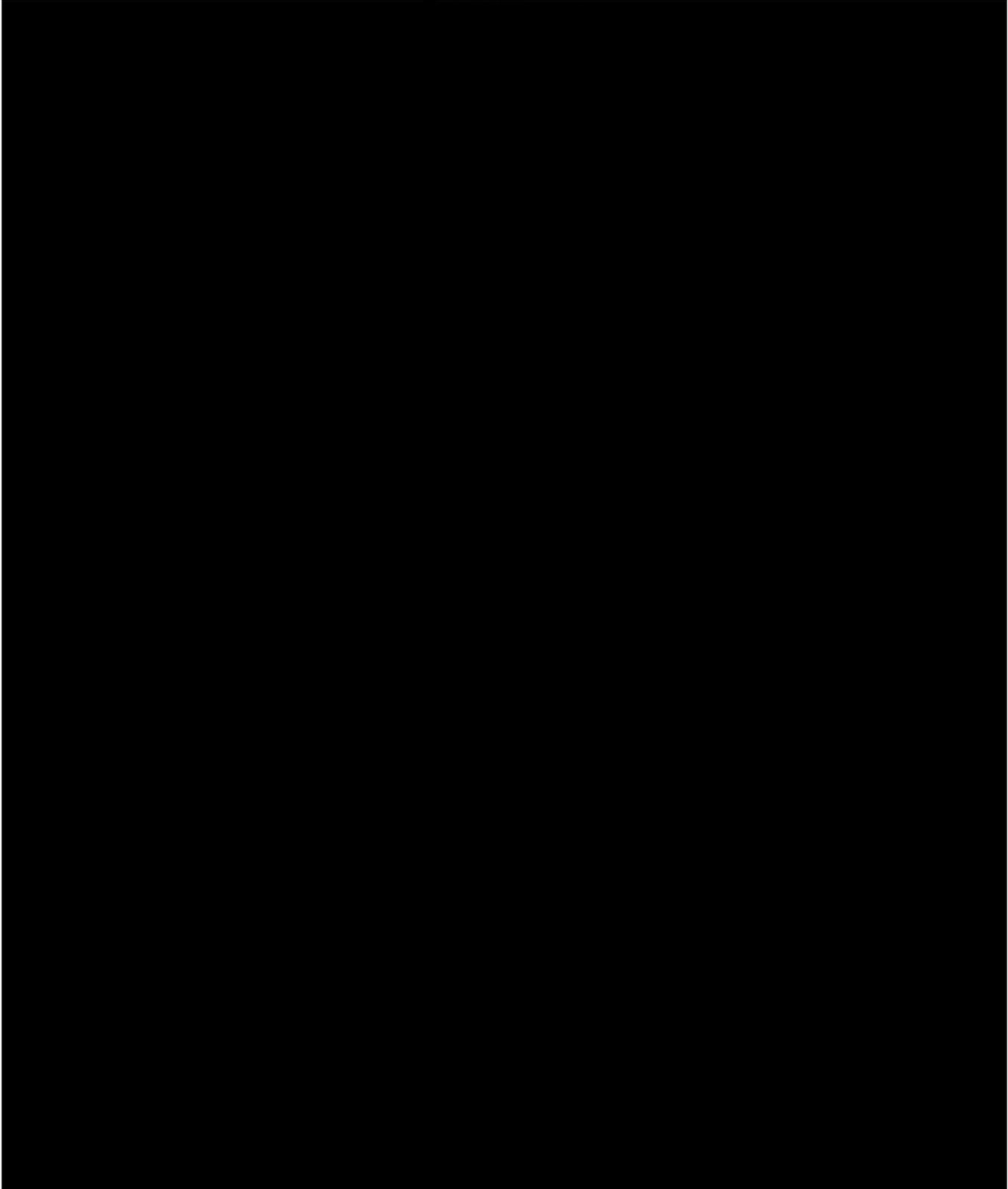


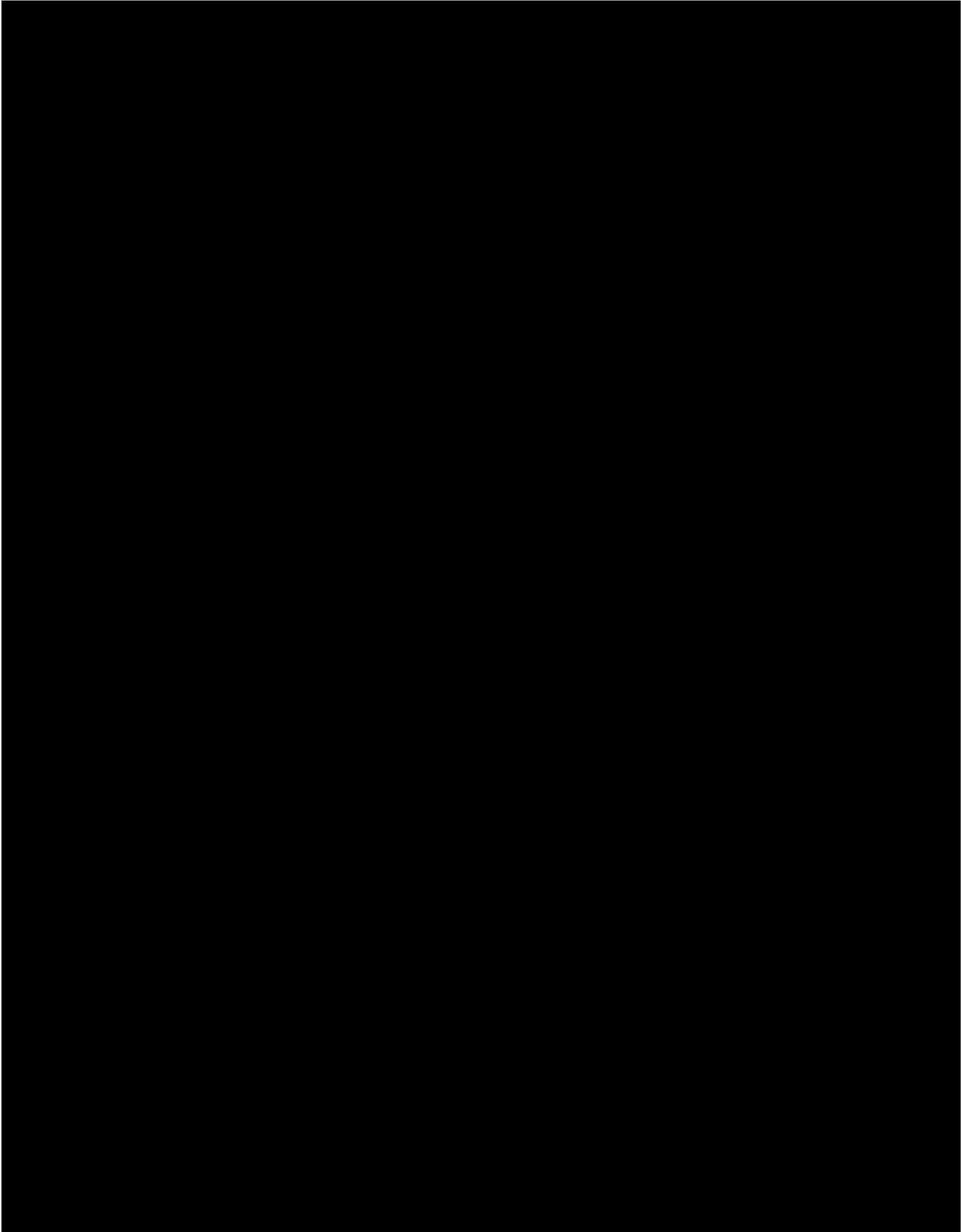


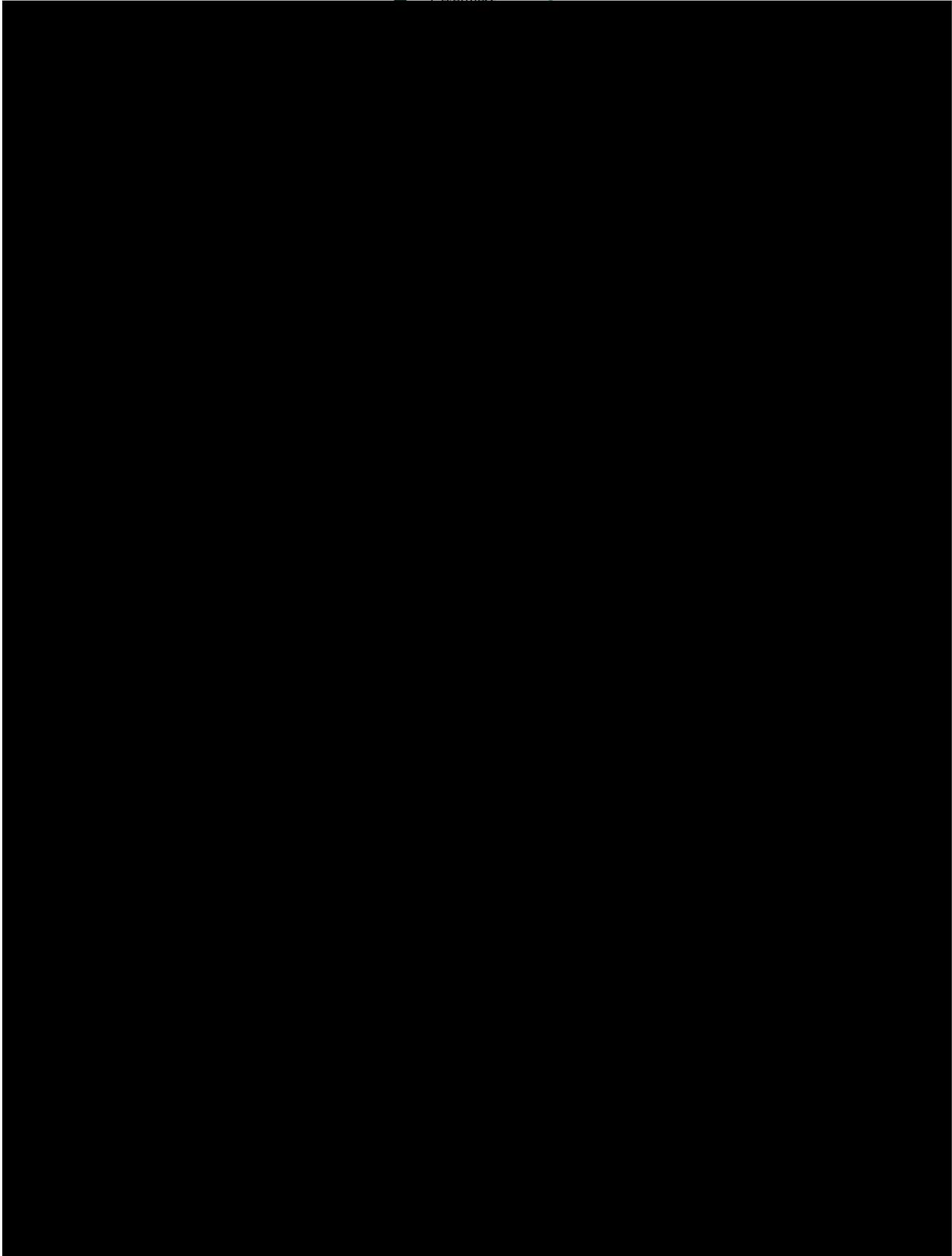


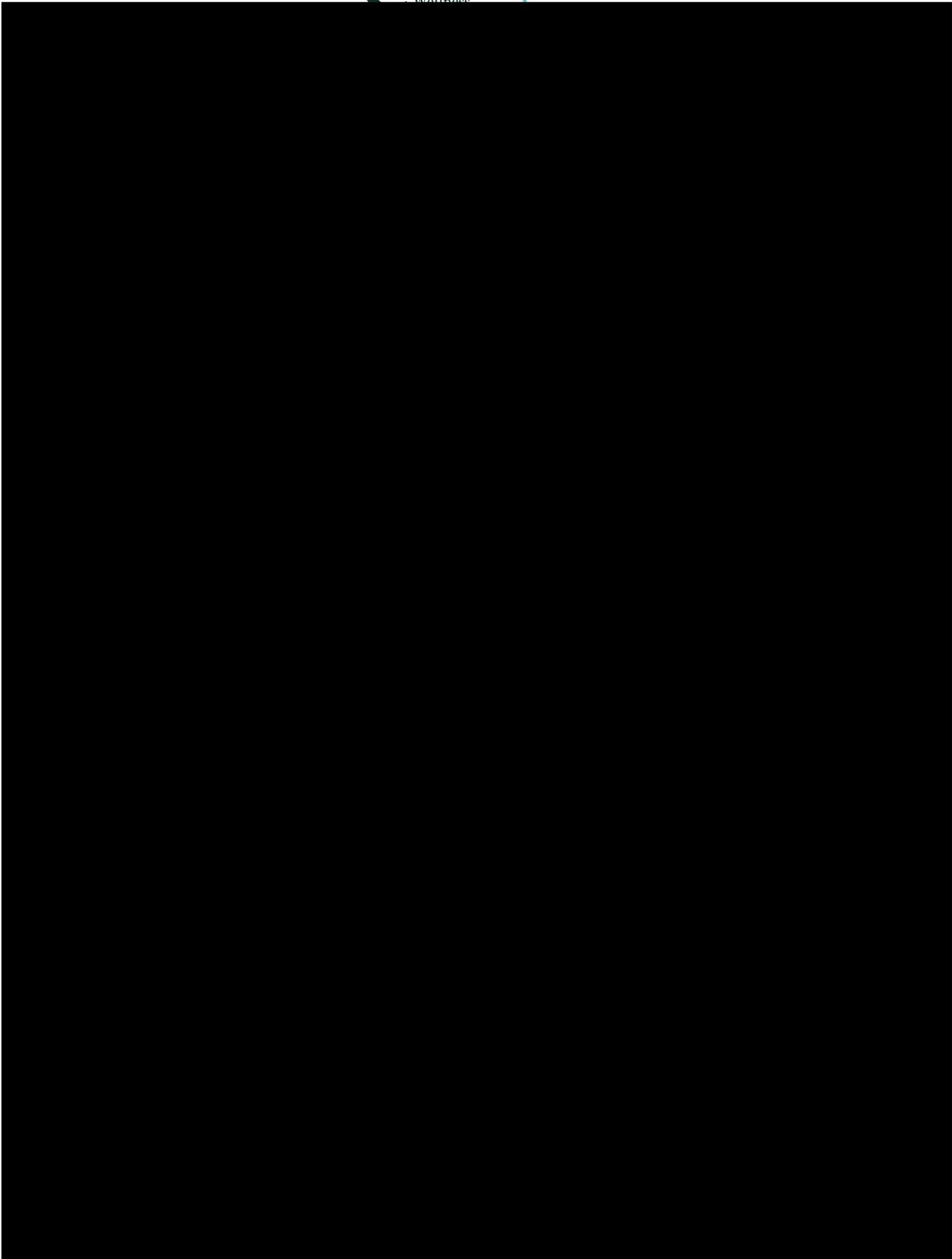


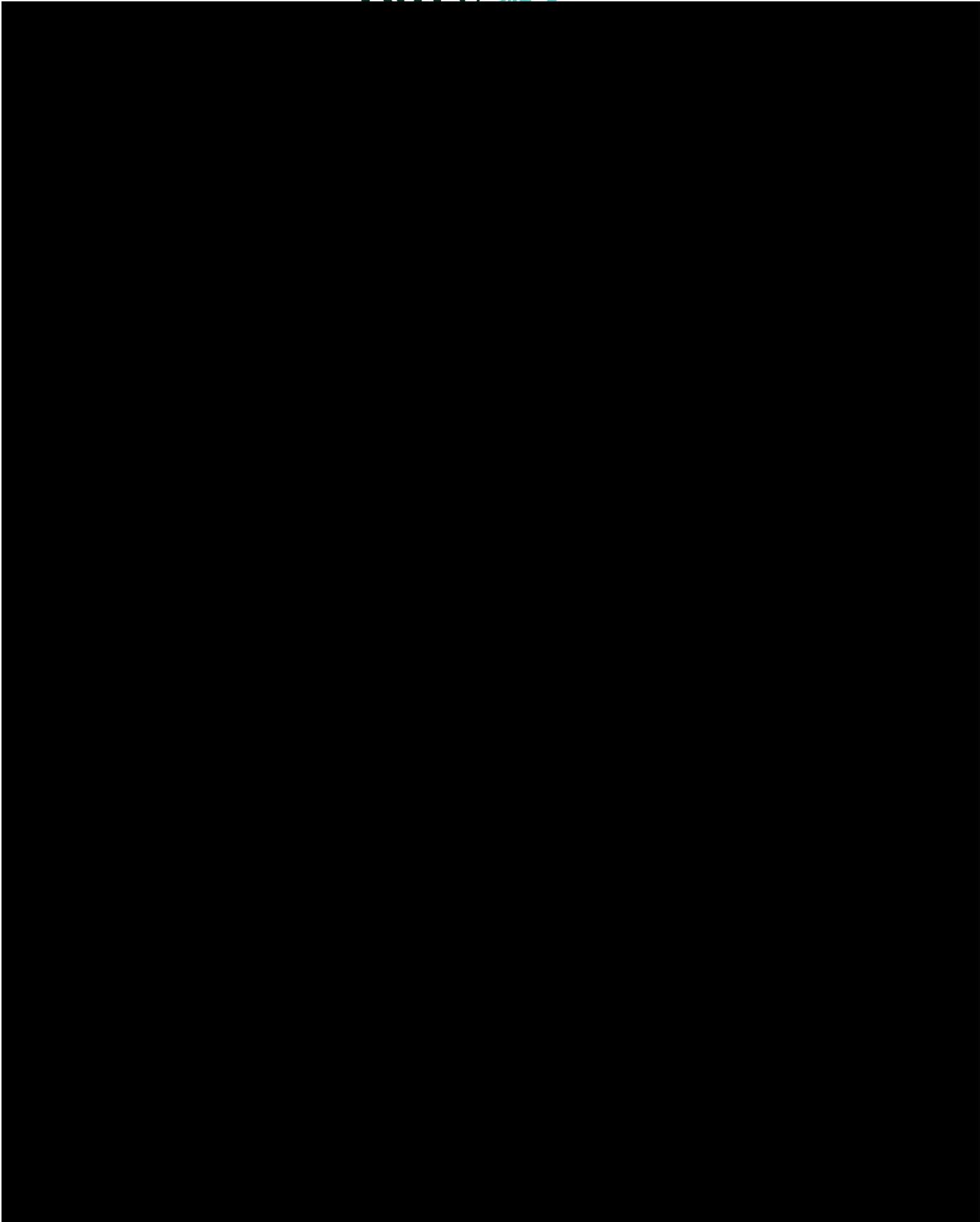


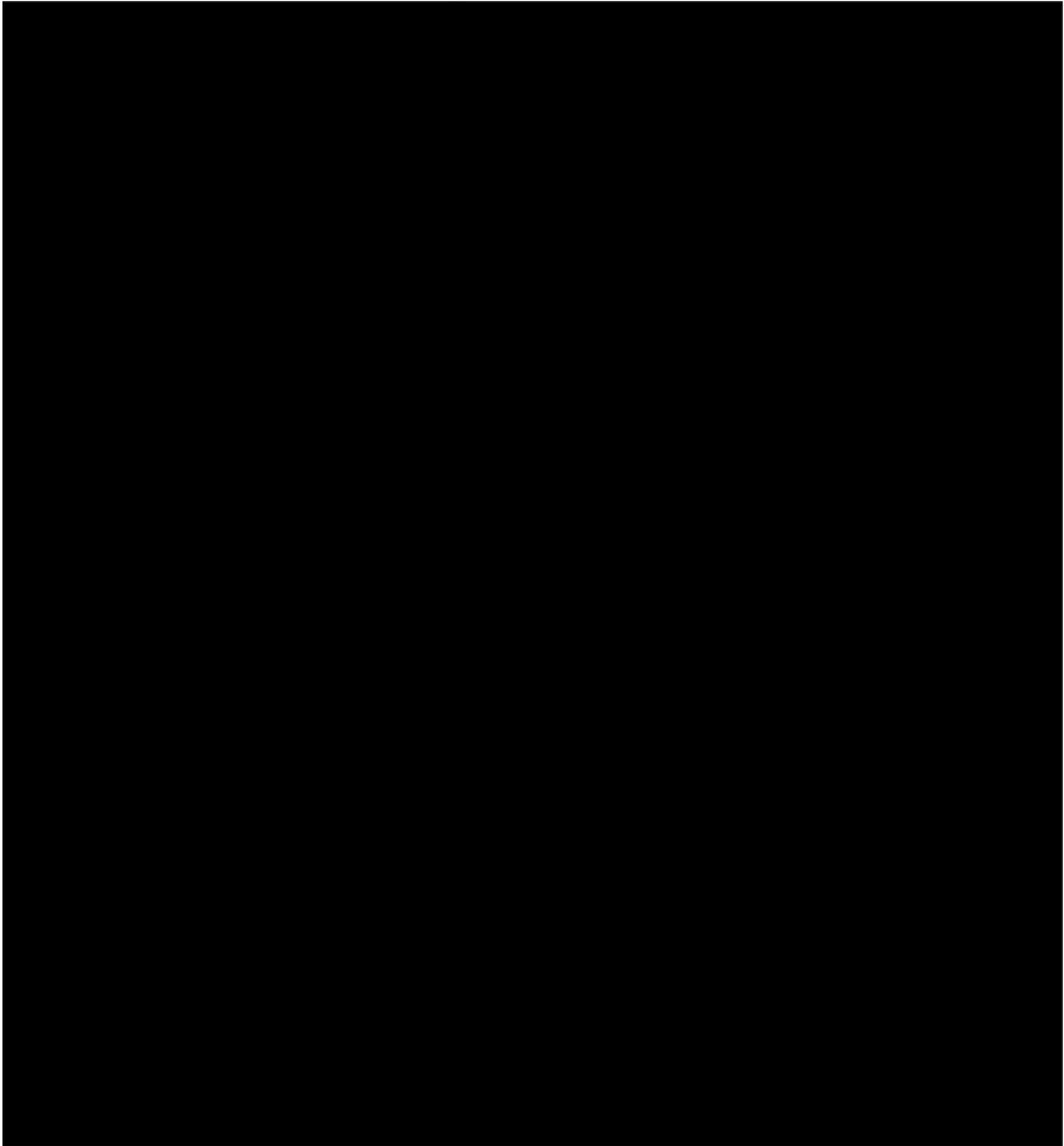


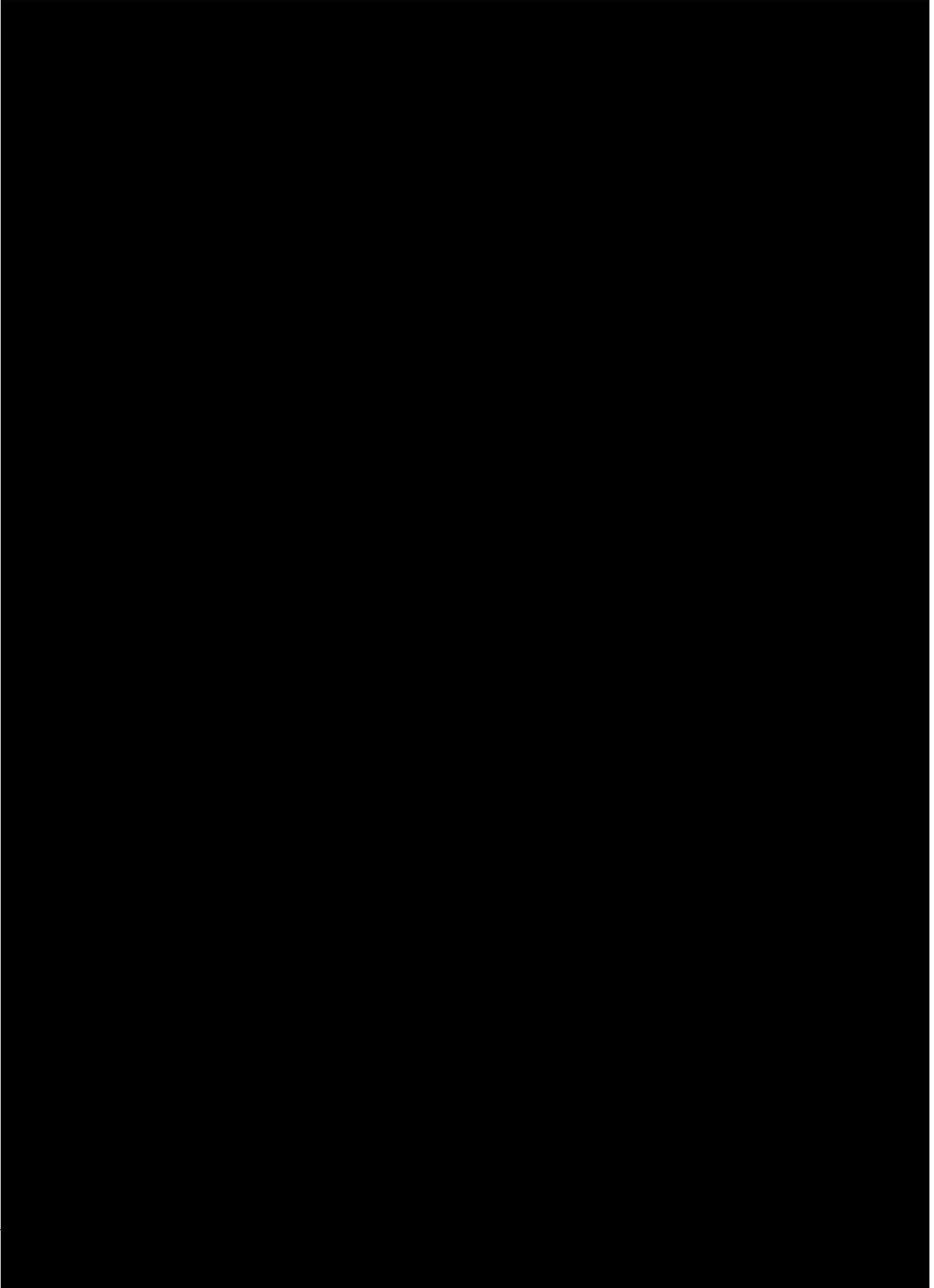


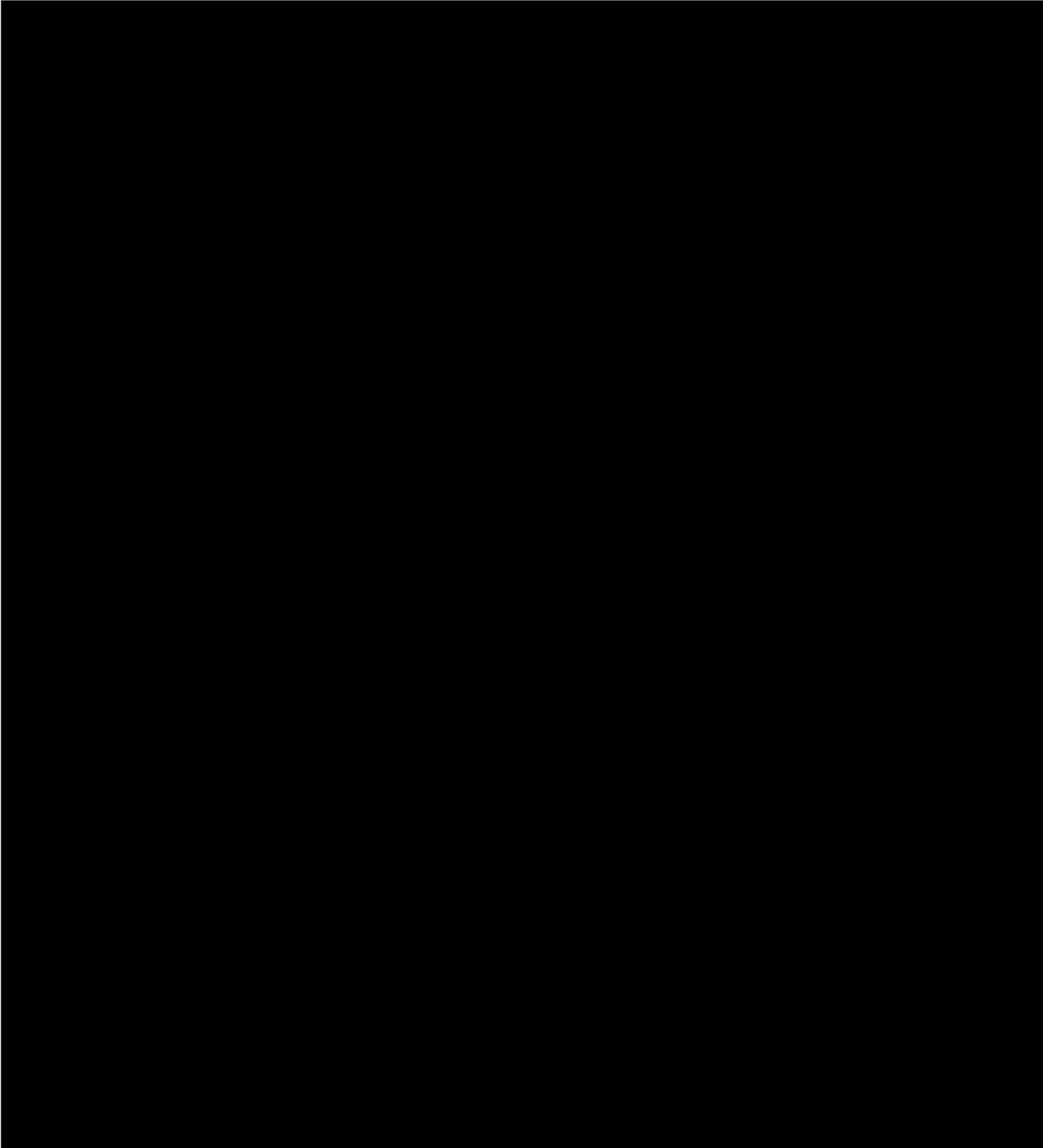














## Section D: Qualifications of Owners

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

***Owner: Russell Green***

Hello Everyone, my name is Russell Green, I am the sole owner and founder of Kure Wellness, Inc., and now Kure Wellness, SPC, which is seeking a permit to operate a cannabis retail facility and microbusiness in Healdsburg.

I was born and raised in Willits, California, and lived there my whole life except for a couple years in college. I compiled this application myself, with the help of Kure's entire staff while they served customers that walk in the door, and by our longtime legal counsel at the Law Offices of Omar Figueroa. Healdsburg is in our natural expansion territory and is a distance from my current home that could be reasonably commuted. Thank you for your consideration and taking the time to get to know us, what we are all about, and why we think we are one of the two best and most deserving companies to operate a cannabis retail storefront in the Healdsburg community.

I've successfully operated a legal retail cannabis business through many regulation changes, from Prop 215 to SB 420 to Prop 64, from MMPA to MMRSA to MCRSA to MAUCRSA and seemingly additional iterations every 6 months after that. Kure Wellness was founded in 2015 as a medical collective and I have been its CEO and sole owner since I founded it, a total of almost 8 years. Our original store was permitted in December of 2017, and we were issued the first microbusiness in Mendocino County. As you may know, the microbusiness license can include multiple use types of cultivation (though not in Healdsburg), distribution, manufacturing, and retail. At one point or another I have personally overseen every aspect of all of these licensed uses.

