



CANNABIS CONTROL COMMISSION
Public Meeting

February 6, 2020

10:00AM

Cannabis Control Commission
Union Station
2 Washington Square
Worcester, MA

All meeting materials available at
masscannabiscontrol.com/documents

Agenda

- 1) Call to Order
- 2) Chairman's Comments & Updates
- 3) Approval of Minutes
- 4) Executive Director's Report
- 5) Staff Recommendations on Changes of Ownership
- 6) Staff Recommendations on Renewals
- 7) Staff Recommendations on Final Licenses
- 8) Staff Recommendations on Provisional Licenses
- 9) Commission Discussion and Votes
- 10) New Business that the Chairman did not anticipate at time of posting
- 11) Next Meeting Date
- 12) Executive Session
- 13) Adjournment

All meeting materials available at
masscannabiscontrol.com/documents

Licensing Applications | February 6, 2020

The totals below are applications that have submitted all four packets and are pending review.

Type	#
Craft Marijuana Cooperative	1
Independent Testing Laboratory	5
Marijuana Cultivator	125
Marijuana Microbusiness	11
Marijuana Product Manufacturer	96
Marijuana Research Facility	4
Marijuana Retailer	178
Marijuana Transporter with Other Existing ME License	5
Third Party Transporter	6
Total	431

Licensing Applications | February 6, 2020

The totals below are all license application received to date.

Type	#
Pending (All 4 packets submitted)	431
Withdrawn	454
Incomplete (Less than 4 packets submitted)	3,839
Denied	4
Approved	284
Total	5,012

Licensing Applications | February 6, 2020

The totals below are number of licenses approved by category.

Type	#
Craft Marijuana Cooperative	1
Independent Testing Laboratory	3
Marijuana Cultivator	91
Marijuana Microbusiness	4
Marijuana Product Manufacturer	67
Marijuana Research Facility	0
Marijuana Retailer	115
Marijuana Third Party Transporter	1
Marijuana Transporter with Other Existing ME License	2
Total	284

Licensing Applications | February 6, 2020

The totals below are number of licenses approved by stage.

Type	#
Provisionally Approved	38
Provisional License	140
Final License	14
Commence Operations	92
Total	284

Provisionally approved means approved by the Commission but has not submitted license fee payment yet – provisional license has not started

Licensing Applications | February 6, 2020

The totals below are distinct license numbers that have submitted all required packets.

The 719 applications represent 380 separate entities

Type	#
RMD Priority	233
Economic Empowerment Priority	27
Expedited Review	66
General Applicant	393
Total	719

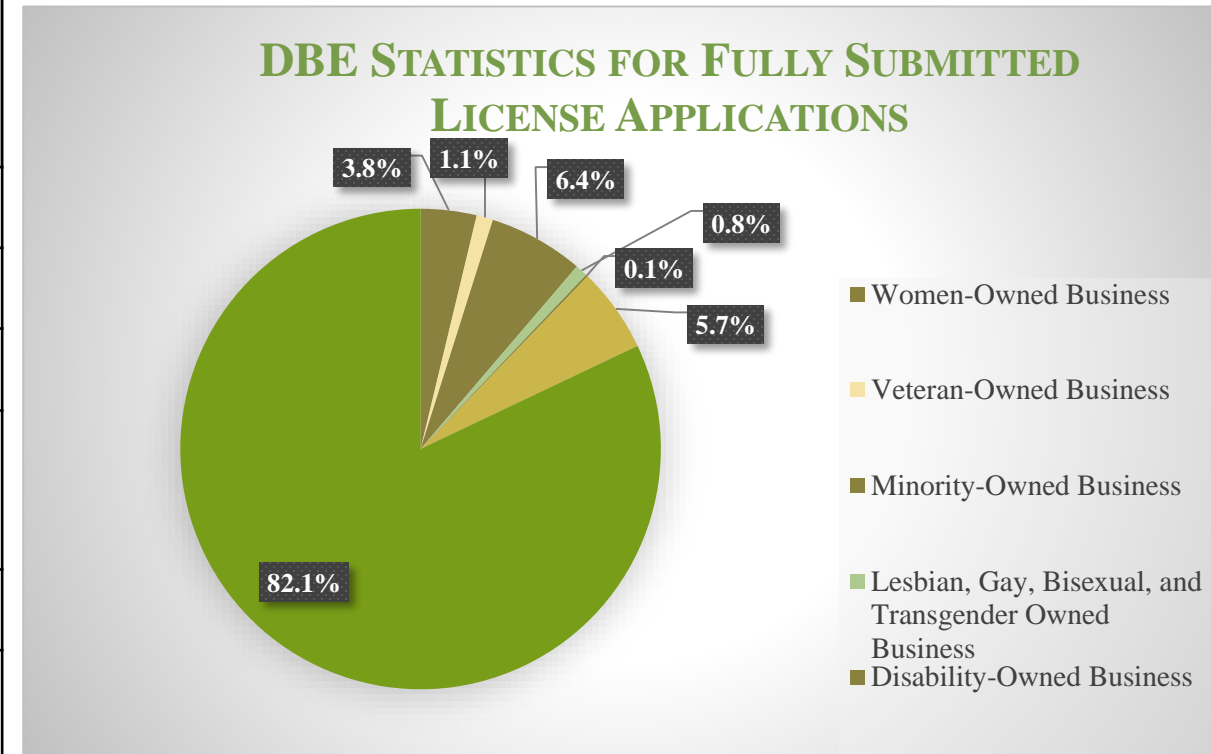
Expedited Applications	
Expedited: License Type	15
Expedited: Social Equity Participant	14
Expedited: Disadvantaged Business Enterprise	31
Expedited: Two or More Categories	6
Total	66

Licensing Applications | February 6, 2020

Disadvantaged Business Enterprise (DBE) Statistics

The totals below are distinct license numbers that have submitted all required packets.

Type	#	% of Group
Women-Owned Business	27	3.8%
Veteran-Owned Business	8	1.1%
Minority-Owned Business	46	6.4%
Lesbian Gay, Bisexual, and Transgender Owned Business	6	0.8%
Disability-Owned Business	1	0.1%
Identified as Two or More DBE Business Types	41	5.7%
Did Not Identify as a DBE Business	590	82.1%
Total	719	100%



Licensing Applications | February 6, 2020

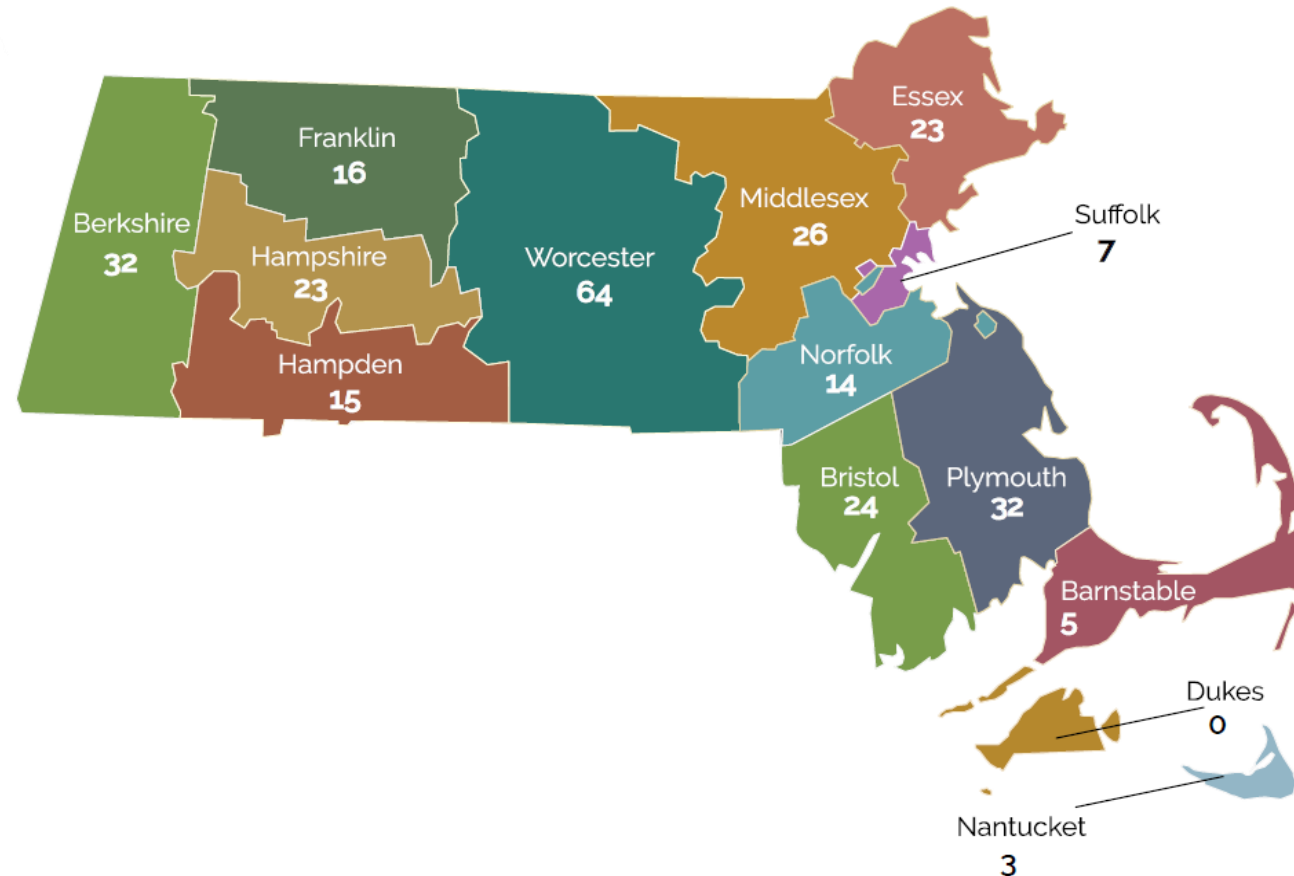
Status	#
Application Submitted: Awaiting Review	154
Application Reviewed: More Information Requested	184
Application Deemed Complete: Awaiting 3 rd Party Responses	66
All Information Received: Awaiting Staff Recommendation	27
Applications Considered by Commission	288
Total	719



Licensing Applications | February 6, 2020

The totals below are the total number of licenses by county.

