

10th Ward Block Watch & Community Meeting on 5416 Butler (Holistic Industries)
Meeting Notes
December 10, 2019
6:30 p.m. @ Goodwill's Workforce Development Center

Public Safety Update

- No part one crimes at all in the tenth ward. Two overdoses and one theft from auto in last two months. Overdoses were non-fatal. Lawrenceville-wide public safety meeting in January on 28th at the library.
- Jesse: any update on community resource officer? Officer Davis tore his achilles tendon playing basketball with kids and he was trying to avoid surgery etc but it didn't work out so he has to get surgery so he's going to be gone for a long time...maybe until spring.

Community Meeting on 5416 Butler Street (Holistic Industries)

All of you have been through our community process. Holistic Industries is seeking a special exception for use for medical marijuana dispensary. Zoning hearing is January 9th at 10:10 a.m. at 200 Ross Street. We have one other dispensary at 52nd and Harrison here. We trigger this process when some relief is being sought.

Presentation from Holistic Industries – David Cohen

I work for Holistic Industries, vice president of pursuit. I'm the guy that when we have a license who shows up, I engage with the local community to hire local people, etc. started in 2011. It was started by Josh Genderson, CEO. Coming from a background of wine and spirits. Storefront on Mass Avenue in DC area. They also have a wholesale wine and spirits business that has developed a lot of good community relationships, etc. Josh started this business with the understanding that he got involved in development with DC to develop the rules. He grew cannabis for pediatric patients with epilepsy. Drs out of Johns Hopkins to do a mini study for pediatric patients. These advocates were able to get enough patients.

Real potential and took that ball and ran with it. Multi state business in Maryland and Mass. and California and Michigan. In PA we have 3 near Philly. Open for two years.

We have a cultivation in New Castle. Building a facility in Aliquippa. Looking at 5416 Butler as a dispensary. It's taken us a bit of time to come before you and present but we're now gearing up to do our special exception. We have our design work finished and you'll see photos, etc. that's where we're at.

Sarah – Somerville dispensary manager. She's now director of special projects. Started out career in retail at 14. Spent 15 years working my way up at the ranks at a natural food grocer. I moved from store to store across the country to gain the knowledge, etc. I fell in love with the operations, the customer service, etc. every person that walks through the door of the business leaves happy. When I found myself at the end of my career there, I wanted a new challenge. I found Holistic Industries, was lucky to open dispensary in Mass. and found home. This company

puts patients first and second only to their team members. Do right by the people that we employ. Comprehensive benefits package. Excellent healthcare, etc. 12 employees at this location. 8 full, 4 part time. This is the existing location. All of our stores have straight forward, clean modern approach to retail design. It won't be obviously screaming cannabis. Discreet in model. Overlay of building pictures. 2 parking spots for patient use. And area in the rear for deliveries. All very secure, gate that goes up. Security up front. Inside the sales floor area we have displays. They will be packaging. No actual product on sales floor. Concierge area geared toward patient care. Relational approach to customer service. Merely a transactional approach is not what we're after. Greeted by 1 or 2 people. Those people would answer any initial questions and be warm and welcoming and pass them off to patient care advocate, wellness guides, and they are walked through the entire process. Treating the whole person. We signed a contract with a training company that gives us hours of education for staff we have at the dispensary. PA is required to have pharmacist. Always someone there who can answer medical questions. We do try to have a theme.

Vince: head of security. Born and raised in Philly. 6 years in air force and was in PG county Maryland. 8 of those years served as homicide detective.

Motivated by meeting mom. Her child had epileptic seizures, medication was making it poisonous to him, her quality of life was hard, she was going wherever she could, smuggling across state lines in order to provide her child a better quality of life.

She was one of several mothers. Was brought into the company, working with them now for 5 years. Every project since Maryland, pa, mass, California, really kinda working hard to grow the program and get them out there.