Previous to my cannabis business experience, I grew up around family businesses and have witnessed the trials and tribulations of business ownership including inventory management, personnel management, sales, accounting, taxes, and the legal environment in business and in dealing with permit processes. My family has been and is currently involved in non-cannabis businesses and has made teaching me a priority. Specifically, I got my introduction to work at my dad's commercial tire retreading and service business, and had my own candy and soda vending machines in the lobby. I answered phones, did data entry, communicated with employees, ran custom accounting and specialty business software. In 1993 we started into real estate development on an adjacent property to the tire shop location. It



was at this point I learned construction and project management which has proven to be very useful when it came time to run the initial opening of Kure and managing the real estate on which we operate.

I founded Kure Wellness (which is often referred to simply as “Kure”) in 2015 when I read in the upcoming regulation drafts that in order to be eligible to all the licenses you would need for a vertical integration, you would need a “storefront dispensary” that existed prior to 7-1-15. In addition to this I read a grand jury report that said you could open up a dispensary in unincorporated Mendocino County with a mere traditional business license. There were already three stores operating this way in Mendocino at the time, so I figured I'd try it and see what happened, and I successfully opened the fourth.

Since opening Kure, I have gained a lot of operational and security experience relating to the strict camera surveillance and access systems required by California State law. Also there is inventory management required by the State of California due to the highly regulated nature of the cannabis business and the complexities of calculations for taxes, among other things. I applied for 3rd party METRC certified integrator status which I was granted in 2018.

Since I can read most code HTML, C++, Java, JS, Visual Basic, Python and CSS I've also programmed some ladder logic with Click and Siemens brand PLC's. I've built a kubernetes cluster, which is a method to operate a program distributed over multiple computers and network environments. In effect, what most people know as the “Cloud” I consider to be a kubernetes cluster. As we may have included in other areas in this application, I have personally been involved in designing, engineering, troubleshooting, and polishing our in house custom software solution. This special set of skills allows me to make any and all changes required to remain legal in the everchanging cannabis industry and has given me the information to fulfill bank and government requirements for legal banking. I am adept at almost anything relating to electronics and computing. In fact, I originally went to college for computer science.