COUNTY	#	+/-
BARNSTABLE	5	
BERKSHIRE	32	+6
BRISTOL	24	
DUKES	0	
ESSEX	23	+1
FRANKLIN	16	+2
HAMPDEN	15	+1
HAMPSHIRE	23	+1
MIDDLESEX	26	
NANTUCKET	3	
NORFOLK	14	
PLYMOUTH	32	+5
SUFFOLK	7	
WORCESTER	64	+10
TOTAL	284	+26

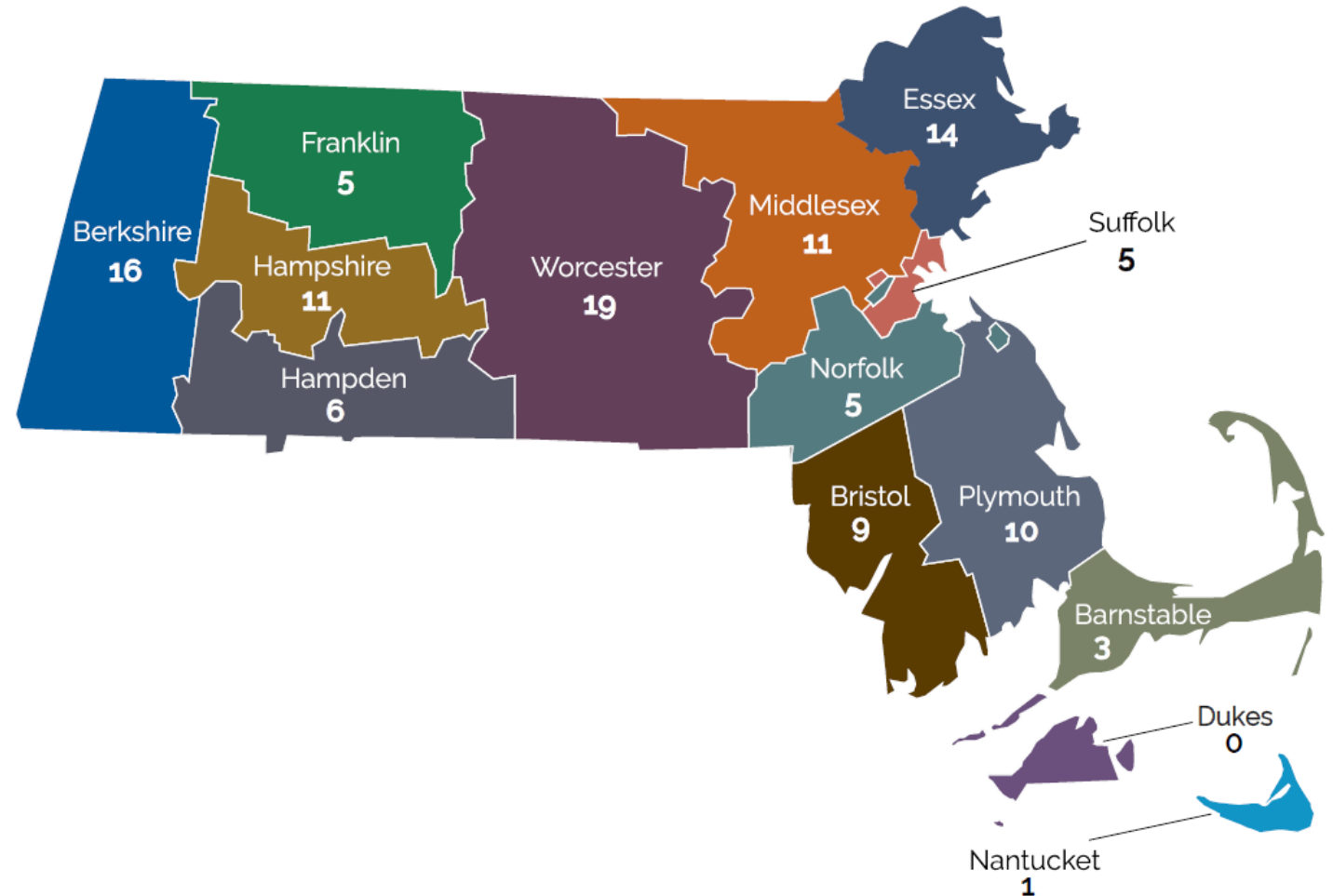


As of February 4, 2020

Retail Applications | February 6, 2020

The totals below are the total number of retail licenses by county.

COUNTY	#	+/-
BARNSTABLE	3	
BERKSHIRE	16	+2
BRISTOL	9	
DUKES	0	
ESSEX	14	+1
FRANKLIN	5	+1
HAMPDEN	6	+1
HAMPSHIRE	11	+1
MIDDLESEX	11	
NANTUCKET	1	
NORFOLK	5	
PLYMOUTH	10	+2
SUFFOLK	5	
WORCESTER	19	+3
TOTAL	115	+11



Licensing Applications | February 6, 2020

TYPE	PENDING APPLICATION	INITIAL LICENSE DENIED	PROVISIONAL LY APPROVED	PROVISIONAL LICENSE	FINAL LICENSE	COMMENCE OPERATION	TOTAL
Craft Marijuana Cooperative	1	0	1	0	0	0	2
Independent Testing Laboratory	5	0	0	1	0	2	8
Marijuana Cultivator	125	2	13	45	6	27	218
Marijuana Microbusiness	11	0	1	2	0	1	15
Marijuana Product Manufacturer	96	1	8	31	4	24	164
Marijuana Research Facility	4	0	0	0	0	0	4
Marijuana Retailer	178	1	15	60	4	36	294
Marijuana Transporter with Other Existing ME License	5	0	0	0	0	2	7
Third Party Transporter	6	0	0	1	0	0	7
Total	431	4	38	140	14	92	719

Adult Use Agent Applications | February 6, 2020

11,561 Total Agent Applications:

- 152
Total
- 147 Pending Establishment Agents
 - 5 Pending Laboratory Agents
 - 554 Withdrawn
 - 1,175 Incomplete
 - 33 Expired
 - 1,968 Surrendered
 - 7,679 Active

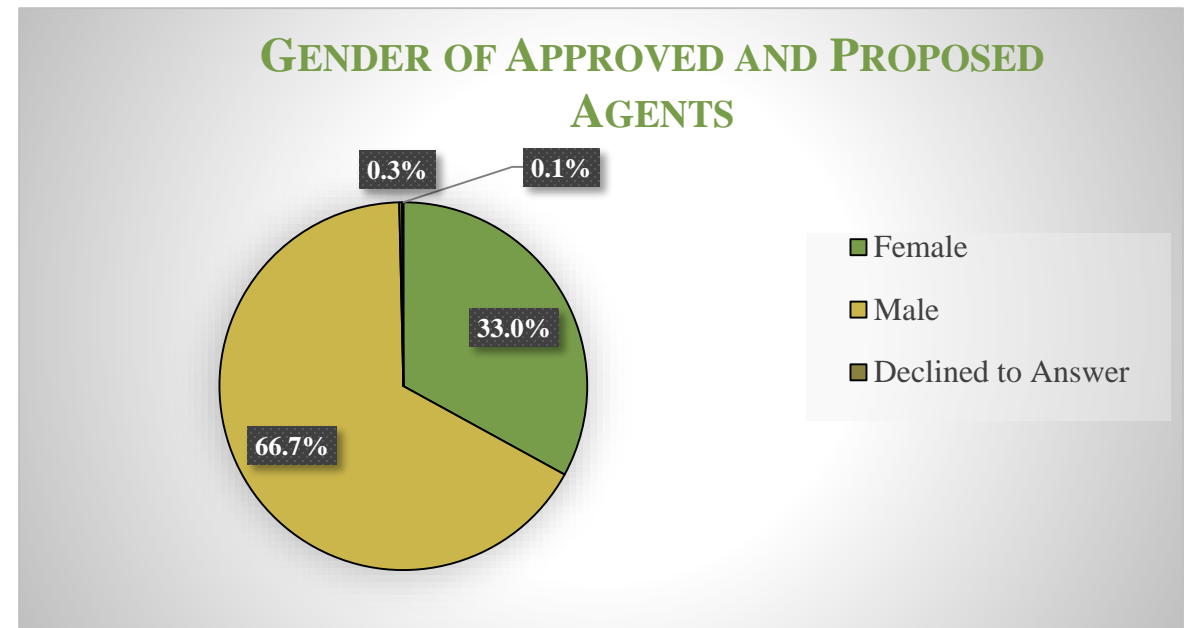
Of Total Pending:

- 26 not yet reviewed
- 124 CCC requested more information
- 2 awaiting third party response
- 0 Review complete; awaiting approval