From a security standpoint, we take security to an exceeded standard. Infrastructure to communicating with public. If I have these buildings, I want the impact to be minimal to none. The other thing we do is hire locally. Retired law enforcement. Military personnel. Prior security experience. The faces that work in these communities they understand them and care about the community being well serviced. Every location we go into we attempt to do better than last. Latest trends with IT and surveillance and alarm activation. We work closely with law enforcement, meet with chief of police, etc, give them a tour, there is a stigma and we try to diminish that and let them know how things are done. Other thing is we provide as much access as possible, it's a business. We also tell law enforcement we're open to anything. We're telling you, any issues, let us know. If there's something we can do better, let us know. We don't want you at home complaining about something, and have you come knock on the door. Let us know everything and the better we can operate, etc. by statute and our internal, we attempt to ensure no blind spots. Everything is recorded. Has a contact. High tech security features. One is individuals going in and out are patients. They are having care. 99.9% of the times we know the individuals. We have not had any issues in any market that we've been in. Maybe a complaint over a customer over this or that but easily managed. No robberies, no break ins, no nothing. Those cameras are accessible. One of which is for me for cameras and alarms and etc. What we normally do is our security team we build our teams specific to location. Lead security officer at each facility. Cameras on exterior: the hope is that we add security to the community. In DC,

our cameras have picked up a crime unrelated to us and we were able to provide them with images, etc. our grow facility in mass we get calls all the time, we work hand in hand with law enforcement.

House right behind you: people trying to park in the alleyway and first, parking area is the parking area for facility. We have 2 plus delivery bay. In the course of real security we would make sure one of the areas that no people are parking. Same thing with the front. Our intention is to be a good neighbor. If ever there is a concern, his team is on top of things. We created a whole bunch of signage in another location. We will make the accommodation. Ensure to keep that an eye out for. These individuals know they can't leave the product. No violating regulations. We will notify commission and Dept of Health. That individual could be removed. If we come across it we deal with it.

Jesse Perkins: what's happening on exterior? Some green spaces?

- We include green spaces typically. I think we'll put into as much as possible. How much, subject to design. Whatever we can make work. We ended up with three large planter boxes outside and we seasonally put different things. The front of our buildings are as beautiful as we can possibly make them and greenspace is crucial for that.
- Jesse: If you're able to get full size trees in, city forester would be happy.

Holistic also has production, selling holistic product in this branch. Only things made in PA, made in our facility or from our own grow but we'll definitely have third party product as well. Flower or other products. Oil, concentrate, tinctures, capsules. Full capacity lab. Pharmacist on staff with 12 other ppl. Pharmacist acts as general manager.

Q: Any complications with rental units above?

- The way it's structured is that its separate. Not the only location where we have a similar situation.

Jesse: loading bay?

- Openings right up to the wall with a security screen. It will not be covered. Requirement is that you can not see what's being off-loaded or on loaded. Obstruction from people seeing. Basically a secure area for the vehicle. Normally ppl pull in and gate closes behind and go. No overhead. Deliveries are very short lived. Transport teams are plain clothes and vehicles are non descript. My transport teams don't allowed. Plain shirt. We built 15-30 minutes.

Billy: been there a couple decades. I think it looks better than it ever has. Not much has happened in several years and it looks marvelous compared. I don't really have any questions, just appreciate that you're there and the service that you've providing is needed. Thank you!

- Heads up our special exception notice is going up next week.

Q: When are you opening? - May 2020, subject to change. Oftentimes, regulatory process can take a bit of time. DOH, etc.

Dave: Local hiring – what is that process look like? We can help. Would you consider doing that?

- Our goal is always to hire locally. In some communities, ppl are more receptive. Minority hiring in this industry. It's a goal absolutely. I'm pretty proud to say that the workforce is very diverse. And as you move up in the company, this desire to go up through the ranks. I started as a store director. In a year and a half up to national team. Operations and retail. Our operations team is 100% female. Executive level is diverse. 80% minority. PA is prob 80%.

Dave: Right now the state has started its medical marijuana program pretty tight but where do u see them moving?

- I'm very familiar with that but it's gonna change. How are you thinking about that? Long term impacts? I'm thinking a lot like liquor business. Fixed number of locations and licenses. Location is important. How that plays out over time is tough to say but same model. I doubt same number of dispensaries as liquor stores. Holistic, in the market we operate in recreationally we still have this 100% focus on wellness. It's not about selling recreational cannabis. We still really strive to provide education and see it as a form of medicine. We're doing everything we can on the front end. Knowing that we put the bones into it. Security protocol, etc. relatively seamless. Even more seamless.

Dave: Currently not covered by insurance so do you have programs for low income folks, veterans, sliding scales etc?

- We offer discount for a wide range of different needs. We'll meet that need. 100% full disability or who were terminally ill and we were able to provide them cannabis at a very low cost. Entered into a partnership with a veterans organization in other locations.

Closed door: all residents were supportive of the plans.