I am knowledgeable about the most common OSHA violations, and I have completed the 30-Hour training for an OSHA general industry safety and health. At one of my Kure business locations I endured a fire from a faulty A/C installed by a 3rd party licensed contractor at the worst possible time...right at the beginning of legalization in March 2018. From this I gained a vast amount of experience on actually filing an insurance claim and getting the repair work done while keeping the retail business open. I've persevered through other setbacks including a water leak that I didn't catch in my field for a month due to the house being vacant and then having to pay the city some \$14,000 in water charges. This experience gave me the keen eye to watch expenses and potential liabilities company wide. I am also knowledgeable about the risk of scams, which can be devastating to employees or business.

I have also operated through COVID-19 and entirely pivoted from retail storefronts to a delivery model, as well as hybrids thereof. I have experienced pre-METRC inventory losses due



to the fact that the product wouldn't be compliant after a deadline which again has helped me to hone my skills with inventory and cash flow management. I've dealt with the laws stating that there were going to be two completely separate supply lines for Medical and Recreational use. I've dealt with dual track and trace systems, and the Mendocino County one was not functional.

I've also hosted and sponsored events. One marketing event I hosted was the "Kure Mendocino Invitational" to judge and showcase flower from 28 different local producers in a judges box where each box purchaser got to vote for the best in the box. The point of this event was to grow a local distribution chain, showcase local growers and products, and give cultivators and customers a way to interact. I have done enough projects to know the difference between building occupancy rating and parcel zoning, which allows me to do my own research and analysis of viable and best locations for a project, like this one, without incurring additional expenses that might not be necessary.