Agent Applications | February 6, 2020

Demographics of Approved and Pending Agents

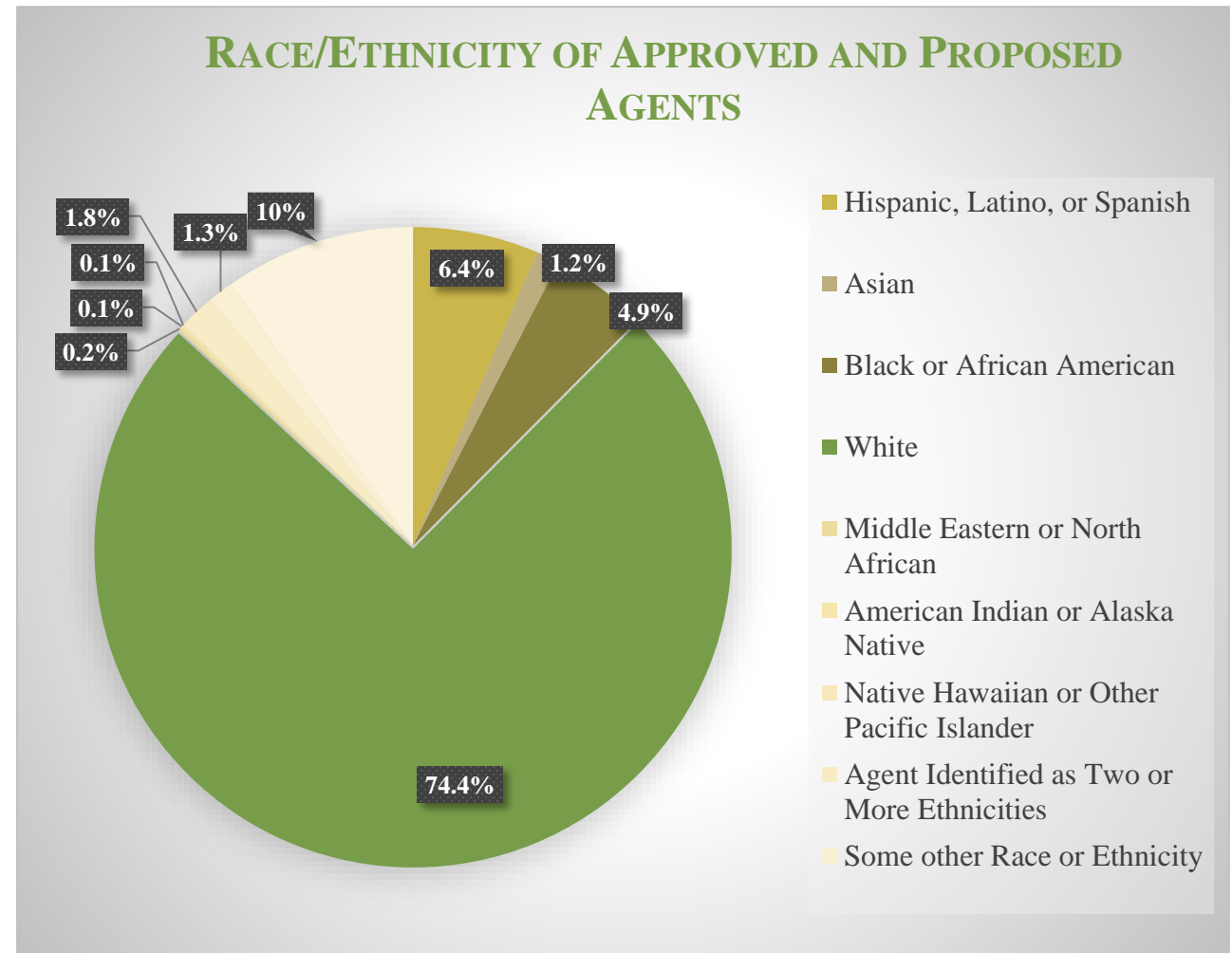
Gender	#	%
Female	2,583	33%
Male	5,220	66.7%
Declined to Answer	20	0.3%
Gender Defined by Applicant	8	0.1%
Total	7,831	100%



Agent Applications | February 6, 2020

Demographics of Approved and Pending Agents

Race/Ethnicity	#	%
Hispanic; Latino; Spanish	498	6.4%
Asian	94	1.2%
Black; African American	384	4.9%
White	5,824	74.4%
Middle Eastern; North African	14	0.2%
American Indian; Alaska Native	10	0.1%
Native Hawaiian; Other Pacific Islander	5	0.1%
Identified as Two or More Ethnicities	144	1.8%
Other Race or Ethnicity	101	1.3%
Declined to Answer	757	9.7%
Total	7,831	100%



MMJ Licensing Data | January 16, 2020

MTC License Applications	#
Pending-Application of Intent Stage	36
Pending-Management and Operations Profile Stage	10
Pending-Siting Profile Stage	8
Application Expired	100
Application Withdrawn	3
Total	157

MTC Licenses	#
Provisional	90
Final	8
Commence Operations	58
License Expired	10
Total	166

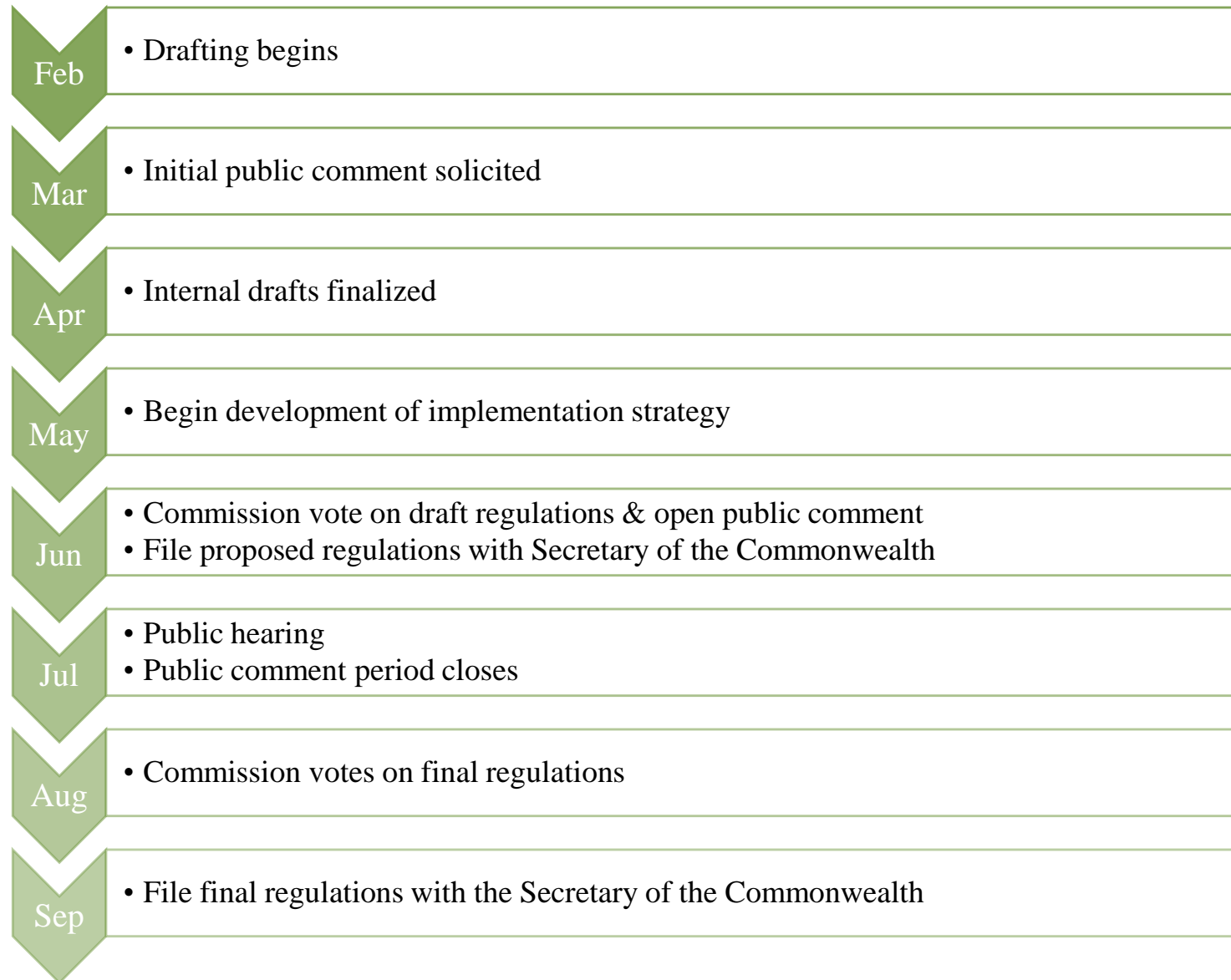
MMJ Agent and Program Data | January 16, 2020

The numbers below are a snapshot of the program for the month of January.

MTC Agent Applications	#
Pending-MTC Agent Applications	13
Pending-Laboratory Agents	0
Revoked	3
Surrendered	2,751
Expired	448
Active	5,588
Total	8,803

MMJ Program	#
Certified Patients	67,228
Certified Active Patients	61,379
Active Caregivers	5,434
Registered Certifying Physicians	263
Registered Certifying Nurse Practitioners	75
Ounces Sold	40,070

