Tom F. McGurk

From: Sheri Hartz

Sent: Monday, November 20, 2017 1:16 PM

To: Ally Medina; Carolyn Lehr; Christian Robin Patz; Dianne Martinez; John J. Bauters; Michael Guina; Scott Donahue

Cc: Chadrick Smalley; Andrea Visveshwara; Tom F. McGurk; Lorrayne Leong

Subject: FW: Written Comment - 11/21 Special Meeting Agenda Item 6.1

Attachments: Congressional Recognition.jpg; Compassionate Family Fund_Endorsement.jpg; Rotary Endorsement.jpg; NuLeaf

Emeryville Written Comment_11.21.pdf; Community Benefits.pdf; Testimonial_Mayor Endorsement.pdf; ECAP

Endorsement.pdf; BBB2018.pdf; Andante_Board.pdf; BPG Letter of Support CEID 2017.pdf

Dear Council Members:

Forwarding the attached late correspondence related to tomorrow night's agenda item. We will post online and make copies for the public as is our usual practice.

Thanks - Sheri

From: Sabrina Fendrick [mailto:sabrina@mybpg.com]

Sent: Sunday, November 19, 2017 1:16 PM **To:** Sheri Hartz <shartz@emeryville.org>

Subject: Written Comment - 11/21 Special Meeting Agenda Item 6.1

Hi Sheri,

I have attached our written comment for agenda item 6.1 (ID-2017-710) regarding the selection of a retail cannabis operator. I have also included two additional portions of Rochambeau/NuLeaf's retail application - the public benefits plan, and testimonials. Please include all of the following attachment items as part of our written comment for Council review, and forward this communication to Chad Smalley. Be in touch with any questions.

Best regards, Sabrina

Sabrina Fendrick
Director of Government Affairs
Berkeley Patients Group
www.mybpg.com





ANDANTE OWNERS ASSOCIATION

c/o Community Association Management

6088 Sunol Blvd., Ste. 100 • Pleasanton, CA 94566 • Tel: (925) 417-7100 • Fax: (925) 426-7717

Website: www.HOAsManagement.com

October 5, 2017

Dear City of Emeryville,

It is with great enthusiasm that we, The Andante Emeryville Board of Directors, fully endorse and support the dispensary applicant NuLeaf / Berkeley Patients Group and their proposed location in our building, Andante Emeryville, 3996 San Pablo Avenue.

We recently attended a community town hall meeting for our building residents hosted by NuLeaf and were extremely impressed by their presentation and proposal of this business. There will be tremendous benefits to our community and the City of Emeryville by having an upscale cannabis dispensary in our building. The security enhancements and beautification NuLeaf will provide are a very welcome addition to Emeryville's Triangle Area.

If you would like further information from any of us, please do not hesitate to contact us at our email addresses below.

Sincerely,

Richard Suh (riwakusu@gmail.com)
Winifred Arbeiter (winifredcarol@gmail.com)
joSon Nicholaslee (joSon@josonstudio.com)



ACCREDITED BUSINESS

Berkeley Patient's Group

Valid Through August 2018

BETTER BUSINESS BUREAU

By affirmative vote of the Board of Directors, this organization has demonstrated that it meets the BBB Standards of Accreditation and further warrants that it supports the mission, services and standards of ethical business practices espoused by the accreditation of the BBB.



Authorized by

President & CEO

Nov. 21, 2017 City Council Special Mtg. Agenda Item 6.1.
Re: Cannabis Dispensary / Retailer Permit
Berkeley Patients Group - Additional Info / Endorsements



1035 Grayson Street Berkeley, CA 94710 Phone 510.848.4800 Video Phone 510.356.0004 Fax 510.848.4801 www.ceid.org

October 3, 2017

Emeryville City Council Members Chadrick Smalley, Economic Development and Housing Manager 1333 Park Ave Emeryville, CA 94608

RE: Berkeley Patients Group (BPG)

To City Council Members and Mr. Smalley:

The Center for Early Intervention on Deafness (CEID) is a non-profit organization located in Southwest Berkeley dedicated to maximizing communication potential through early education programs, family support and community audiology services. At our Berkeley center children who are deaf or hard of hearing birth through age 5 attend specialized classrooms and receive support services along with their parents. Additionally, we provide hearing testing and hearing aids to low-income patients of all ages.