Below are some of my additional qualifications:

- Licensed by BSIS as Proprietary Security Employer
- Weighmaster License holder
- OSHA General Industry Training
- Verified 3rd party METRC software integrator
- Founder and CEO of Kure Wellness brand, in operation for 8 years now
- Founder and CEO of Apical Industries a small medical collective / grow dating back to 2006 now holds a 5K sqft light deprivation license and 10K sqft outdoor license
- Extensive experience in all Cultivation especially Indoor Hydroponics Cultivation
- Personally Owns and Operates 6 Licensed Cannabis Facilities and the real estate for both cultivation licenses and the Ukiah microbusiness location.
- Installed & maintain DCC-compliant surveillance and security at said facilities
- Head of Security and part owner at GlenMark Self Storage
- Family business Owns and Operates 18 unit Multifamily Apartment Complex and 750 self storage units

**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.**

***Owner: Russell Green***

I have studied the California statutes and regulations diligently, and completely read through them myself to the point where I know some different and special meanings of the words "delivery" and "transportation" when it comes to California cannabis law. I know the difference between a statute and a regulation. This knowledge allows me to guide the company



in a manner that avoids any conflict or non-compliance. This is evidenced by the fact that I've managed multiple licenses over a period of years successfully.

Cannabis packaging rules are an example of something that has changed many times over the past few years, but that Kure Wellness has been able to adapt to and conform to the new rules. The same goes with changes to state tax policies that we've had to implement at our stores. This is possible because our team stays on top of state laws and regulations, as well as industry best practices, and enlists the advice of competent legal professionals when necessary.

Over the past years, I've experienced all the failures associated with being in the cannabis industry. With Kure, I've bootstrapped the entire cannabis vertical operation, including writing our own software which we very significantly run Kure on today. I have personally founded Kure Wellness in 2015 and have been a solo founder and responsible for all aspects of the company, from inception to growth and lately, expansion. Kure Wellness now has 3 retail-only stores (Mendocino County - right outside Ukiah; Willits - in town; Lake County - near Kelseyville) and a microbusiness with a retail store and a consumption lounge (Mendocino County - near Lake Mendocino). We use no specialty cannabis software other than our own. We have done all this without taking on any debt or equity investors, which was not the easy path.

I personally Founded Apical Industries in 2006, which operated as a medical cannabis collective in accordance with Prop. 215 and SB 420, and was first licensed for medical cannabis cultivation by the Mendocino County Sheriff's Office for their "9.31 program" in the pre-Prop-64 era and later licensed by the County for adult use in 2018 following statewide adult use legalization. I did extensive work in controlled greenhouse environments and indoor grow room automation. I've probably cultivated with every common method there is and specialized my research in organic hydro / hydroponics which is a really difficult thing to achieve (unachievable some would argue due to the somewhat unnatural environment). These skills and knowledge of the raw product puts me at a unique advantage when purchasing directly from local farms as we choose to do as a first supplier.

The Kure wiki website that I built stores all of our current company policies, enabling any employee to quickly access the policy or request changes and view a live, up-to-date version online. Additionally, we maintain "To Do" lists on our wiki categorized by employee and store, along with a list of expiring dates and other useful information. This collaborative approach helps us establish consistent policies across all our stores effectively, and to avoid having to repeat work unnecessarily.

For ID verification we use specialized software called TokenWorks, Axis camera systems for surveillance, and Synology for NAS. Our software systems help us stay compliant with the law by flagging potential orders that could exceed state-mandated limits and maintaining extensive customer records. We also educate our employees on the proper procedures,



emphasizing the importance of being excellent to everyone. Employees and store phones are part of a group chat, allowing easy communication and technical support with our contract developer. While the development process may be frustrating at times due to feature creep and changing regulations, our close communication with the developer helps us adapt.

### ***Kure Wellness***

At Kure, we firmly believe that education is the key to a responsible and informed approach to cannabis consumption. Our team of experts is deeply committed to providing our customers with accurate, up-to-date information about the diverse benefits of cannabis. We recognize that each individual's needs are unique, and cannabis can play a vital role in addressing various health concerns. Through workshops, seminars, and online resources, we aim to empower our customers with knowledge about different cannabis strains, consumption methods, and dosages. By understanding the various cannabinoids and terpenes present in cannabis, consumers can make informed decisions and find products that best suit their requirements. In addition to educating our customers, we also collaborate with healthcare professionals and researchers to promote evidence-based practices in cannabis use. We actively engage in partnerships with medical institutions and universities to support ongoing research into the therapeutic potential of cannabis for various medical conditions. Our educational efforts extend beyond just our customers; we are dedicated to promoting a broader understanding of cannabis within the Healdsburg community. We actively participate in local events, community gatherings, and forums to spread awareness and dispel misconceptions about cannabis.

Long before CBD became a trend, Kure was already committed to cultivating and providing high-quality CBD products to those in need. Witnessing the struggles of families who had exhausted conventional medical options, we recognized the potential of CBD in offering relief and hope. Our early engagement in CBD cultivation was driven by a deep sense of compassion for patients and their families. Over the years, we have honed our expertise in the cultivation, extraction, and formulation of CBD products to ensure they meet the highest quality standards. Our dedication to consistent product quality and transparency sets us apart as a trustworthy source for CBD solutions. We have witnessed firsthand the transformative impact that CBD can have on patients with various medical conditions, such as chronic pain, epilepsy, anxiety, and more. As we integrate ourselves into Healdsburg, we are committed to continuing this legacy of compassion and helping local residents find potential relief and improved well-being through our CBD offerings.

The taboo surrounding cannabis has been a significant obstacle for decades, preventing many individuals, especially older generations, from exploring its potential benefits. At Kure, we take pride in being agents of change, breaking these stereotypes and fostering a more inclusive and open-minded community. Through engaging outreach programs modeled on industry best practices, we have successfully educated individuals from all age groups about the therapeutic



applications of cannabis. Seniors, who often face health challenges associated with aging, have been particularly receptive to our approach. By offering educational sessions tailored to the concerns of older adults, we have shown them that cannabis can be a viable option for enhancing their quality of life. Our efforts have not only impacted the older generation but also younger individuals who may have been influenced by negative stereotypes about cannabis. We have created a bridge of understanding, showing how cannabis can be used responsibly and safely, allowing individuals to benefit without experiencing any psychoactive effects. As we establish ourselves in Healdsburg, we will continue to invest in educational initiatives that promote a positive perception of cannabis and demonstrate its potential to enhance the well-being of all members of the community.

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

***Owner: Russell Green***

If Kure Wellness is awarded a permit, I plan to commute personally to Healdsburg and work every week day onsite, managing the store and hiring employees, until I feel the store has reached cruising altitude; then I'll step back and make room for our new Healdsburg hires and existing senior staff to take over. If the sales of this store meet projections then it's likely we will have more employees at this one facility than anywhere else and so I'd be naturally vested and it would be most effective for me to spend time there over other facilities.

Someday I hope to enjoy Kure Wellness' Healdsburg store as a critical customer more so than the manager. I am happy to step out of the way to make opportunities for qualified local employees. I will probably always be involved in management decisions and setting policy, and the administration and compliance will likely be done centrally but, as far as floor managers, we will likely find people better suited than myself.

**Additional information related to owner qualifications.**

Please see the Appendix for additional information related to the qualifications of Russell Green to be an owner of a cannabis retail business in Healdsburg, and the qualifications of Kure Wellness to be that business. The materials in the Appendix shall be treated as though incorporated into this Section D.



## Section E: Neighborhood Compatibility

**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.**

Kure Wellness will be a good neighbor, which we know plenty about given that we've experienced difficult ones over the years. Our main goal is to be helpful and contribute positively to people's wellness – after all, it's in our name! We strive to not cause any trouble or make anyone unhappy, and so far, the feedback about our stores has been positive. Once, in the past, we had a neighbor who reached out to us about the grass being too high, and we promptly addressed the issue. If any reasonable concerns arise, we will listen carefully to the community and be prompt and respectful in addressing them.

Our aim is to integrate well with the existing businesses and be a beneficial presence both financially and socially. We prioritize adhering to the law, and our on-site security ensures that all rules are followed diligently. Our employees are trained to respond in accordance with the law and maintain a responsible and respectful approach. We recognize the importance of collaboration among businesses to create a peaceful and flourishing environment for the public. We are team players and have experience in building destination businesses, even attracting customers off the highway and turning skeptics into supporters. Thus, we will regularly engage in dialogue with our neighbors to see if they have any concerns so they can be proactively addressed before becoming a larger issue.

Our track record shows that we are very considerate to the community in how we act swiftly and efficiently to complaints and concerns from residents, businesses, customers, and the public. This is in addition to the preemptive measures we take to avoid such concerns in the first place, such as ensuring that an appropriate odor control system is used and designing the floorplan of the facility with accessibility in mind.

Some other examples of the proactive steps we will take to avoid negative impacts on the surrounding area include:

- Adequate security lighting will be provided for safety purposes.
- Lighting will be shielded and downward-facing to reduce glare and light spillage, per Dark Sky International recommendations.



- Odor control measures will meet industry standards and regulatory requirements, through the use of appropriate filtration systems and air pressure control.
- Trash and recycling bins will be readily available, and Kure employees will monitor the property for any trash or recycling left by patrons or other members of the public.
- A sufficient number of vehicle and bicycle parking spaces will be available to Kure patrons, and it will be easily accessible by public transportation and walking. Kure will encourage public transportation, walking, bicycling, and other sustainable methods of transit to reduce overall vehicle traffic. Kure will ensure that any complaints about traffic are investigated, and that any legitimate complaints are handled promptly and appropriately.
- Consumption of cannabis, alcohol, or illegal drugs on the property is strictly prohibited. We will post signage inside and outside the facility reminding patrons and the public of this, and will promptly remove anyone from the premises who violates this rule.

Kure employees will use a complaint form similar to the one shown below to record any complaints related to noise, light, odor, public consumption, loitering, littering, and vehicle and pedestrian traffic; as well as the response taken, and any follow-up measures. Responses will be tailored to the specific complaint and situation, and developed by or in consultation with the Store Manager.

We will also offer a way for customers and the public to provide feedback, via a webform and/or a comment box located in the store. We will read these comments regularly to see if there are any complaints related to noise, light, odor, public consumption, loitering, littering, or vehicle and pedestrian traffic. If so, we will follow our standard procedure for dealing with that particular type of complaint.



**COMPLAINT INVESTIGATION REPORT**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Employee Receiving Complaint: \_\_\_\_\_

Employee Responding to Complaint: \_\_\_\_\_

Name of Person Making Complaint: \_\_\_\_\_

Type of Complaint:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Noise              | <input type="checkbox"/> Loitering |
| <input type="checkbox"/> Light              | <input type="checkbox"/> Littering |
| <input type="checkbox"/> Odor               | <input type="checkbox"/> Traffic   |
| <input type="checkbox"/> Public Consumption | <input type="checkbox"/> Other     |

Complaint Details: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Investigation Details: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Response: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Supervisor Notified: \_\_\_\_\_



**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.**

### ***Signage***

In accordance with HMC §20.20.095(B)(7)(p), a sign no less than 8' x 10' will be posted in a conspicuous place inside the facility that says: "All visitors to this premises must be at least 21 years of age, or, at least 18 years of age and able to show a government issued medical cannabis ID card in accordance with California Health and Safety Code Section 11362.7 *et seq.*"

### ***Avoiding Advertising to Children***

Kure Wellness will not conduct any advertising targeting children, nor will we sell products that are attractive to children. Regular assessments of all our marketing materials and products will be done to ensure compliance with this requirement.

### ***Ensuring Proper Packaging***

We will ensure that all cannabis products sold comply with state packaging requirements, which are designed to limit access by children. Inventory will be checked for packaging compliance upon receipt from a distributor, and again when assembling an order for a retail customer.

### ***Age Verification Protocols***

Below please find our Age Verification SOP. Everyone that enters the store is subject to this policy and we verify on cameras that our staff is consistently following it. Also our POS needs the ID scan to link the customer to the sale.