Executive Director's Report: Regulatory Timeline



Social Equity Program: First Cohort Overview By the Numbers



143
Accepted
Participants



3
Orientation
Seminars



6
Program
Vendors



20
Program
Courses
Delivered



1
Program
Track
Complete

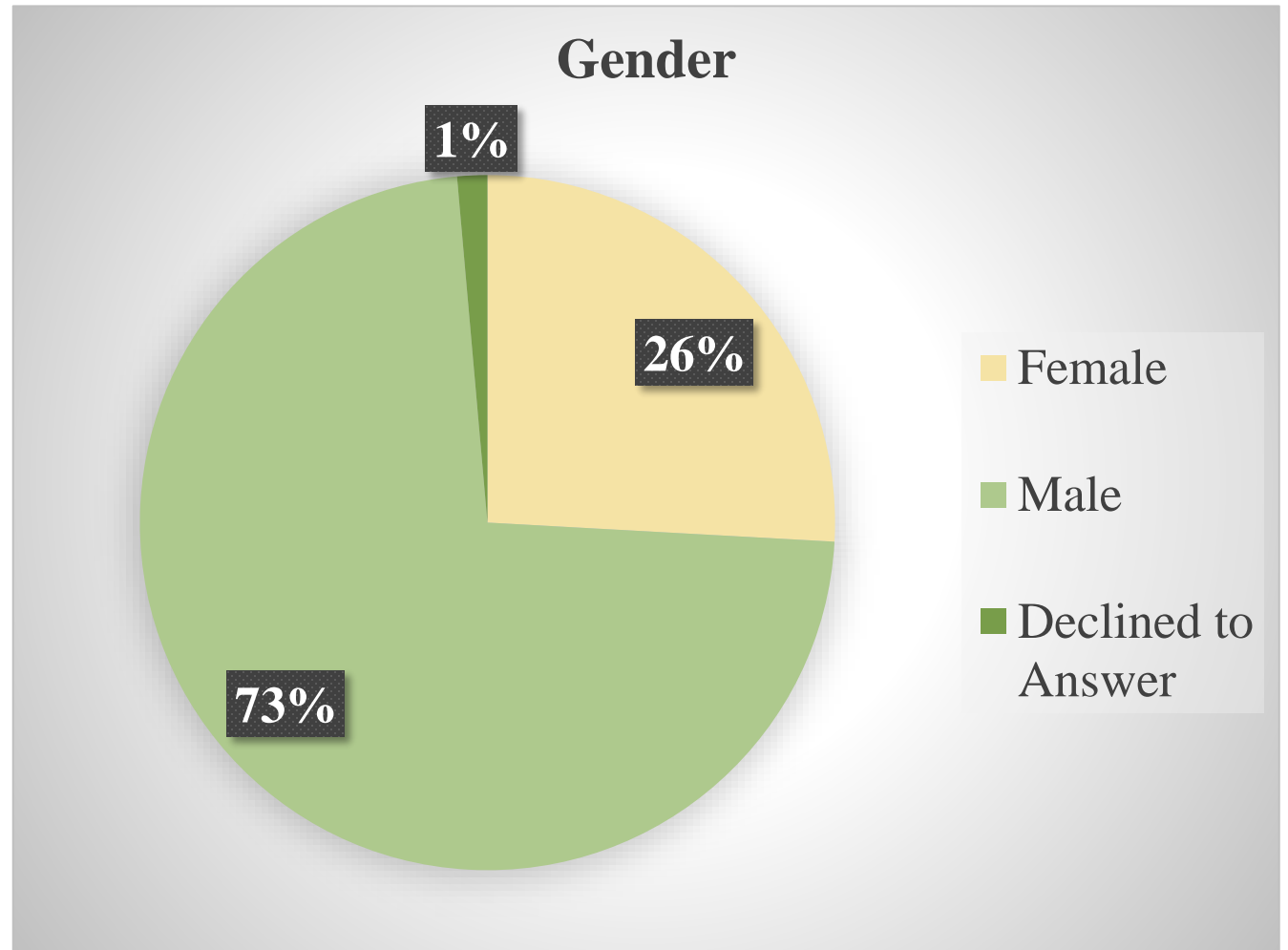


10
Cities
Courses
Delivered
In



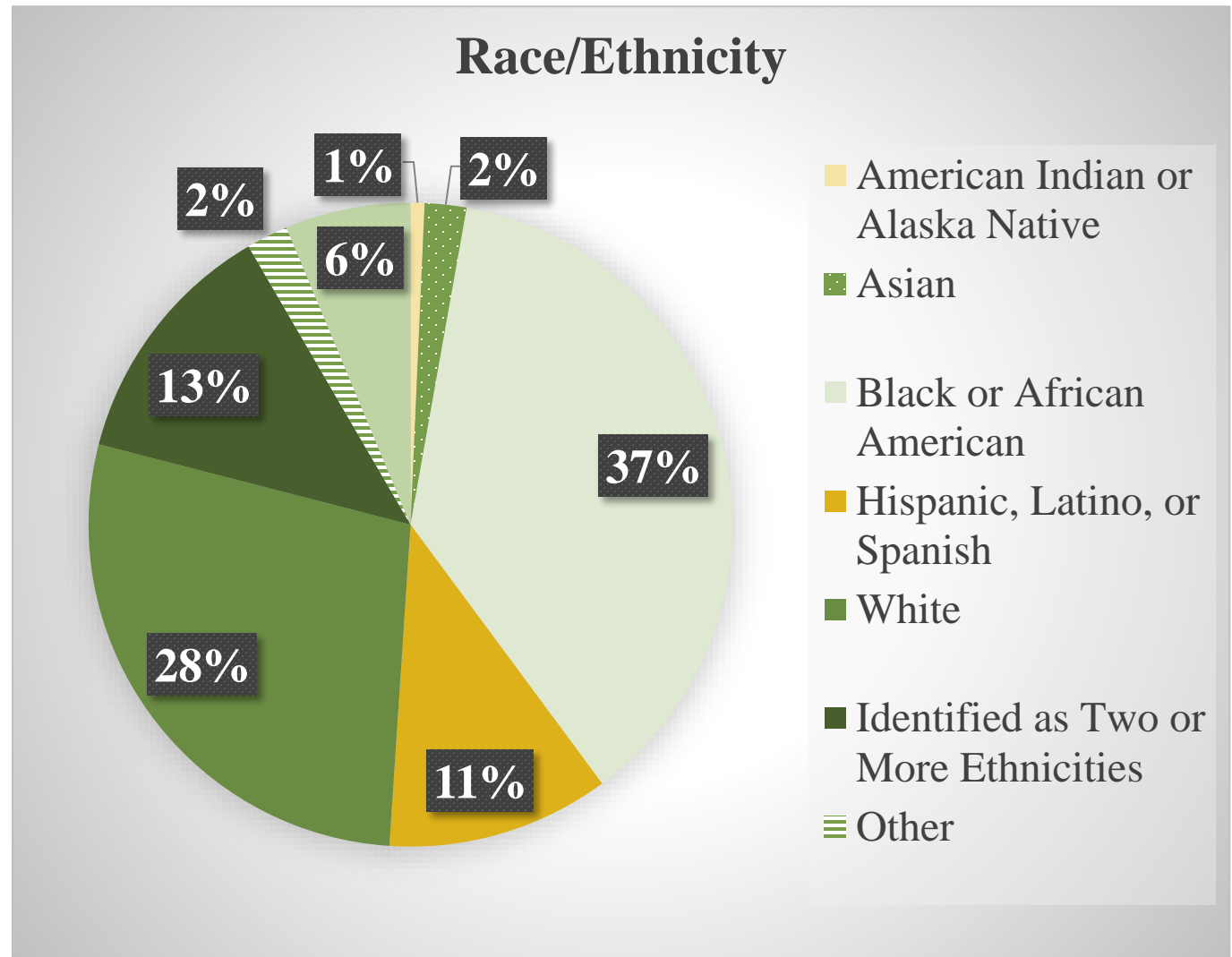
Social Equity Program: First Cohort Accepted Applications | February 6, 2020

Gender	#	%
Female	37	26%
Male	104	73%
Declined to Answer	2	1%
User Defined Gender	0	0
Total	143	100%



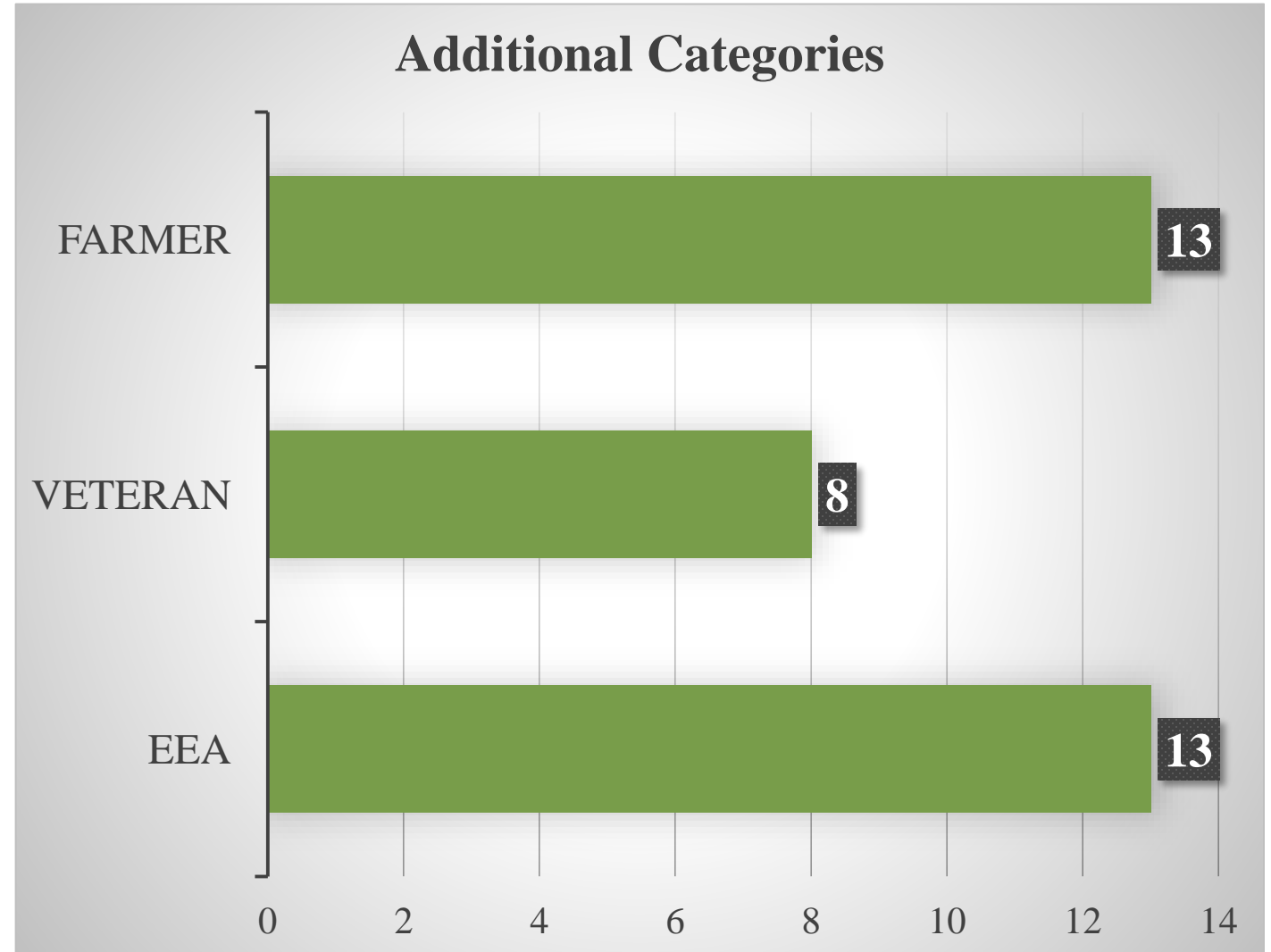
Social Equity Program: First Cohort Accepted Applications | February 6, 2020

Race/Ethnicity	#	%
American Indian or Alaska Native	1	0.7%
Asian	3	2.1%
Black or African American	53	37.06%
Hispanic, Latino, or Spanish	16	11.19%
White	40	27.97%
Identified as Two or More Ethnicities	18	12.59%
Other	3	2.1%
Declined to Answer	9	6.29%
Total	143	100%