We were also proud neighbors of Berkeley Patients Group (BPG) for many years and continue to value their commitment to our community and the support they have provided to our agency. BPG has been an exemplary neighbor. Its presence never interfered with the operation of CEID and the young students we serve. We are committed to quality education and safety for all of our students and their families—BPG enhanced this commitment with their presence in our neighborhood.

BPG is a secure site and highly considerate of neighboring businesses as well as supportive of local nonprofit programs. Their staff have always been professional, responsible and respectful. They truly work to improve the safety and quality of life in the surrounding neighborhood and community at large. Their commitment to the community is genuine.

Please contact me if I can provide additional information.

Sincerely,

Cindy Dickeson, MSW Executive Director

510-848-4800 ext. 301

cindy@ceid.org

COMMUNITY BENEFITS

Introduction

Good corporate citizenship is not only critical to the sustainability of any business' bottom line, it is also a moral imperative that a business support the economic, social and environmental development with the community in which they operate. With respect to the cannabis space, community support and engagement is critical to the industry's success as it will solidify the legitimacy of the cannabis industry, and prove legalization to be good public policy.

The business benefits of corporate social responsibility include the creation of goodwill, brand differentiation, employee engagement, customer loyalty, and strong government relationships - all of which will create a significant competitive advantage to any business entering or existing in this new market. This includes philanthropic activities such as investing in community groups, supporting cannabis reform organizations, energy efficiency and employee benefits. These actions create a positive reputation and brand recognition while also cultivating employee engagement and establishing customer loyalty.

NuLeaf intends to show that cannabis businesses can and will have a positive impact on the communities they serve. Corporate social responsibility is part of the NuLeaf Emeryville ethos and is embedded into the DNA of the organization. With a longtime focus on community engagement through Berkeley Patients Group, the principles of the organization have a proven history practicing good corporate citizenship, and this model is replicated in the NuLeaf Emeryville plan.

COMMUNITY BENEFITS PROGRAMS

a. NULEAF EMERYVILLE 1% PUBLIC PROGRAM

> Employee Volunteer Program

NuLeaf Emeryville will sponsor an employee-incentivized program to encourage staff participation and commitment to the community. NuLeaf has committed 1% of employee time to assist with community benefits ascribed by the City Council, and in conjunction with ECAP. With a full staff headcount at 25, the total number of hours will come to 500 volunteer hours per year.

ROCHAMBEAU INC CITY OF EMERYVILLE RFQ APPLICATION FOR CANNABIS RETAIL DISPENSARY

> Community Fund

NuLeaf will establish a community fund to contribute 1% of gross sales to a special fund that will be distributed twice a year:

- 70% will be distributed at the discretion of the City Council
- 30% will be committed to the Emeryville Citizens Assistant Program

b. DISCOUNTS FOR VETERANS AND LOW INCOME PATIENTS

Helping Hands Program

NuLeaf will implement the well-established Helping Hands Program that was pioneered by Berkeley Patients Group, and eventually codified by the City of Berkeley. Helping Hands patients are eligible to receive two eighths (7 grams) of cannabis flowers per week at a highly discounted rate or, if authorized by the state, at no cost. Recipients may choose a combination of indica, sativa, or high-CBD flowers. This program will provide cannabis at low cost to low or no income medical patients residing in the City of Emeryville.