#### **Age Verification SOP**

Version: 3-15-2023

Roles Affected: Budtenders, Managers, Security, Manufacturers

Timing: Upon arrival of every customer

*Procedure: Adult Use*

- Greet customer(s) while grabbing ID Scanner
- If scanner is on main menu, chose "ID SCANNER" in the redbox to activate



- Ask customer for identification
- According to the DCC acceptable forms of identification are: Government issued photo ID card (ie. tribal ID, drivers license, ID card, passport, military photo ID)
- All forms of identification must be up to date and NOT expired
- If an expired ID is presented, customer must have a DMV copy of new ID
- Hold scanner 3-5 inches away from ID and scan the barcode on the back
- Make sure the information on the scanner matches the information on the ID and the picture matches the person in front of you
- When age is verified, hand the customer back their ID and invite them to the sales floor

*Procedure: Medical Use*

- Greet customer(s) while grabbing ID Scanner
- If scanner is on main menu, chose "ID SCANNER" in the redbox to activate
- Ask customer for identification
- According to the DCC acceptable forms of identification are: Government issued photo ID card (tribal ID, drivers license, ID card, passport, military photo ID)
- All forms of identification must be up to date and NOT expired
- If an expired ID is presented, customer must have a DMV copy of new ID
- Hold scanner 3-5 inches away from ID and scan the barcode on the back
- When age is alerted, ask for a California State-Issued Medical card, or if they only have a doctor's recommendation, ask for that
- Make sure the information on both cards match, the scanner matches the information on the ID, and the picture matches the person in front of you
- Take a copy of the Government-issued ID card and the medical card
- Create the customer a medical patient account
- See separate SOP on how to create an account

Our ID Scanner has multiple alerts to listen for:

- Birthday Jingle = It is the Guest's birthday! Wish them a happy day!
- Three lower tone beeps = Guest has been to another (or the same) KURE location in the last 8 hours. Thank them!
- Four higher tone beeps = Guest is under 21 years old, need to VERIFY MEDICAL ID and that they are at least 18 years old.

**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.**



## The Kure Connection to Healdsburg

Kure's owner and founder, Russell Green, has strong connections to the Healdsburg community. His family initially settled in the Healdsburg area when his great, great, great grandfather, Dr. John Starr Cummins, a physician and farmer, moved there in 1870. His great grandfather, Russell Cummins, whom he is named after, was born in Healdsburg in 1884, graduated from Stanford University, and was the Mendocino County surveyor in the 1940's. Russell still has cousins that live in Healdsburg.

1870 United States Federal Census for Jno S Cummings  
California > Sonoma > Mendocino

Number	Dwelling Number	Family Number	Surname	Given Name	Age	Birth Year	Gender	Race	Occupation	Real Estate Value	Personal Estate Value	Birthplace
25	210	210	Cummings	Jno S	57	1813	Male	White	Farmer	9000	1500	Pennsylvania
26			Cummings	Abagil	60	1810	Female	White	Keeping House			Ohio
27			Cummings	John M	30	1840	Male	White	At Home			Ohio
28			Cummings	Anna	20		Female	White	At Home			Missouri
29			Cummings	George	24		Male	White	At Home			Ohio
30			Cummings	David	30		Male	White	At Home			Ohio
31			Cummings	William	44		Male	White	Laborer			Ohio

**Dr. John Starr Cummins, Healdsburg resident in 1870**

Kure owner Russell Green has fond personal memories of and connections to Healdsburg, as he describes below:

“My early experiences in the area centered around wrestling, when my family would make a weekend out of attending my wrestling tournaments in Healdsburg. We would stay in local hotels and enjoy dinners at various restaurants in town. I cherish my passion for food and I continue to enjoy many delightful culinary experiences in Healdsburg including at Dry Creek Kitchen, KINsmoke, and one of my favorite restaurants in the world, Willi's Wine Bar. My daughter has also taken an interest in wrestling, and we recently attended a tournament in Healdsburg continuing this tradition.

I have additional personal connections to the area, including a family friend who is a solar installer operating in Healdsburg and a friend who was a prior planner in the community. My family attends the annual Wine Country to the Rescue fundraiser that benefits Northern Sonoma County Firefighters, and we have won auction items that involved wine tasting and other experiences in Healdsburg and surrounding areas. We are also wine club members at the Walt/Baca winery where we often bring friends and



family members for tastings and enjoyment of the beautiful Westside Road area. We have even gotten to know some of the Walt employees personally.

I also follow various Facebook groups relating to Healdsburg. Interestingly, during a recent look at the online reviews of my current Kure Wellness stores, I noticed several positive reviews from Healdsburg residents, so I already have customers from Healdsburg that have made the drive up north to purchase cannabis products! If you are looking for someone who's truly local with local interests in mind, you'd be hard pressed to find someone more passionate and vested than I am."

We believe that Kure Wellness can provide Healdsburg with the "Kure" that it needs. Did you know that Mendocino County, one of the original counties of California, created in 1850 at the time of statehood, did not have a separate government until 1859 and was under the administration of Sonoma County prior to that? As one of Mendocino County's premiere and growing cannabis companies that is 100% locally owned and funded, we would love to reconnect the bond between our two counties and stock a large amount of local products.

### ***Identifying a Suitable Location***

Upon discovering the opportunity to apply for a lease in Healdsburg, we embarked on a journey to secure a suitable location. However, this proved to be a challenging task, as many landlords were hesitant to grant permission for cannabis use, despite our efforts to present forward-looking lease agreements. Their concerns were often unrelated to financial motivation, but rather a desire to avoid complications and potential headaches, though these were unlikely to arise in Kure Wellness' situation given our responsible approach to insurance and banking.

During the five-month search, we encountered various hurdles, such as unresponsive landlords and some who were unwilling to consider leasing their property for cannabis use. Convincing a landlord to accept a "maybe" tenant was indeed difficult and required an explanation of the stipulation of winning a top 2 position in the application process. Additional complications arose due to multiple applicants being allowed to use the same unit for the application, making it necessary to educate landlords about this arrangement. Being honest about the possibility of competing with other applicants and securing lease agreements contingent on obtaining permits and extension periods that align with the 3-year local license term required extensive efforts. This challenge was intensified by the apparent demand for rental properties in Healdsburg, with numerous interested parties seeking suitable spaces. In the end, our perseverance prevailed, and we ultimately found a location that we feel is a superior site for a cannabis dispensary and microbusiness.

Kure Wellness owner Russell Green was introduced to Ken Wilson, the owner of the property we've leased at 434 Hudson Street, through a Healdsburg-based company who was installing solar panels on the roof of our Willits store. Ken and his wife Diane started buying land



in western Dry Creek Valley in the early 1980s. We learned that Ken was willing to make the space available for us, and even split the large suite in half so that we didn't have too large of a rent burden when we were getting established. If we are granted a permit, we plan to open our business in this space inside the historic Old Roma Station building, and have our landlord's blessing.

### ***Neighborhood Description and Proposed Contributions to the Area***

We are thrilled about the opportunity to become an integral part of the Healdsburg community, and will contribute positively to the surrounding area and its diverse uses. Our business will be situated near downtown but not within the downtown core, and will enjoy close proximity to industrial, commercial, and mixed-use establishments, as well as recreational facilities. Additionally, the area houses numerous wineries, packaging and distribution facilities, as well as tasting rooms, creating a dynamic and vibrant neighborhood. We are near the future Healdsburg SMART train station, bicycle and pedestrian paths, Healdsburg Veterans Memorial Beach and the Russian River.

One of our primary goals is to maintain the historic character of our building while adhering to applicable design standards and development criteria. By doing so, we seek to preserve the charm and uniqueness of the area, enhancing its appeal to residents and visitors alike. Therefore, we are not proposing any changes to the exterior façade of the facility other than tasteful signage with our business name and logo, which will conform to all applicable requirements.

Furthermore, we understand the importance of safety in the community. [REDACTED]

[REDACTED] These cameras, monitored by our dedicated staff, help improve overall security, creating a safer environment for everyone in the vicinity. We are also behooved to have a clean and transparent operation. [REDACTED]

In our commitment to sustainability and convenience, we will install a bike rack and EV charging station, promoting eco-friendly transportation options. This aligns with our vision of being an environmentally responsible business, catering to the needs of area residents, visitors, and workers. Being near the future SMART train station, we are well-positioned to contribute to the area's accessibility and connectivity. We anticipate that our business will attract a diverse clientele, thereby serving as a destination that anchors the neighborhood. As patrons come to our retail cannabis store, they are likely to explore nearby storefronts, benefiting other local businesses through increased foot traffic.

A key aspect of our mission is to provide high-quality cannabis products at reasonable prices. We are sensitive to the concerns expressed by some locals regarding affordability amid



increasing tourism and new, more expensive establishments. Our aim is to ensure that our offerings are accessible to all members of the community. Moreover, we are excited about the potential for co-marketing with other Healdsburg businesses. By creating synergistic partnerships, we can enhance the overall appeal of the area and foster a sense of community among local establishments.

Our presence in the Healdsburg community will bring about numerous positive contributions. We will respect and preserve the area's heritage, enhance safety and security, promote sustainability, and provide affordable access to world class cannabis products. We are eager to embrace our role as a responsible and valuable member of the neighborhood, creating a space where residents, visitors, and workers can experience the best that Healdsburg has to offer.

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

At Kure Wellness, we are committed to minimizing the negative environmental impacts of our cannabis retail operation. To achieve this, we have implemented various strategies targeting greenhouse gas emissions, energy and water utilization, vehicle miles traveled, and excessive product packaging.

To address greenhouse gas emissions, we have implemented a comprehensive plan to reduce our carbon footprint. We are actively exploring the integration of renewable energy sources, such as solar power, to power our operations. By transitioning to clean energy, we aim to significantly lower our greenhouse gas emissions and contribute to a greener future for Healdsburg. We are actively exploring the integration of solar power to power our operations, striving to reduce our carbon footprint and reliance on non-renewable energy sources. Our Willits store has already installed a solar array which currently offsets a portion of our electrical power needs and lowers our carbon footprint. Our Lake Mendocino store currently has approval from PG&E and is awaiting solar installation by PurePower of Healdsburg. This solar project should offset our entire electrical use at that location. We're also proposing to install an EV charging station and a bike rack in the parking lot.

Furthermore, we are committed to optimizing our water utilization within the facility. Through careful monitoring and efficient irrigation practices, we seek to minimize water wastage and ensure responsible water consumption. By implementing water-saving technologies such as low-flow fixtures and promoting water conservation awareness among our staff and customers, we hope to make a meaningful impact on our local water resources.



To encourage environmentally conscious commuting, we aim to employ local Healdsburg residents and promote walking, biking, taking public transit, or carpooling as alternative transportation options for our employees, thereby reducing vehicle miles traveled. As mentioned elsewhere in this application, we plan to install a bike rack in the parking lot, and our site is in close proximity to bike routes and walking/biking trails.

We have made the switch to biodegradable bags for all products leaving the store, reducing single-use plastic waste and its impact on the environment. Moreover, we plan to offer branded reusable bags to customers and incentivize eco-friendly practices by providing a 5% discount to those who bring in their Kure bags for carrying out their purchases. We are actively working with our suppliers to promote eco-friendly packaging solutions. Our goal is to encourage the use of minimal and recyclable packaging materials while ensuring the quality and safety of our products. By partnering with like-minded vendors and advocating for sustainable packaging practices, we aim to minimize waste and contribute to a more circular economy.

Within our store, we are implementing a "Packaging Awareness Campaign" to educate our customers about the importance of reducing packaging waste. We encourage shoppers to opt for products with eco-friendly packaging options and emphasize the benefits of choosing products with minimal environmental impact. Additionally, within our store, we are committed to using refurbished or recycled materials for in-store displays and decor. This approach not only reduces waste but also contributes to a unique and eco-friendly shopping experience for our customers.

By adopting these measures, Kure Wellness is taking proactive steps to be a responsible and sustainable cannabis retailer, mindful of the impact our business has on the environment. We firmly believe that small changes can make a significant difference, and we are committed to playing our part in building a greener and more sustainable future for Healdsburg and beyond.