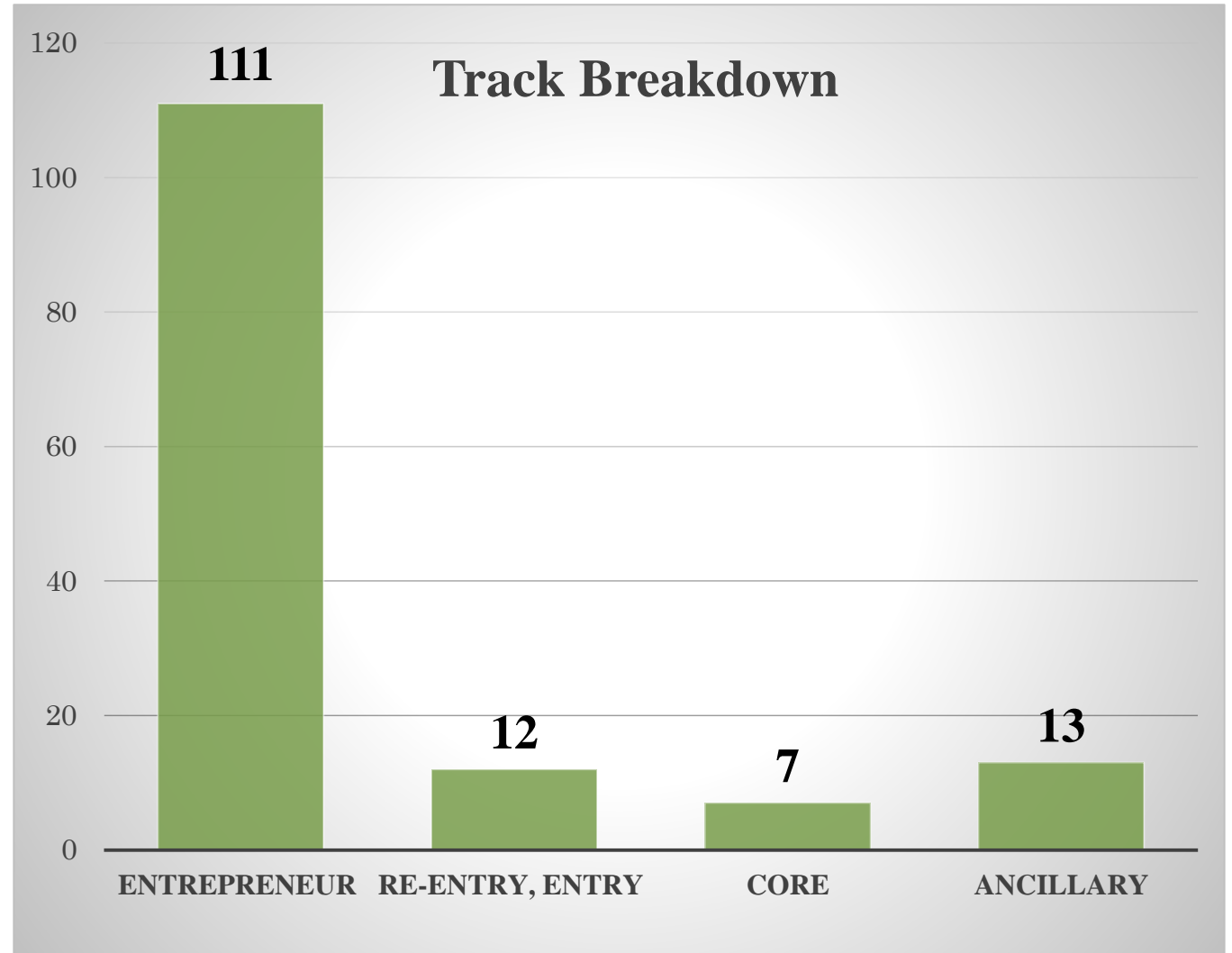
Social Equity Program: First Cohort Accepted Applications | February 6, 2020

Additional Categories	#	%
Farmer	13	9.09%
Veteran	8	5.59%
Economic Empowerment Applicant (EEA)	13	9.09%
Total	$\frac{34}{143}$	23.77%



Social Equity Program: First Cohort Accepted Applications | February 6, 2020

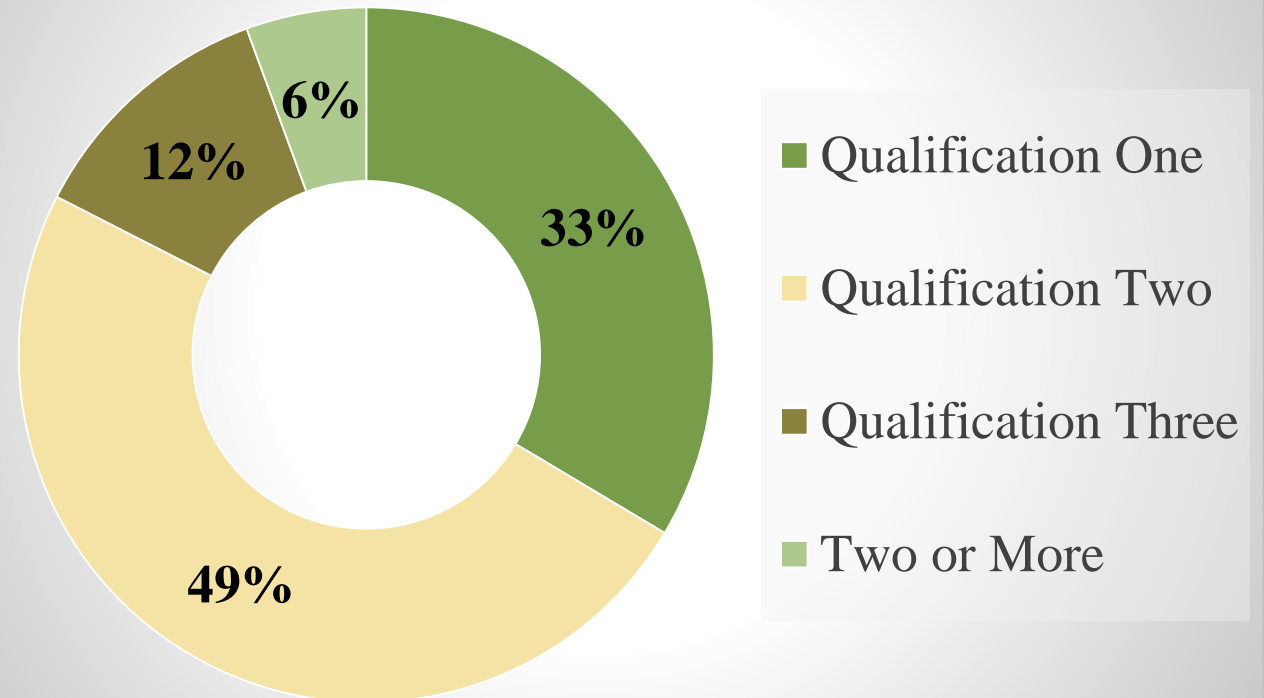
Track Breakdown	#	%
Entrepreneur	111	77.62%
Re-entry, Entry	12	8.39%
Core	7	4.9%
Ancillary	13	9.09%
Total	143	100%



Social Equity Program: First Cohort Accepted Applications | February 6, 2020

Program Eligibility	#	%
Qualification One <ul style="list-style-type: none"> Residence in an area of disproportionate impact for at least 5 of the past 10 years Income that does not exceed 400% of the Federal Poverty Level 	48	33%
Qualification Two <ul style="list-style-type: none"> A past drug conviction Residence in Massachusetts for at least the preceding 12 months 	70	49%
Qualification Three <ul style="list-style-type: none"> Married to or the child of a person with a drug conviction Residence in Massachusetts for at least the preceding 12 months 	17	12%
Two or More Qualifications	8	6%
Total	143	100%

Program Eligibility Criteria



**Social Equity Program: First Cohort
Entrepreneur Track | February 6, 2020**

Entrepreneur Track

Participants
interested in or seeking
licensure of a
Marijuana Establishment



Social Equity Program: First Cohort Entrepreneur Track | February 6, 2020

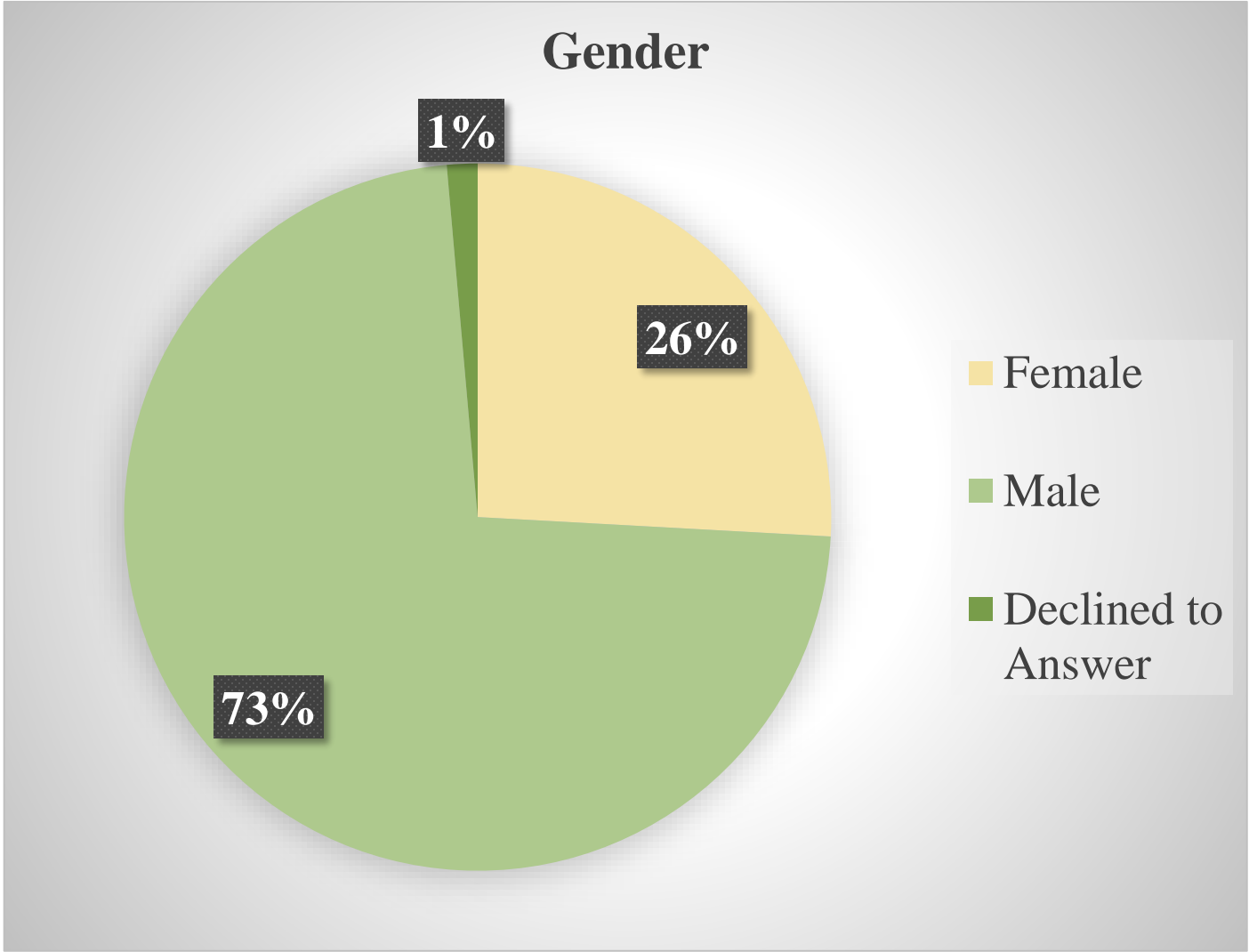
Delivered Courses	# Vendors	# Cities
Ownership Regulations	CCC	1
Application & Licensing Process	3	4
Cannabis Business Compliance & Challenges	1	1
Business Plan Creation & Development	2	2
Raising Capital in the Cannabis Industry	2	2
Facility Design & Location Search	1	1
Municipal Approval Process	4	4