Veteran and Senior Discounts

To honor our troops and all those who served our Country, NuLeaf will also provide a 10% discount to all veterans and senior patients.

c. PRIMARY PARTNER

Emeryville Community Assistance Program (ECAP)

NuLeaf Emeryville operators have already identified and established a relationship with the Emeryville Community Assistance Program. A preliminary meeting with Bobby Miller and Nellie Hannon has identified several areas of support that NuLeaf Emeryville can provide, including food sorting, food pickup, and food education. Volunteer time will be directed as needed by ECAP, but will generally encompass food pickup from grocery retailers, food sorting, distribution management, and developing a food education campaign.

Finally, one of the most immediate needs identified by NuLeaf for the ECAP site is a rooftop cover for the outdoor food distribution area. It is important to protect the food and volunteers from both rainstorms and direct sun. NuLeaf Emeryville will work with the city to determine the particular permitting requirements.

d. PUBLIC SAFETY EDUCATION

Harm Reduction Resources

Public safety education is a critical part of the business's role within the community. NuLeaf will offer ongoing consumer harm-reduction education in the form of printed information, as well as individual consultations on how to use cannabis, finding the product that meet the needs of a customer, legal rights, and the potential abuses of cannabis.

Consumer Education

NuLeaf Emeryville will also provide educational information to customers on best practices for preventing underage access, and how to engage with youth on this topic. This information will include safe storage measures and proper protocols. The business will also provide information on responsible consumption; especially with respect to edibles. It will utilize the highly successful Colorado "Start Low Go Slow" campaign which promotes low dose ingestion at two hour intervals.

Substance Abuse Prevention

NuLeaf will provide substance use disorder education and prevention in the form of printed materials and individual consultations. Employees will refer members to local treatment programs and maintain a list of local resources for prevention, screening and assessment, treatment, and therapeutic justice.

e. SUPPORTING THE VICTIMS OF THE WAR ON DRUGS

Along with community engagement, the principals of NuLeaf Emeryville have also been long time, dedicated supporters of drug law reform, and supporting the victims of prohibition. The principals have incorporated this philosophy into their plan to further this effort. This includes a non-discriminatory hiring policy for non-violent drug war victims, to the extent authorized by state and local law, and supporting local re-entry programs. More than half of the people serving time in prison are for nonviolent drug offenses. Supporting re-entry programs will directly reach a significant number of those individuals and help to reduce the high rate of inmate recidivism seen today.

ROCHAMBEAU INC CITY OF EMERYVILLE RFQ APPLICATION FOR CANNABIS RETAIL DISPENSARY

NuLeaf has identified two local reentry programs to support, including ARC (the Anti-Recidivism Coalition), which recently opened a satellite office in Oakland. ARC provides a support network for formerly incarcerated young men and women, and advocates for fairer criminal justice policies. The second re-entry program is Planting Justice. Planting Justice organizes formerly incarcerated landscapers to build edible gardens throughout the East Bay, empowering hundreds of people to grow their own food. They're currently cultivating urban farms and training centers further expanding their scope and impact. NuLeaf will educate employees and customers about the victims of the War On Drugs, organize fundraisers and develop a strategic partnership to further assist their efforts.

f. EMERYVILLE ARTISTS CO-OP GALLERY

NuLeaf Emeryville also intends to support the city's thriving art scene through the Emeryville Artists Co-op, or other local artist support programs. Part of the decor of the store will include wall hangings created by local artists. The business will display art that is for sale and refer any interests or inquiries to the artist. The artist will be solely responsible for conducting any transactions with regards to the sale of their work. NuLeaf Emeryville will not take any portion of sales or commission. The sole aim is to provide exposure to work created by local artists.

g. COMMITMENT TO THE ANDANTE HOA AND NEIGHBORHOOD

NuLeaf is committed to creating an open and consistent dialogue with the Andante Homeowners Association, where the dispensary is located. It has already held a community meeting with the HOA Board and residents to introduce the principals, discuss the proposal and address any questions or concerns from the residents. NuLeaf understands that is it a privilege to operate in such a location and is committed to being a partner - not just a tenant. As a partner, the business is invested in improving the look of the building as well as the aesthetics and security of the surrounding area. This includes, among other things, helping to maintain the cleanliness of the parking garage and the shared back hallway/public restroom area.