## Section F: Community Benefits and Equity Plan

**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”).**

At Kure Wellness, our dedication to the local community goes beyond providing exceptional products and services. We firmly believe in actively contributing to the well-being of the neighborhoods we serve. Through our unwavering commitment, we aim to directly aid, participate in, and fund local community-based activities, benefiting various non-profits, civic organizations, social services organizations, and other community-based initiatives.

The applicant entity, Kure Healdsburg SPC dba Kure Wellness, is organized as a Social Purpose Corporation. This flexible type of entity structure, unique to California and a few other states, will allow the business to pursue community-oriented goals that might not maximize profit but which will maximize the positive impact on the neighborhood, the environment, the business’ workers, and the city overall. Specifically, the corporation’s enumerated special purpose is: “Providing high-quality products to the Sonoma County community, and enhancing the quality of life of our employees and customers.” This special purpose was designed specifically with this proposed cannabis facility in mind.

One of the many ways we demonstrate our commitment to making a positive local impact is by offering our employees an incredible opportunity to make a difference. Each of our team members receives 12 hours of paid time off per quarter, which totals up to 48 paid hours annually, to engage in local community activities. This empowering initiative allows our staff to actively participate in events, lend a helping hand to non-profits, and contribute to causes that matter to our community.

We firmly believe in the power of collective efforts. By coming together to volunteer, we can create a positive impact on the lives of those around us. Our employees are encouraged to participate in a wide range of activities, from environmental initiatives like cleaning up local areas to engaging in events hosted by the city. We understand that time is precious, and that's why we've ensured that these volunteer hours are compensated, valuing the dedication of our team members in giving back.

In addition, we intend to support local nonprofit organizations and community groups that are working to improve the quality of life for people in Healdsburg. At our other locations, we’ve helped organize fundraisers in the past for fire victims, and have served as a drop-off site for



food and toy drives. We are open to this in Healdsburg as well. Another idea we are open to is running promotions where a certain percentage of sales from select products is donated to a local community group. Furthermore, we're happy to host, organize, and/or sponsor events that benefit Healdsburg charities and the community. In the past we organized an event to celebrate small farmers (the Kure Mendocino Invitational). If selected for a permit, we also intend to join the Healdsburg Chamber of Commerce and become active members of the business community there.

Kure's owner Russell Green has donated to many causes and organizations in and around Mendocino County where we originated, a tradition which he hopes to continue in Healdsburg. Below is a list of some significant donations (\$5,000+) that he's made to support the community:

- Willits SkatePark
- Willits Dog Park
- Howard Memorial Hospital
- Willits Rotary
- Little Lake Firefighters
- Willits Boosters
- Willits Grappling Pack Wrestling Team
- Willits Senior Center
- Willits Airport
- Roots of Motive Power
- Willits Frontier Days
- Willits Police Activity League
- Northern Sonoma County Firefighters
- Mendocino Cancer Resource Center
- Mendocino Fair Junior Livestock Auction
- Ukiah's Sundays in the Park Concert Series
- Humane Society for Inland Mendocino County
- Mendocino County Sheriff Department
- Mendocino County Public Schools
- Mendocino Coast Hospital
- Lake County Fair Junior Livestock Auction

Additionally, with respect to initiatives that benefit communities and promote equity within the cannabis industry, we intend to participate in compassion programs in order to legally donate free cannabis to patients who can't afford their medicine, and also to carry Equity Trade Certified® products and other cannabis goods made by equity businesses. We will also seek to carry products that are O-Cal Certified, which is the closest that cannabis products can currently get to receiving an "organic" designation.



Through our involvement in local community-based activities, we not only benefit worthy causes but also strengthen our reputation as a socially responsible organization. We take pride in supporting our community and fostering positive change. By investing in these initiatives, we aspire to be a force for good in the areas where we operate. As we look to the future, we are committed to continuing our efforts and making a lasting impact. At Kure Wellness, we firmly believe that together, we can create positive change and leave a meaningful and enduring legacy in the lives of those within our community.



We intend to carry products bearing these and other socially- and environmentally- conscious certifications.

**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.**

In the cannabis industry, it is essential to offer competitive wages to attract the best talent. At our company, we understand the importance of attracting employees who are passionate about the industry and committed to providing exceptional service to our customers. We are very proud to offer our Budtenders, Security personnel, and Managers a highly competitive wage starting at \$19 per hour DOE, with the added incentive of tips and a cell phone stipend. This has proven to keep morale high, and in turn keeps the employees showing up to the shifts on time and without complaints. We normally promote from within, and have an ultimate goal of getting our employees to \$25/H+ which is what we consider to be a livable wage.

Employees play a crucial role in any business, as they are the key point of contact between customers and our products. Our starting wage of \$19 per hour DOE ensures that we are attracting highly skilled and knowledgeable individuals who are passionate about the industry and helping our customers find the right products to meet their needs. In addition to their base pay, our Budtenders have the opportunity to earn tips, which provides them with an added incentive to provide exceptional service to our customers.our They also receive a cell phone stipend, which helps offset the costs associated with using their personal devices for work-related purposes.



Finally, our Managers play a vital role in overseeing our day-to-day operations and ensuring that our customers receive exceptional service. We currently pay our managers from \$20-25 per hour depending on how significantly they are running the store, and if we won this application I would hope to afford paying them much more to recognize their important contributions to our business. Like our Budtenders and Security personnel, our Managers also receive a cell phone stipend, allowing them to stay connected and responsive to the needs of our customers and employees. We strive to provide our employees with a supportive and rewarding work environment, ensuring that they are committed to providing exceptional service to our customers and driving the success of our business.

**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.**

Kure Wellness has always taken great pride in being able to provide our workers with reasonable, livable wages. It's not always a luxury we've had. In the early days of starting Kure, we were on a shoestring budget watching our competition carelessly deploy investor money while we did things like refurbishing a self storage auction van. If we are to be chosen for this application, we'll have the freedom to be able to provide better starting base pay for our employees. Being selected for this permit would also help us achieve our goal of offering health insurance and a 401K option to our employees.

Currently, we offer a number of other employee benefits. Employees may purchase dispensary products with a generous discount. Additionally, we offer some great opportunities for bonuses during the holiday season and at the beginning of each day, at each location, a gratuity jar is set out by the register and at the end of the day, tips are split evenly among the employees who worked that day. We would continue these benefits at the proposed Healdsburg dispensary.

Additionally, our goal for the Healdsburg location is to offer full benefits (including health insurance, a 401K, paid vacation, etc.), with the goal of paying employees a starting wage of \$25/hr or higher. We are also open to considering offering stock options in the future.

**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.**

As the cannabis industry continues to grow, the demand for qualified employees is also increasing. Kure recognizes the importance of investing in the local workforce. In an effort to provide job opportunities for Healdsburg residents, we have developed plans for local outreach



to fill open cannabis industry positions that will be available, should this application be approved, as well as other actions that will benefit the local workforce and employees.

One of the primary goals of Kure Wellness is to hire locally and spend locally. With this in mind, we plan to post job openings on social media and in our store or on the front of the store. Additionally, we have a specific email [hiring@kuremendocino.com](mailto:hiring@kuremendocino.com) that we always accept resumes and applications for review when we do a hiring round. We normally have our budtenders scout employees that they think have potential. We also plan to participate in city events as well when feasible and would be hoping to communicate with community members there too. Our owner Russell Green also personally follows several social media groups where the topic of discussion is Healdsburg, and has identified some potential employees there.

Kure Wellness recognizes the importance of training and education in the cannabis industry. For this reason, Kure Wellness plans to invest in its employees by offering a variety of training programs and on-the-job learning opportunities. Kure believes in promoting from within and these programs will be designed to provide employees with the tools they need to succeed in their role, as well as prepare them for potential career advancement within the company.

In addition to supporting the local community, Kure Wellness is committed to sustainability and environmental stewardship. Kure Wellness has a track record of caring about the environment, cleaning up graffiti, cleaning up garbage around where we operate, ensuring that our cultivation operations utilize sustainable practices. We live here, we want it to be as nice as possible, just like everyone else.

Ultimately, Kure Wellness recognizes the importance of investing in the local workforce and community. By providing job opportunities and supporting initiatives that align with its values, Kure Wellness hopes to contribute to the economic and social well-being of the City of Healdsburg and its residents. As the cannabis industry continues to grow, Kure Wellness looks forward to being a leading example of how cannabis companies can positively impact their local communities.

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

At Kure Wellness, we truly believe in being an active and caring member of our community. We are committed to making a difference and being a contributing force for good in the communities where we operate. Together, we can create positive change and leave a lasting impact on the lives of those around us, and hopefully have some fun while doing so.

We understand that being responsible goes beyond just providing great products and services. Each of our employees will be allowed up to 12 hours of paid time off per quarter,



which equals up to 48 paid hours per year to participate in local community activities. We believe in the power of collective efforts and want to make a positive impact together. Whether it's cleaning up trash around our microbusiness location or engaging in events hosted by the city, we want to contribute and make a difference. Encouraging our employees to participate in local community activities, and to give back and foster positive change, not only benefits worthwhile causes, but also strengthens Kure Wellness' reputation as a socially responsible organization.

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

Kure Wellness will purchase all of our supplies for the buildout and any equipment or products needed by preference from a local source, provided that price and quality are like-for-like. We already do this as a company and as a life and business philosophy. The idea behind this is if you keep the money circulating locally, that it does exactly that – it circulates locally, and can benefit the community and businesses downstream from your spending.

For example, we are happy to buy any construction supplies we need from Healdsburg lumber for our buildout. The owner went well out of his way to help us with our project and we appreciate that and would like to reciprocate. We tried to give them some design work related to this application, but they were too busy at the time to take on additional projects.

As far as cannabis products, we would prefer to have 50% or more of what we sell produced (grown or manufactured) in Sonoma County or a surrounding county. We are firm believers in both supporting local businesses, as well as showcasing the excellent cannabis goods produced in this region.



## Section G: Proposed Site Plan

### Existing Site

#### *Physical address*

434 Hudson Street, Healdsburg, CA, 95448

Zoning: Mixed Use

#### *Narrative description of the existing site, including building(s), parking spaces, driveways, pedestrian sidewalks/rights-of-way*

434 Hudson Street is part of the Old Roma Square complex. It is a north-facing street-side storefront with ample parking (approximately 42 spaces, including some handicapped parking spaces) on the west side of the building as well as available street parking on the north side. Ingress and egress for the public is down a wheelchair-accessible sidewalk and doorway. There is also a back door which leads to a shared hallway that ultimately opens out to the parking area; this will be used for ingress and egress by staff. A pedestrian sidewalk runs in front of the front entrance.

The building itself has a long and varied history dating back to the late 1800s, and our goal is to respect and preserve the rich historical characteristics of this site while repurposing it into a new yet complimentary use.



Fitch Mountain in the distance and Old Roma Square building in the center, c.1908.



The surrounding neighborhood contains mainly industrial and commercial uses, as well as part of the railroad corridor. There are no sensitive uses such as schools or parks in the immediate area. However, Healdsburg Veterans Memorial Beach is within walking distance on the other side of the bridge, making Kure Wellness the ideal location for a pre- or post-river shopping experience. We are aware that smoking is prohibited in County parks, and will post a reminder about responsible cannabis consumption at our facility.

***Photographs of the existing property and building(s)***



Exterior views of Old Roma Station buildings and parking lot shared with other tenants.



Exterior views of Hudson Street side of building with subject suite (#434) in the middle.

***Description of how the site is currently being used***

The building in which we've secured a location, which has a rich history dating back to the late 1800s, is currently being used by a variety of businesses, including as a bike rental company and several wine tasting rooms. The off-street parking lot is shared between all the units except one parking space. There is also ample street parking available in the vicinity. The unit in which we wish to operate, #434 Hudson Street, is currently vacant and ready to be fitted



for our use. The prior tenant, a design company, had pre-existing plans to relocate and moved on their own accord.