Remaining Courses	# Vendors	# Cities
Host Community Agreements (HCA's)	4	4
Security & Working with Law Enforcement	1	1
Branding, Marketing & Advertising	2	2
Accounting & Taxes for Cannabis Businesses	2	2
Testing Process	1	2
Agent Recruitment & Training	2	2
Post Licensure Operations	1	1

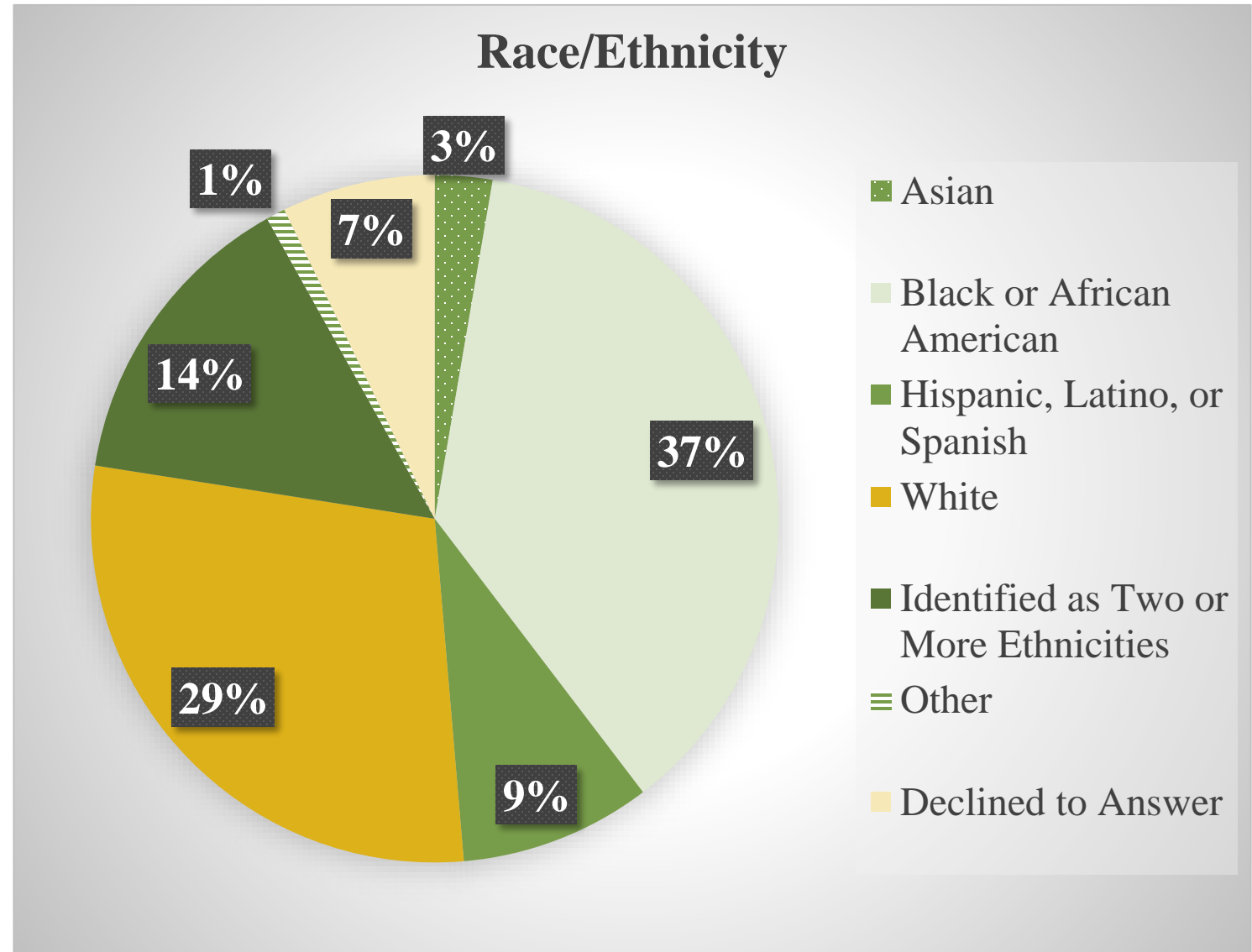
Social Equity Program: First Cohort Entrepreneur Track | February 6, 2020

Gender	#	%
Female	29	26%
Male	81	73%
Declined to Answer	1	1%
User Defined Gender	0	0
Total	111	100%



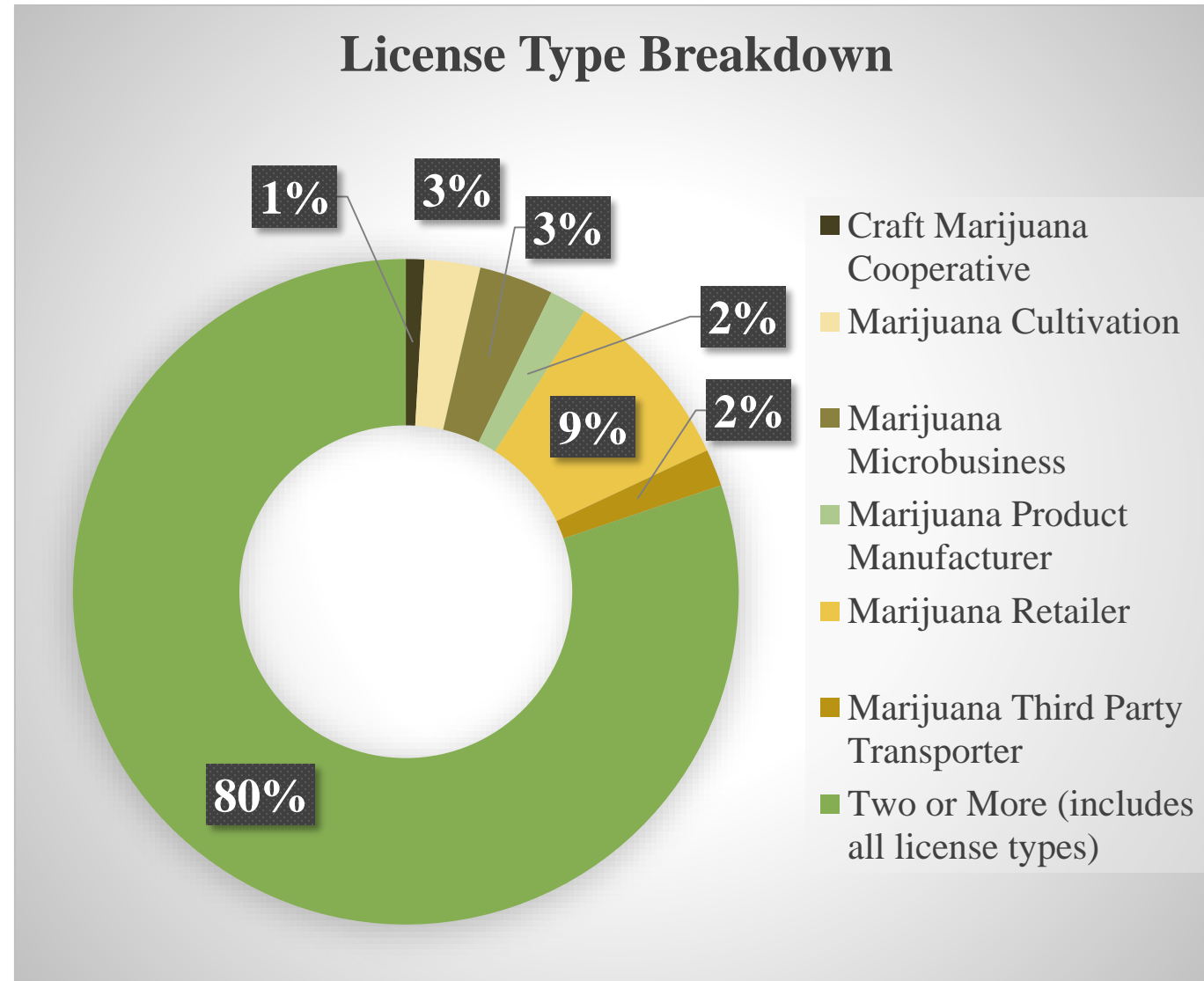
Social Equity Program: First Cohort Entrepreneur Track | February 6, 2020

Race/Ethnicity	#	%
American Indian or Alaska Native	0	0%
Asian	3	3%
Black or African American	41	37%
Hispanic, Latino, or Spanish	10	9%
White	32	29%
Identified as Two or More Ethnicities	16	14%
Other	1	1%
Declined to Answer	8	7%
Total	111	100%