The business will also have a special focus on maintaining the high volume bus stop on 40th and San Pablo, as well as the San Pablo sidewalk. Security guards, who are tasked with regularly patrolling the front of the building and surrounding area, will also strictly enforce the littering and loitering restrictions

ROCHAMBEAU INC CITY OF EMERYVILLE RFQ APPLICATION FOR CANNABIS RETAIL DISPENSARY

laid out in the dispensary's "Good Neighbor Policy". NuLeaf's commitment to the neighborhood also includes daily rounds of trash pick-up and a 24-hour hotline to dispensary representatives. [See "Good Neighbor Policy"]





Compassion Family Fund Deeply Thanks BERKELEY PATIENTS GROUP for their Dedication and Support to Political Prisoners and their continued positive contributions to the community. You make a real difference in the world. THANK YOU!







he Honovable Barbara 2 13th Congressional District of California

tificate of Special Congressional Recognition

BEER KELLE Y DATITUED

IN RECOGNITION OF YOUR 15TH ANNIVERSARY, WE THANK YOU FOR YOUR CONTINUED

COMMITMENT AND DEDICATION TO PROVIDING HIGH QUALITY MEDICINE TO UNDERSERVED

COMMITMENT AND DEDICATION TO PROVIDING HIGH QUALITY MEDICINE TO UNDERSERVED

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Berkeley Patients Group - Additional Info / Endorsements

CONGRESSWOMAN BARBARA LEE U.S. HOUSE OF REPRESENTATIVES

DATE

FRIDAY, OCTOBER 31, 2014



Emeryville Citizens Assistance Program

3610 San Pablo Avenue Emeryville, CA 94608 (510) 499-1263 Serving Our Community

October 03, 2017

To Whom It May Concern:

I am writing in support of the Emeryville cannabis dispensary applicant, Rochambeau, Inc. (dba NuLeaf Emeryville). We had the pleasure of meeting them in September and had a great conversation about their community benefits plan. We were highly impressed by their commitment to philanthropy and volunteerism' and look forward to a long-lasting relationship. We have no doubt that they will be an excellent neighbor and wonderful community partner.

Sincerely,

Bobby Willer

Operations Manager

bly Miller



Rochambeau, Inc. (DBA NuLeaf Emeryville) 3996 San Pablo Ave, Suite C & D Emeryville, CA 94608

11/17/2017

Attention: Members of the Emeryville City Council Subject: 11/21 City Council Meeting Written Comment

Dear Members of the Emeryville City Council,

On behalf of the Rochambeau team, I would like to thank you for all the thought and effort you and City staff have put into this process. Emeryville was one of the first cities in the state to authorize adult use sales, and we are honored to have the opportunity to submit an application and hopefully take part in this historic transition. We were thrilled to see our RFQ submission receive the highest score by staff. Our application received more 10 out of 10 scores than any other applicant.

As we move into the final phase of the application process, we would like to take the opportunity to highlight a few of the reasons Rochambeau is the best group to operate a cannabis retail business in Emeryville: our experience, social responsibility, location, and community benefits. We have more experience than any other group up for consideration. Our team is made up of the core leadership of Berkeley Patients Group (BPG). Unlike other applicants, BPG has been fighting for cannabis law reform and supporting victims of the war on drugs since the company was founded in 1999 - before there was any sort of business incentive, or requirement to do so. Corporate Social Responsibility is embedded into our DNA, and we incorporate this philosophy into everything we do. Our site is well located on San Pablo Avenue, which enables us to take advantage of the regional commercial hub that defines your city. Our community benefits plan is designed to provide flexibility to the city in determining how funds are allocated, and we also plan to actively support the Emeryville Citizens Assistance Program (ECAP). (See attached public benefits plan for more information)