***Description of any businesses currently operating on the parcel (if any), and any parcels directly adjacent to the existing site.***

The previous occupant of the subject unit was Hudson Street Design; the storefront is currently vacant due to this business relocating. The unit is surrounded by many wine tasting rooms including Hudson Street Wineries Tasting Room, Hirsch Vineyards Tasting Room, The Drink (Wine Bar), Leo Steen Wines, Waterfront tasting room, as well as G&A business services and wine country bikes. Adjacent to the property is Fogbelt Station, a brewery and restaurant. Across the street, there is an art studio center. Train tracks run along the entire south side of the property, creating a physical barrier from other parcels to the south.

Given that potential patrons already exist in the area, and given that the site is within walking distance to downtown, public transportation, and Healdsburg Veterans Memorial Beach, the site is likely to succeed as well as to draw in new customers. This will benefit surrounding businesses as well as Kure Wellness.

**Proposed Site**

***Site plan, drawn to scale, of the proposed business showing perimeter fencing, driveways, streets, property lines, buildings, parking areas, and outdoor areas.***

A site plan is included below.



***Narrative description of proposed site improvements, including façade rehabilitation, building expansion, parking, landscaping, fencing, or other exterior site improvements***

The Old Roma Station is a mixed-use commercial and industrial development in the heart of Healdsburg's historic Wine District. Located at the corner of Front and Hudson streets, Old Roma Station has had a long and fascinating history of uses since the late 1800s. The first winery to occupy the building was the French-American Wine Company, which operated next to the railroad from 1903-1920.

To maintain the unique and existing nature of the building we are not proposing any changes other than to replace the existing sign with our business name and logo, and add an additional LED backlit or neon sign up to 3x3' in the window of the unit along with a generic type LED window "OPEN" sign. We will ensure that this lighted signage goes through the appropriate review and conforms to all applicable standards.

The parking lot for the Old Roma Station complex has approximately 42 parking spaces which are shared between building tenants. Per HMC §20.16.150, general retail uses such as a cannabis dispensary require a minimum of 1 off-street parking space per 300 sq. ft. of gross floor area, except for floor area devoted to storage and truck loading. The proposed suite has a gross floor area of approximately 1650 square feet, with approximately 150 square feet



dedicated to storage and truck loading; therefore, at least 5 off-street parking will be available for Kure Wellness patrons. The existing shared parking lot has more than enough space to accommodate this. Additionally, there is already a handicap parking spot in the lot close to the proposed dispensary entrance, but we are open to adding more handicapped spaces if needed.

In addition to the off-street parking available in the shared lot, we plan to install a bicycle parking rack along the Hudson Street side of the complex, as well as an Electric Vehicle (EV) charging station in the parking lot. These proposed elements will help reduce the environmental impact of the proposed dispensary as well as other businesses within the complex, as they will be available for patrons of all building tenants. We have spoken with the landlord who approves of, and is grateful for, our desire to add these eco-friendly communal features. Given that we are located on a bike corridor and given that the Healdsburg SMART station is slated to open within the next decade, in addition to the fact that there are few publicly accessible EV charging stations in the area, these elements will bring significant benefit not only to Kure Wellness but to the entire neighborhood.

We plan to build out a few rooms within our unit to separate the areas within the proposed dispensary, but none of these new walls will be load-bearing. As far as interior site improvements are concerned, other than the walls and some finishing, the changes will mainly consist of furniture. There is an existing HVAC system in the suite which has its own air handler and the air is recirculated within the unit so it won't contaminate neighboring suites or be circulated outside before being filtered. We may need to modify some ducting and upgrade the filter on the HVAC system for odor control purposes, but those should be minor changes.

***Visual depictions of the proposed exterior of the cannabis business.***

As mentioned, we do not plan to modify the exterior of the site in order preserve the building's character. Below is approximately how the front entrance to Kure Wellness' Healdsburg dispensary and microbusiness would look.



***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 establishment of a cannabis dispensary (with a microbusiness) at the proposed site would improve the public health, safety, welfare, environmental quality, and the overall quality of life in the surrounding area due to the added security and accessibility features that are proposed as well as due to the high-quality craft products that Kure Wellness will provide to its customers.

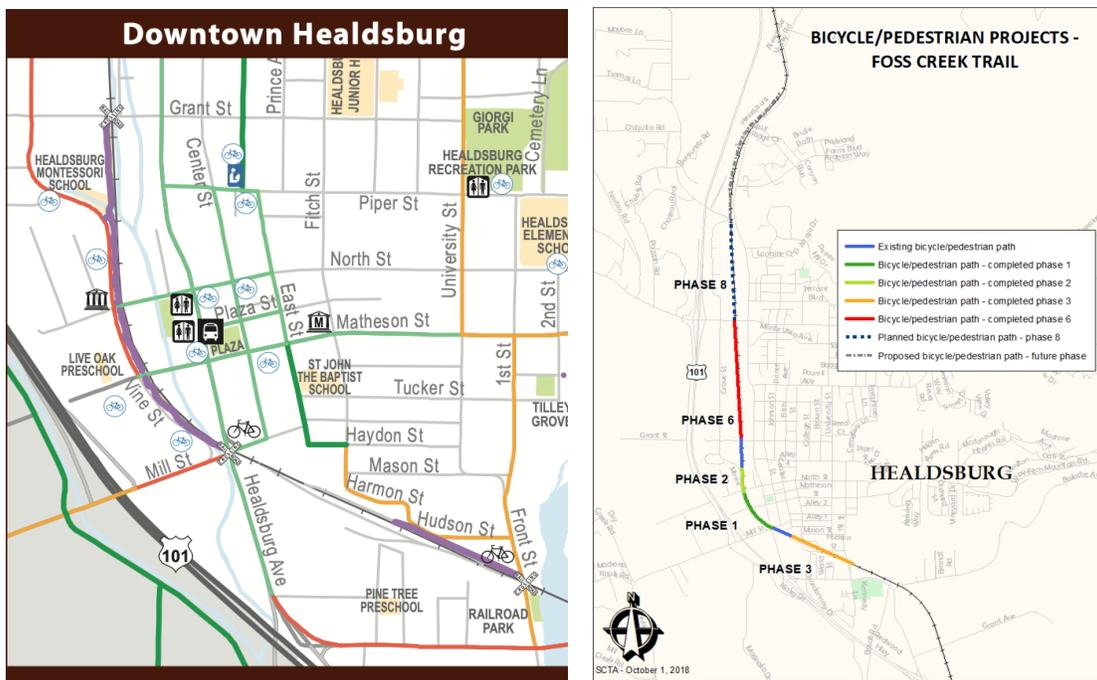
The proposed location is within the Central Healdsburg Avenue Area Plan, which is shown below and which consists primarily of industrial and mixed-use properties around the railroad tracks in the southern part of town. Kure Wellness' facility will comply with all applicable development standards for this area plan as well as the requirements for Mixed Use zoning in general.

With regards to the Central Healdsburg Avenue Area Plan, the proposed use is in line with several Guiding Principles, including but not limited to: P3 (Build on the Plan area's entrepreneurial and manufacturing legacy to create new employment), P4 (Foster a broad mix

of land uses), P5 (Balance resident-serving and visitor-serving uses), P7 (Make alternatives to the private automobile easy), and P10 (Foster sustainable neighborhood development).

In addition to being compatible with the specific area plan, the proposed use is in line with the City's General Plan, in particular Goal ED-A (Expand the commercial and industrial sectors of Healdsburg's economy to increase jobs, meet the needs of residents and visitors, and generate revenues that support city services). Kure Wellness will create employment opportunities, increase the city's tax revenue, and provide an important service to residents and visitors alike.

Furthermore, the proposed use will comply with applicable design guidelines to minimize any negative visual impact on the surrounding area. The subject suite is in a historic building with multiple tenants, so no exterior modifications are planned other than signage and security lights in order to preserve the characteristics of the site.



Maps showing bicycle and pedestrian routes in Healdsburg.

Regarding environmental considerations, we are committed to sustainability which is demonstrated by our proposal to install a bicycle rack and an electric vehicle charging station in the parking lot. We anticipate the bicycle rack will get a lot of use, given our proximity to bike corridors – both Hudson Street and Front Street (which our building is on the corner of) are recommended roadways for cyclists, and adjacent to our site is the Foss Creek Trail, which is a bicycle/pedestrian trail. In fact, one of the other building tenants is a bicycle shop. We are also located near public transportation, including bus stops and the future SMART train station.



Additionally, the site is within walking distance to downtown, the river, and several neighborhoods, so we encourage our staff and patrons to walk when possible (another benefit of our proximity to the Foss Creek Trail) and enjoy the beautiful surroundings.

We are mindful of the impact of our products and packaging. Our choice of a less congested location away from the downtown plaza reflects our commitment to responsible waste management and avoiding any association with littering issues. While we cannot control every customer's actions, we emphasize the importance of proper disposal and caring for the environment. To this end, we will make sure that trash and recycling receptacles are readily available to our patrons. We also take pride in providing a laid-back and secure atmosphere at our dispensary, making it a welcoming and comfortable environment for all.

At Kure Wellness, our journey in the cannabis industry is defined by compassion, education, and community. We embrace the unique advantages that Healdsburg offers, making it our mission to help customers obtain their medical cards and benefit from savings and higher purchase limits. Our core principles guide us in providing outstanding customer service, championing local products, offering competitive prices, and delivering personalized consultations and specialty delivery. As a microbusiness, we aim to create a unique cannabis destination that stands out, providing an immersive customer experience. We're here to celebrate the healing power of cannabis, to challenge stereotypes, and to be a part of Healdsburg's vibrant community. At Kure Wellness we believe this business is not just about selling cannabis – it's about providing a Kure in people's lives, one bud at a time.

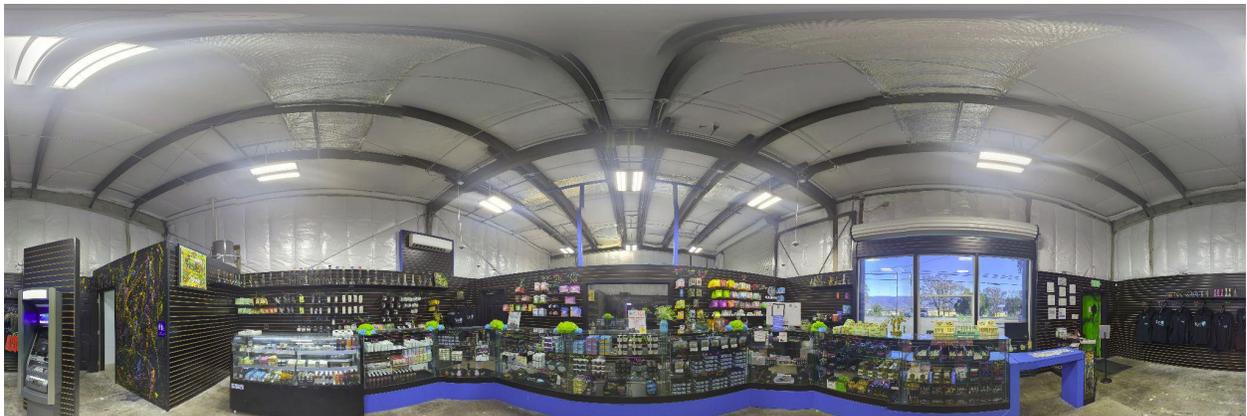
## Appendix



Interior renderings of the proposed Kure Wellness dispensary in Healdsburg.



Interior of one of our existing stores.