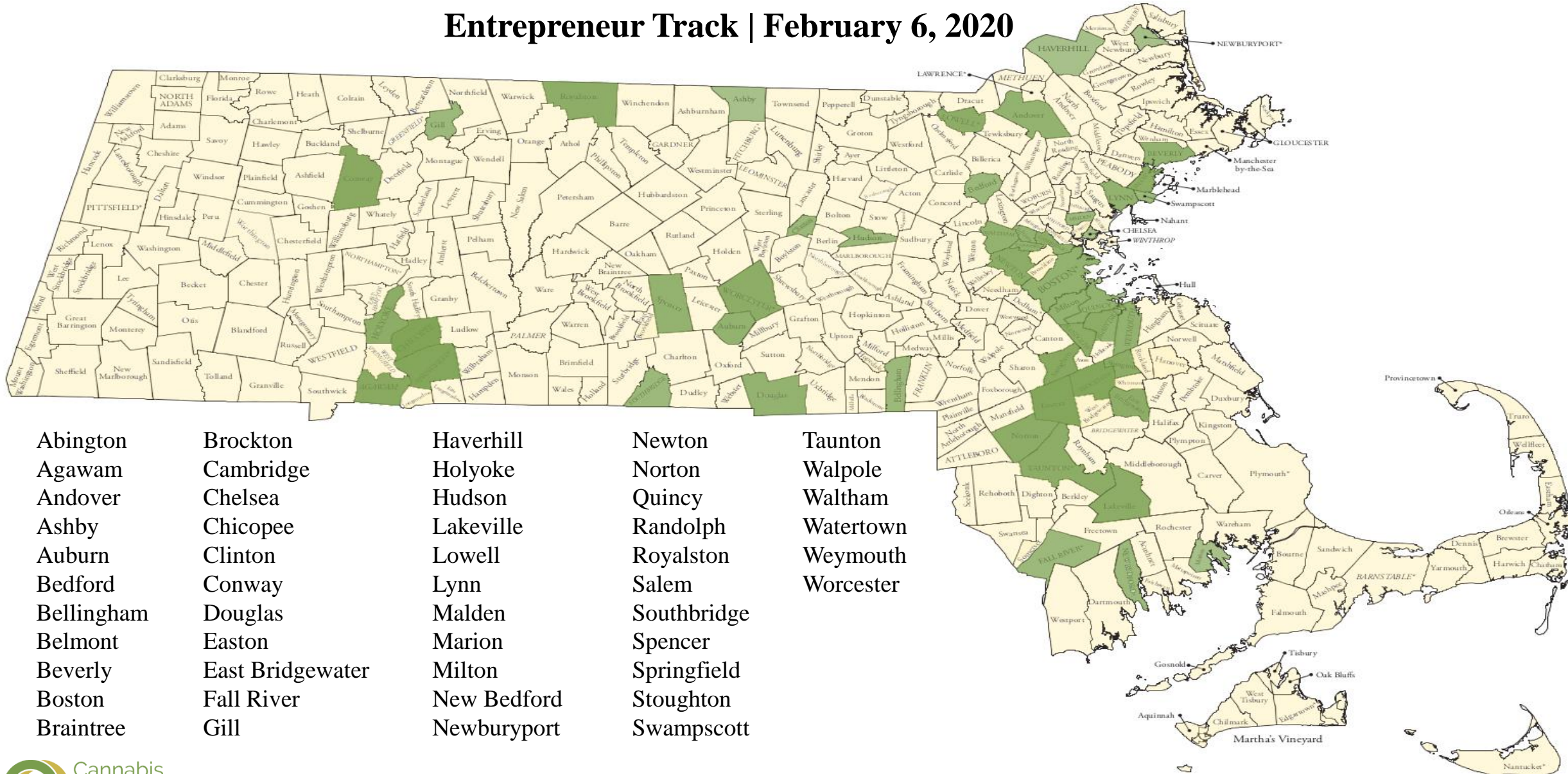
Social Equity Program: First Cohort Entrepreneur Track | February 6, 2020

License Type Breakdown	#	%
Craft Marijuana Cooperative	1	0.9%
Marijuana Cultivation	3	2.7%
Marijuana Microbusiness	4	3.6%
Marijuana Product Manufacturer	2	1.8%
Marijuana Retailer	10	9%
Marijuana Third Party Transporter	2	1.8%
Two or More (includes all license types)	89	80.1%
Total	111	100%



Social Equity Program: First Cohort

Entrepreneur Track | February 6, 2020

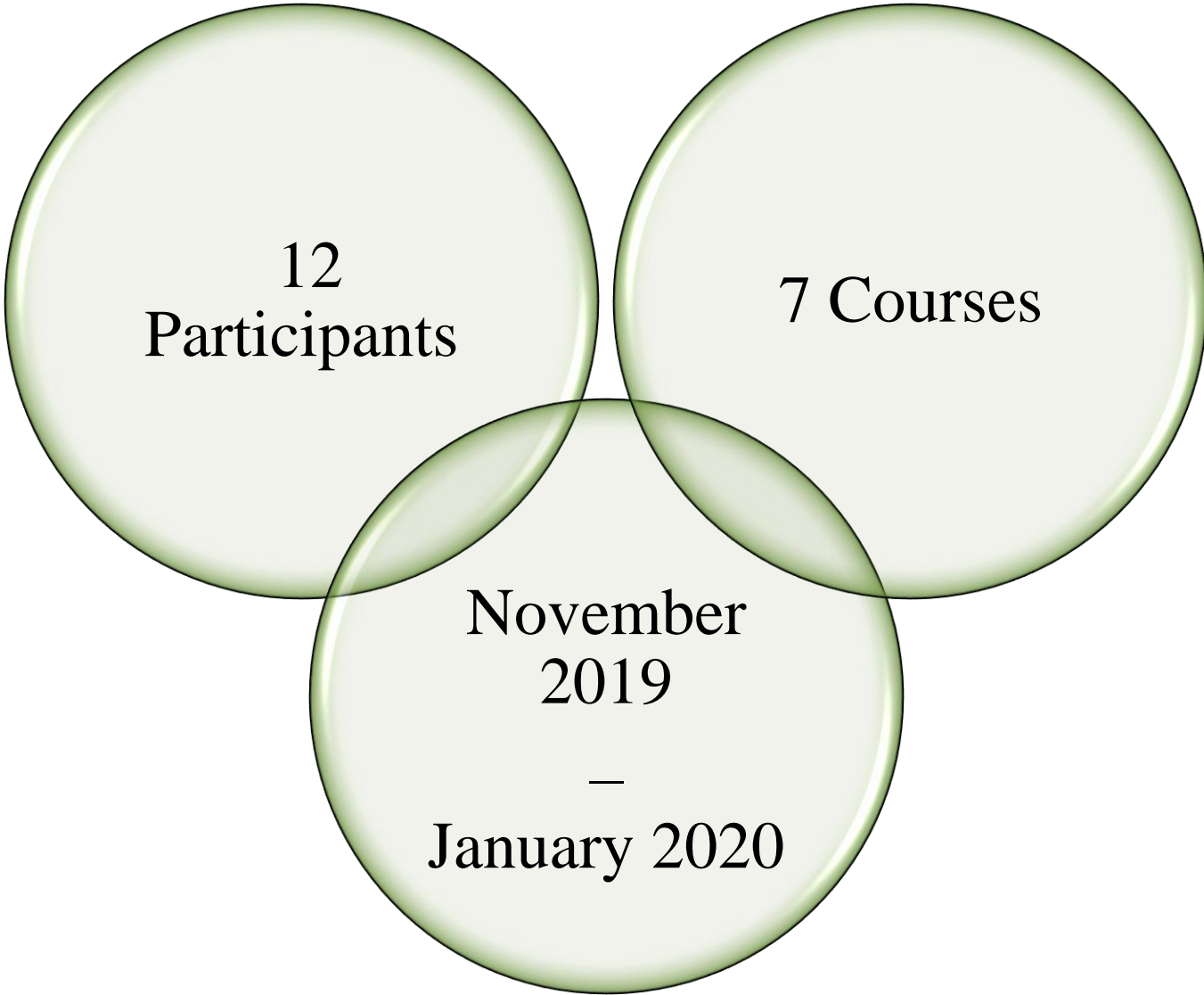


- | | | | | |
|------------|------------------|-------------|-------------|-----------|
| Abington | Brockton | Haverhill | Newton | Taunton |
| Agawam | Cambridge | Holyoke | Norton | Walpole |
| Andover | Chelsea | Hudson | Quincy | Waltham |
| Ashby | Chicopee | Lakeville | Randolph | Watertown |
| Auburn | Clinton | Lowell | Royalston | Weymouth |
| Bedford | Conway | Lynn | Salem | Worcester |
| Bellingham | Douglas | Malden | Southbridge | |
| Belmont | Easton | Marion | Spencer | |
| Beverly | East Bridgewater | Milton | Springfield | |
| Boston | Fall River | New Bedford | Stoughton | |
| Braintree | Gill | Newburyport | Swampscott | |

Social Equity Program: First Cohort
Re-entry, Entry Track | February 6, 2020

Re-entry, Entry Track

Participants
interested in entry level
positions within
Marijuana Establishments



Social Equity Program First Cohort Re-entry, Entry Track | February 6, 2020

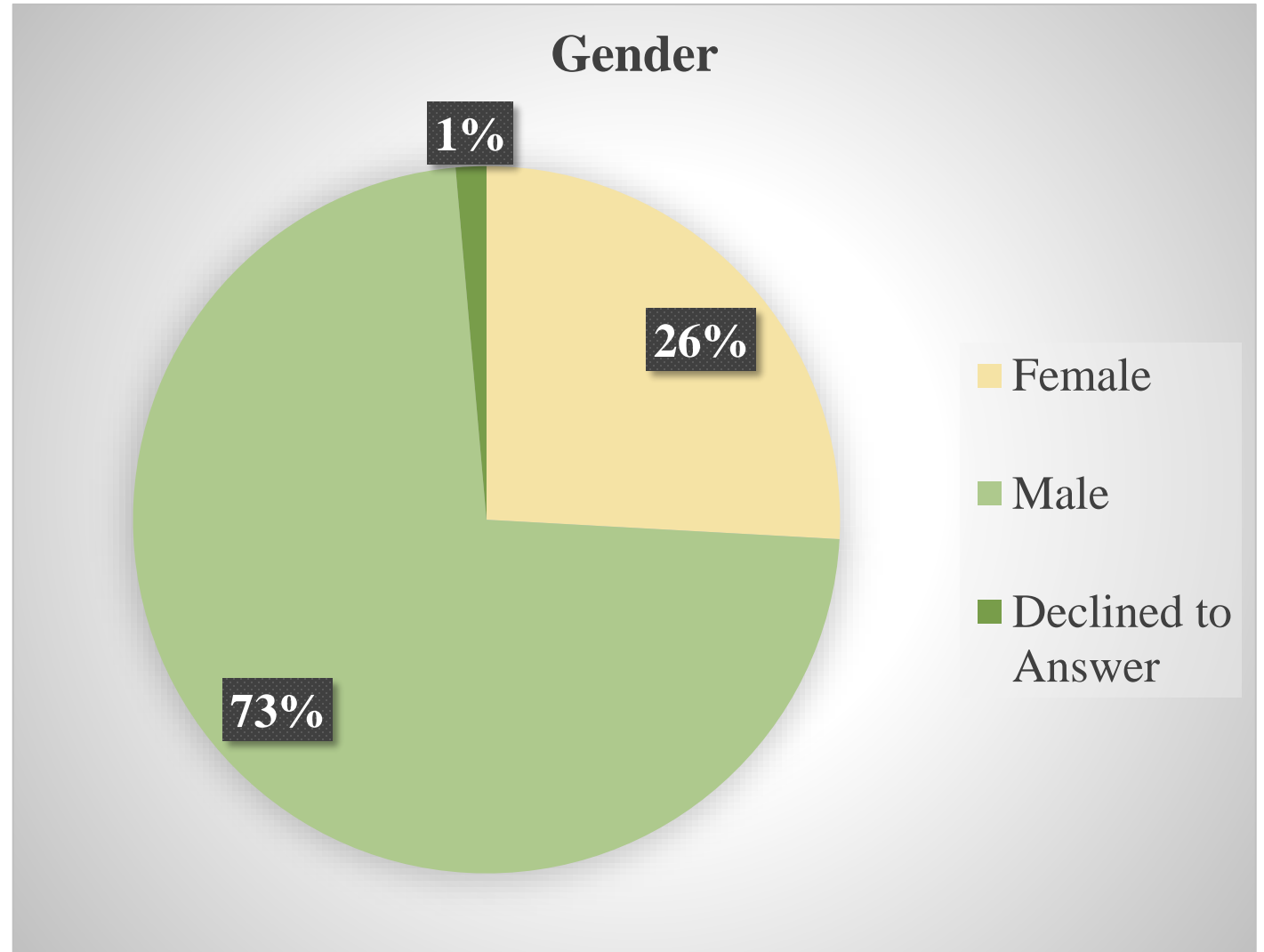
Delivered Courses	Vendors	Cities
Introduction to the Cannabis Plant & Legal History	CCC	1
Introduction to Cannabis Laws	1	1
Introduction to Cannabis as Medicine	1	1
Skills-based Training: Cultivation	1	1
Skills-based Training: Product Manufacturing	1	1
Skills-based Training: Retail	1	1
Resume & Interview Prep for Cannabis Careers	1	1