Below is a list of highlighted (though not exhaustive) qualifications, benefits and contributions for your review:

Experience

- Nearly 50 years combined experience running a cannabis dispensary.
- Nationally recognized as responsible operators, a good corporate citizen and a upstanding member of the Berkeley business community.
 - Berkeley City Council resolution declared October 31st to be Berkeley Patients
 Group Day for its active and continuing support of the community.
 - Certificate of Congressional Recognition from Representative Barbara Lee.
 - Support from Berkeley Mayor
- Operated a consumption lounge for 12 years in Berkeley.
 - Experience managing onsite consumption and maintaining responsible use standards.

Corporate Social Responsibility

- Lifelong drug reform activists and supporters of victims of the war on drugs.
 - Founded Americans for Safe Access
 - One of the largest donors to Students for Sensible Drug Policy
 - o Longtime contributors to the Drug Policy Alliance
 - Proud supporters of community organizations
 - Center for the Early Intervention on Deafness
 - Women's Cancer Resource Center
 - Berkeley Food and Housing Project
 - AIDS Walk

Location

- Heavily trafficked San Pablo Ave corridor at the 40th St intersection
- Support from Andante HOA
- Ample parking
- o Easily accessible public transportation
- Only applicant with a signed lease, "shovel ready."
- Community Benefits (We have included our public benefits plan to this attachment)
 - NuLeaf Emeryville 1% Public Program
 - Employee volunteer program
 - Community fund
 - Dedicated support to ECAP
 - Discounts for veterans and low income patients
 - Public safety information

The qualifications sought by the City Council, with a special emphasis on public benefits and helping victims of the war on drugs completely aligns with our ethos. We are very proud to say that this business model was pioneered by Berkeley Patients Group, and are thrilled to see such an emphasis placed on these very important issues.

The progress we're seeing with regards to cannabis policy is a result of decades of sacrifice and hard work from many lifelong activists, including members of the Rochambeau team. Not only is Rochambeau the most highly acclaimed operator in the applicant pool, we are bonafide, lifelong drug reform activists committed to ensuring our operation has a positive impact on the communities we serve.

It would be an honor to serve the Emeryville community as the first cannabis retail operator in the city. Together we will bring a safe, responsible and successful model to your city.

Thank you for your time and consideration.

Best Regards,

Sean Luse, Rochambeau, Inc.

dertilicate of Appreciation

Berkeley Patients Group

Illustrated Dictionary. With your support we were third grade students with a copy of McMillan's For your support of a Rotary project to supply able to cover all third graders at Jose Ortega Elementary School.

Rotary Club of San Francisco West



Eugust 19, 2014

Robert Jocson, President 2014-15

Nov. 21, 2017 City Council Special Mtg. Agenda Item 6.1. Re: Cannabis Dispensary / Retailer Permit Berkeley Patients Group - Additional Info / Endorsements



Jesse Arreguín Mayor

October 2, 2017

To Whom It May Concern:

It is with great pleasure, that I express my support for the Berkeley Patients Group, not only as a well-run, efficient business, but also as a model dispensary which provides excellent service in a professional, safe, caring environment.

Their management team has more than 50 years of collective experience in medical cannabis provision, grassroots activism, public education, and cannabis law reform efforts. Since their founding, Berkeley Patients Group has given back to the local community through donations, sponsorships, and volunteerism, to the Berkeley Public Libraries, Berkeley Food and Housing Project, Women's Cancer Resource Center, and more. In recognition of their outstanding commitment to the community, the City of Berkeley proclaimed October 31st, 2009, Berkeley Patients Group Day.

Berkeley Patients Group would be an asset to any municipality in which they operate.

Sincerely,

Jesse Arreguín

Mayor, City of Berkeley