Kure Wellness' S. State Street Showroom, 360 degree photo

Interactive link:

<https://photos.google.com/share/AF1QipNJH9LFb9xg-Efa-hIoJgAr0ysEKJNe0Ef5xjODVO3P0xRrlmOMAx-gDm7oQ7Vpvg/photo/AF1QipPs8tIFN8YY0ZWw9ZyMRmEhYXJ8JbL3WET-QBGn?key=V3Jva2dMR3U2VnNaa18zRjlkUXFPeWRZWkotekhR>



←  **Miss Shae White**  
1 review

★★★★★ 5 years ago

Kure is one of the best dispensaries in Northern California, hands down! Got good vibes from the moment that my boyfriend and I walked in the door. Everyone who worked here was extremely friendly and welcomed us with a smile. Their budtenders were very knowledgeable on all of their products and strains. High quality flowers , and affordable prices! So happy that I found this hidden gem 💎

←  **Danyelle Long**  
2 reviews

★★★★★ a month ago

With such a huge amount of dispensaries to choose from its hard to know which one to go to. Well Kure is hands down the best! Their selection is crazy, their prices are really good, and their Budtenders are incredibly knowledgeable and very friendly. Crystal has spent so much time helping me find exactly what I need and is the sweetest!

←  **Amy S**  
7 reviews

★★★★★ a year ago

I'm a frequent traveler to mendo to see family. I stumbled upon this gem and let me tell you it did not disappoint. Dusty was very professional and hospitable. (Along with Crystal as well!) The experience was exactly what you want it to be. Feeling comfortable about asking questions. Having someone with real knowledge of the product. Not some sugar coated bs for sake of making money. I prefer to shop locally and support local businesses wherever I go. I highly, (no pun intended), recommend this dispensary for quality and friendly service.

←  **Chunk T**  
5 reviews

★★★★★ a year ago

The staff went above and beyond their job duties they're very nice & informative they helped us out so much, we traveled all the way from the Bay Area to get to seeds and they made sure they held them for us until we got there, We will DEFINITELY go back their, best club I've been too. Thank you Kure

←  **Chris Alesi**  
1 review

★★★★★ 2 months ago

Been coming to Kure in Willits for over a year because they always have the best prices and staff very accommodating. Shout out to Elish and Kristy for treating me like a VIP at the shop and helping me out in every way possible to get the goods! See you next week!

Customer reviews of our existing Kure Wellness dispensaries.



We received authorization to operate a drive-through dispensary during COVID-19.



An example of Kure Wellness merchandise. We have various branded items available.



First Recreational Sale in California 06:00 1-1-18 at Kure Wellness 800 Lake Mendocino Dr.



Kure Mendocino Invitational  
Farmers Dinner.



Exterior picture of our original store the morning of 1-1-18 when recreational cannabis was legalized in CA.



Our original store used to be a tackle shop, and local residents appreciate that we maintain the historical appearance of the buildings we occupy.



FRIDAY  
JULY  
23<sup>rd</sup>  
2021

# KURATED

ISSUE #1

Latest News and Company Updates

ANNOUNCING THE  
**KURE**  
MENDOCINO  
INVITATIONAL



Judging  
begins  
2/1/22!

28 Farms  
Compete for  
**YOUR VOTE**  
for the  
**BEST**  
MENDOCINO  
COUNTY  
**CANNABIS!**



**Licensed  
Farmers: The  
Invitational  
Wants Your  
Flowers**

Tell your licensed farming friends about the Invitational. Your "Farmer's Best" flowers will be accepted between October 1<sup>st</sup> and December 31.

**Tell the Supes:  
Our Customers  
are Entitled to a  
Drive-Through  
Dispensary**

Read our letter to the Mendocino County Supervisors. Please help us save our drive-through window by adding your voice to ours.

**What's on Sale?  
Drop by Our  
Stores for Some  
Great Summer  
Specials**

Our newsletter will be featuring product reviews, special in-store specials and stories about who we are and why we love to work at Kure.

A newsletter we attempted to launch with the Kure Mendocino Invitational.

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## Mendocino County dispensary launches new contest featuring local farmers

By Mendo Voice Staff  | September 1, 2021

[+ MORE](#)



*Sungrown cannabis in the hills of Mendocino County.*

MENDOCINO Co., 9/1/21 — The future of Mendocino County’s cannabis industry may seem uncertain, but local cannabis business owners are looking for creative ways to showcase the crops from local farmers to customers around the state. Kure Wellness, which operates dispensaries in Ukiah and Willits, is launching a new contest in which customers vote to select their favorite entries from the county’s licensed farmers.

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Full article available at:

<https://mendovoice.com/2021/09/mendocino-county-dispensary-launches-new-contest-featuring-local-farmers/>

**Mendocino County Dispensary Announces Novel Cannabis Contest**

For Russell Green, founder and CEO of three Mendocino County-based dispensaries, a continuing dream is showcasing, marketing and distributing top-grade, county-grown cannabis flowers to a broader audience.

"Despite the fact that Mendocino County cannabis has name recognition, very little of our high-grade products are sold south of Sonoma County. To address this issue, we have created the Kure Mendocino Invitational- a consumer-driven contest where customers vote to determine premiere county cultivators."

The idea for the Invitational is simple. "Come harvest time, we will accept entries from local, licensed farms. The first 28 entrants that meet our high-quality standards will be entered into the contest. Kure staff will do the heavy lifting- testing, packaging, manufacturing and marketing the flower."

The Invitational kicks off on September 10th with a farmers-only informational supper held at Kure's Lake Mendocino Drive store. "We will introduce ourselves to farmers, present the concept of the event and encourage farmers to sign up." Interested attendees should contact Kure to RSVP. Kure will begin accepting high-grade flower for consideration from October 1st to December 31st. All 28 entrants will be featured in a commemorative booklet, and all 28 strains will be sold at Kure outlets and to regional partners.

"In February 2022, we will have 28-gram 'sampler' boxes available for purchase by the public. These samplers will contain 28 individual grams from the top 28 farms. We believe the public drives the cannabis market. We respect their opinions and want them to have a say in identifying our region's superior cannabis."

Customers will have the entire month of February to judge the cannabis and submit their votes to a confidential online portal. "Once we've tabulated the winners, we will host an elegant dinner party for our farmers and their guest on April 1st, 2022. We want to keep this event simple, safe and focused on the people who are responsible for growing what is arguably the best cannabis in the world."

"We hope there is enough interest to replicate Invitational event throughout the year, thus providing our farmers with reliable outlets to sell their wares, generating much-needed revenue and credibility for our county while creating a fun, memorable event for our customers and supporters," Green concludes.





**RE-LEAF  
BENEFIT**

A fundraiser for fire victims  
presented by Kure Wellness  
and Mendocino Generations

**LOCAL FARMERS  
LIVE MUSIC  
FOOD VENDORS  
RAFFLE**

Sunday, November 19th  
Noon-8pm  
at Kure Wellness  
800 Lake Mendocino Dr.

for vending inquiries email  
[Info@arcannaflovers.com](mailto:Info@arcannaflovers.com)

A fundraiser Kure Wellness put on to help the victims of the Forest Fires our community suffered.



On-site outdoor permitted consumption lounge at our Lake Mendocino Drive location.

## Homegrown for the Holidays: Kure opening in Willits

Dispensary owner opens business in home town



Russell Green, founder and CEO of Kure Wellness, is about to open a legal cannabis dispensary in his home town of Willits. (Chris Pugh and Ukiah Daily Journal)



BLUE ZONES PROJECT

The easier way to better health.

it only takes putting family first.

BROUGHT TO MENDOCINO COUNTY BY ADVENTIST HEALTH

Full article available at: <https://www.willitsnews.com/2019/12/05/homegrown-for-the-holidays-kure-opening-in-willits/>




**COUNTY OF MENDOCINO**  
**TEMPORARY CANNABIS FACILITIES BUSINESS LICENSE**  
 NO. 3001

<b>BUSINESS TYPE:</b> Microbusiness		ISSUE DATE 12/12/2017	EXPIRATION DATE 06/30/2018
BUSINESS ACCOUNT NUMBER 10006		BUSINESS NAME KURE WELLNESS, INC	
BUSINESS OWNER(S) KURE WELLNESS, INC		BUSINESS LOCATION 800 LAKE MENDOCINO DR UKIAH CA 95482	
AMOUNT PAID \$198.00	DATE PAID 12/12/2017	BUSINESS TELEPHONE 707-621-5390	

KURE WELLNESS, INC  
 800 LAKE MENDOCINO DR  
 UKIAH CA 95482

*Sharl L. Schapmire*  
 SHARL L. SCHAPMIRE  
 TREASURER-TAX COLLECTOR

POST VISIBLY AT THIS BUSINESS LOCATION

FY 2017

First cannabis microbusiness license issued in Mendocino County (12-12-2017).



We hope to be the “Kure” for Healdsburg!



**NewTropic**  
Santa Rosa, CA  
newtropic.com

July 19, 2023

To whom it may concern,

The purpose of this letter is to recommend Kure Wellness based on my own experience with the company. I have worked with Russell Green and Kure Wellness as a B2B vendor for over 7 years.

As a local Sonoma County resident and tenured CA cannabis business operator I can recommend Russell Green and the team at Kure Wellness without reservation & I sincerely hope to see a Kure location in Sonoma County.

I believe Kure Wellness will be an asset to the city of Healdsburg and a superior operator for a number of reasons;

- Kure Wellness is an exemplary retail partner to brands. Accountability and payment for products sold are vital to a healthy cannabis economy. Unfortunately, many retailers in the space do not operate like Kure Wellness. Of the 1,000+ retail cannabis operators I have personally worked with, Kure Wellness is a unicorn operator who consistently pays every vendor they work with.
- Kure Wellness provides an elevated retail shopping experience for consumers. They are well known as expert curators and highly trusted by consumers. Their presence would bring an unparalleled level of sophistication, dedication to craft and cannabis business acumen to Healdsburg.
- I have personal friendships with countless Kure Wellness employees. They wholeheartedly love working for Russell Green. Granting a license to Kure Wellness will provide long term career pathways that residents of Healdsburg are proud to represent.

It is truly a pleasure to recommend Russell Green, of Kure Wellness to you and trust that your experience with them will be as positive as mine!

If I can answer any additional questions about my experience, please feel free to contact me. My telephone number is (707) 380-3092 and my email address is [heather.liebman@newtropic.com](mailto:heather.liebman@newtropic.com).

Sincerely,

A handwritten signature in black ink, appearing to read "Heather Liebman".

Heather Liebman  
Director of Sales  
New Tropic

[newtropic.com](http://newtropic.com)



**HIMALAYA**

**Marco Mastronardo**

(510) 449-3571

Senior Account Manager

**Benjamin Burack**

CEO & Founder

(510) 541-6426

**Himalaya Vapor**

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

241 Lathrop Way

Sacramento, CA

95815

July 24, 2023

To Whom It May Concern:

I am writing to you to offer my full support for Kure Wellness' application for their new cannabis dispensary in Healdsburg. I have worked with Kure for over 5 years and during that time have found them to be an exemplary partner in all respects.

Kure has been an excellent neighbor in the communities where it currently has licenses. The organization supports hiring a diverse range of people. Their staff is respectful to the neighbors and to the surrounding communities in Ukiah, Willits and Kelseyville.

Kure employees are attentive to detail, good communicators and are often leaders in our communities. I am sure that they will provide this same high level of service in their newest shop.

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

Sincerely,

**Marco Mastronardo**

**Benjamin Burack**



---

July 28th, 2023

To whom it may concern,

My name is Melinda-lea Ann Pasley, I have only been with Kure Wellness for about 3 months, but in those 3 months they have provided me with the knowledge and teamwork one needs to have. I have witnessed us as a team successfully work on opening a store, and have it ready to open just days after receiving our license to operate. I have watched us as a team grow and learn from each other. I am proud to be a member of the Kure Wellness team. I love that we help with our community. Just recently the Kure Wellness in Kelseyville raised and donated water to the Kelseyville Fire department. Also, we are part of Sunday's in the park in Ukiah. Kure has allowed me the opportunity to work with all types of customers from all different walks of life. I have gained knowledge to help those who can't sleep, or are in need of pain relief, but also letting them know I am not a doctor but this is what I use and it helps me. Thank you for taking the time to read this. I hope you will give us the chance to open a Kure Wellness in Healdsburg and become part of your community

Sincerely,

Melinda-lea Ann Pasley

A handwritten signature in black ink that reads "Melinda-lea Ann Pasley".