Remaining Courses	Vendors	Cities



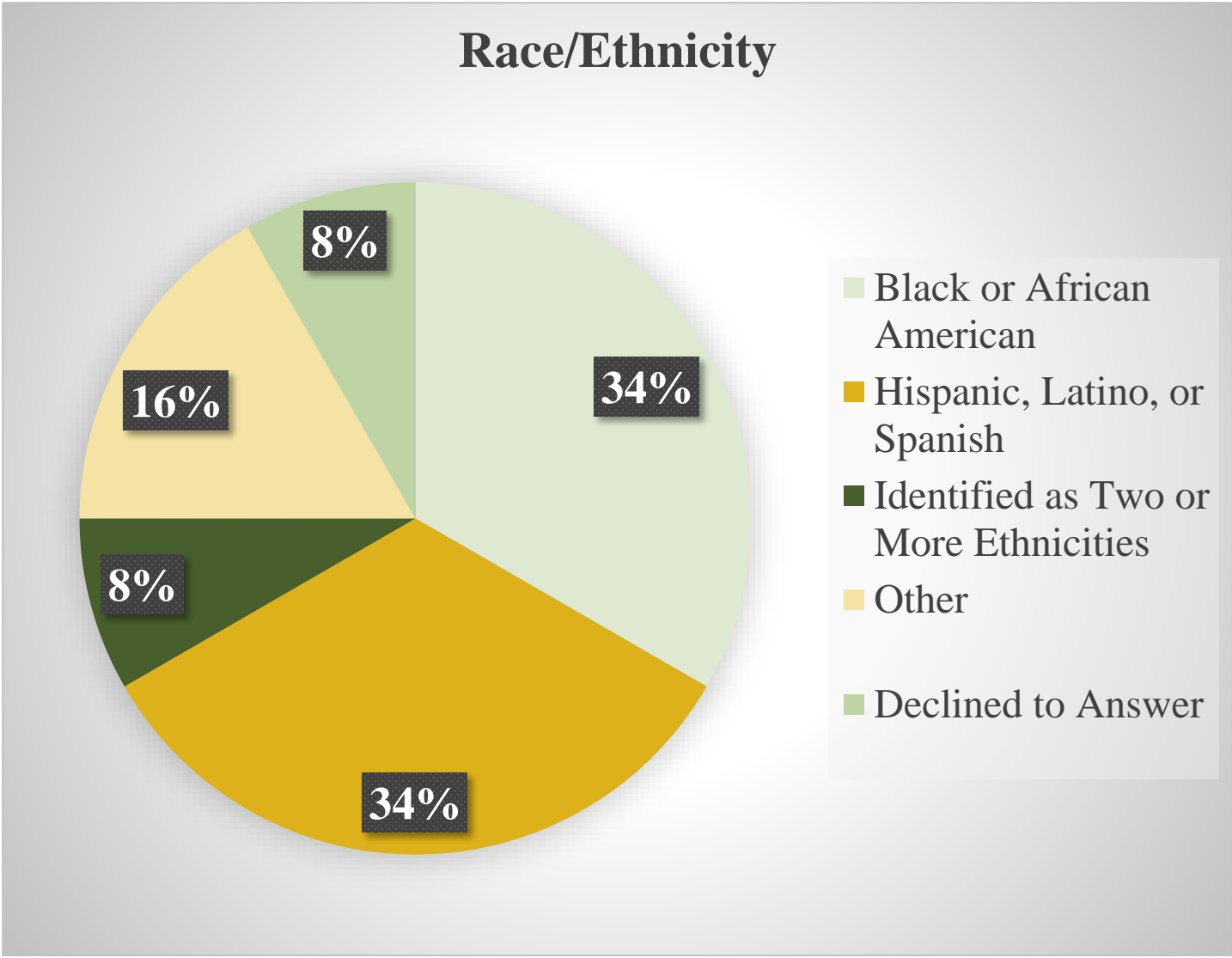
Social Equity Program: First Cohort Re-entry, Entry Track | February 6, 2020

Gender	#	%
Female	3	26%
Male	8	73%
Declined to Answer	1	1%
User Defined Gender	0	0%
Total	12	100%



Social Equity Applications | February 6, 2020
Re-entry, Entry Track | February 6, 2020

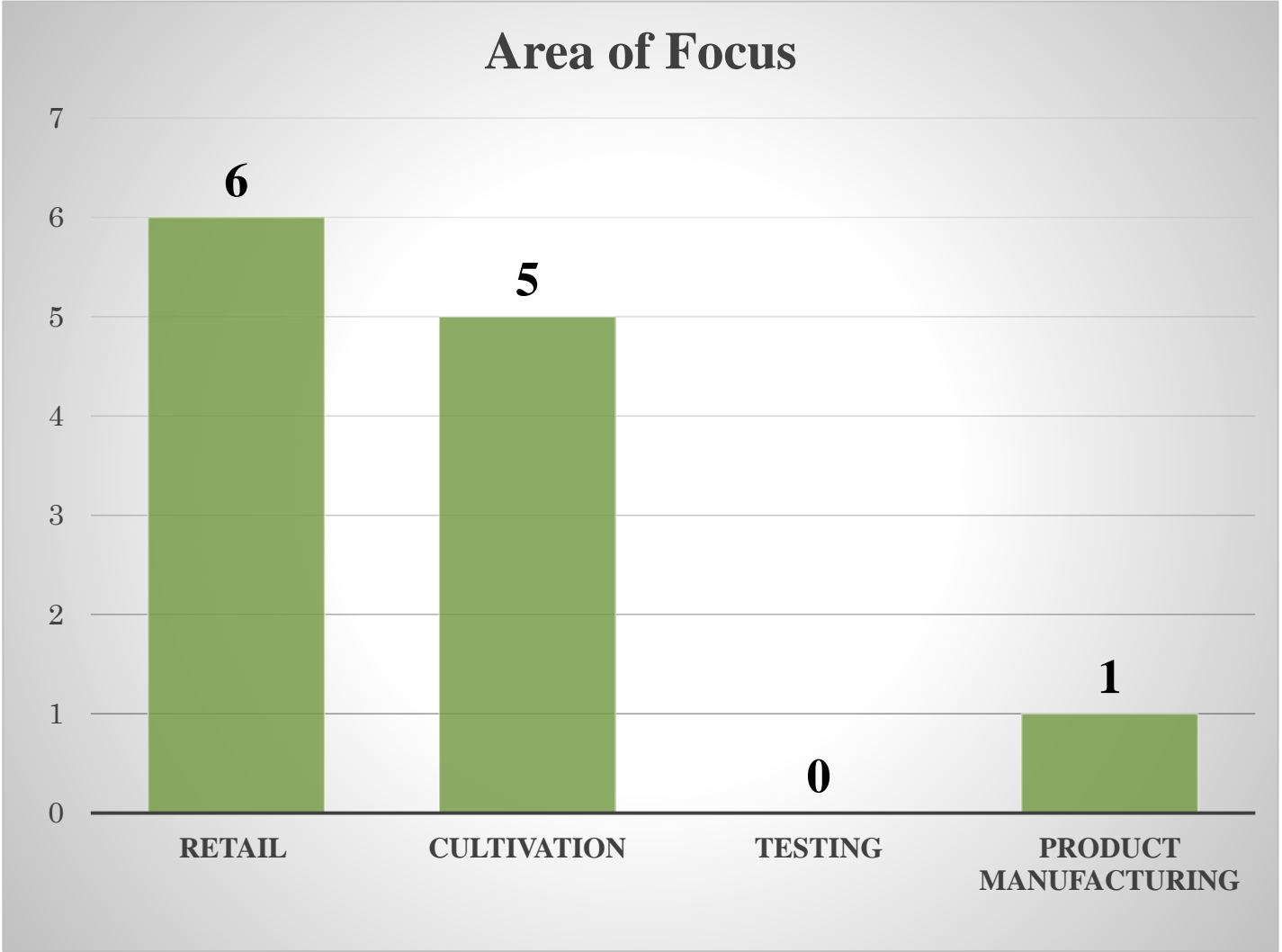
Race/Ethnicity	#	%
American Indian or Alaska Native	0	0%
Asian	0	0%
Black or African American	4	34%
Hispanic, Latino, or Spanish	4	34%
White	0	0%
Identified as Two or More Ethnicities	1	8%
Other	2	16%
Declined to Answer	1	8%
Total	12	100%



Social Equity Program: First Cohort

Re-entry, Entry Track | February 6, 2020

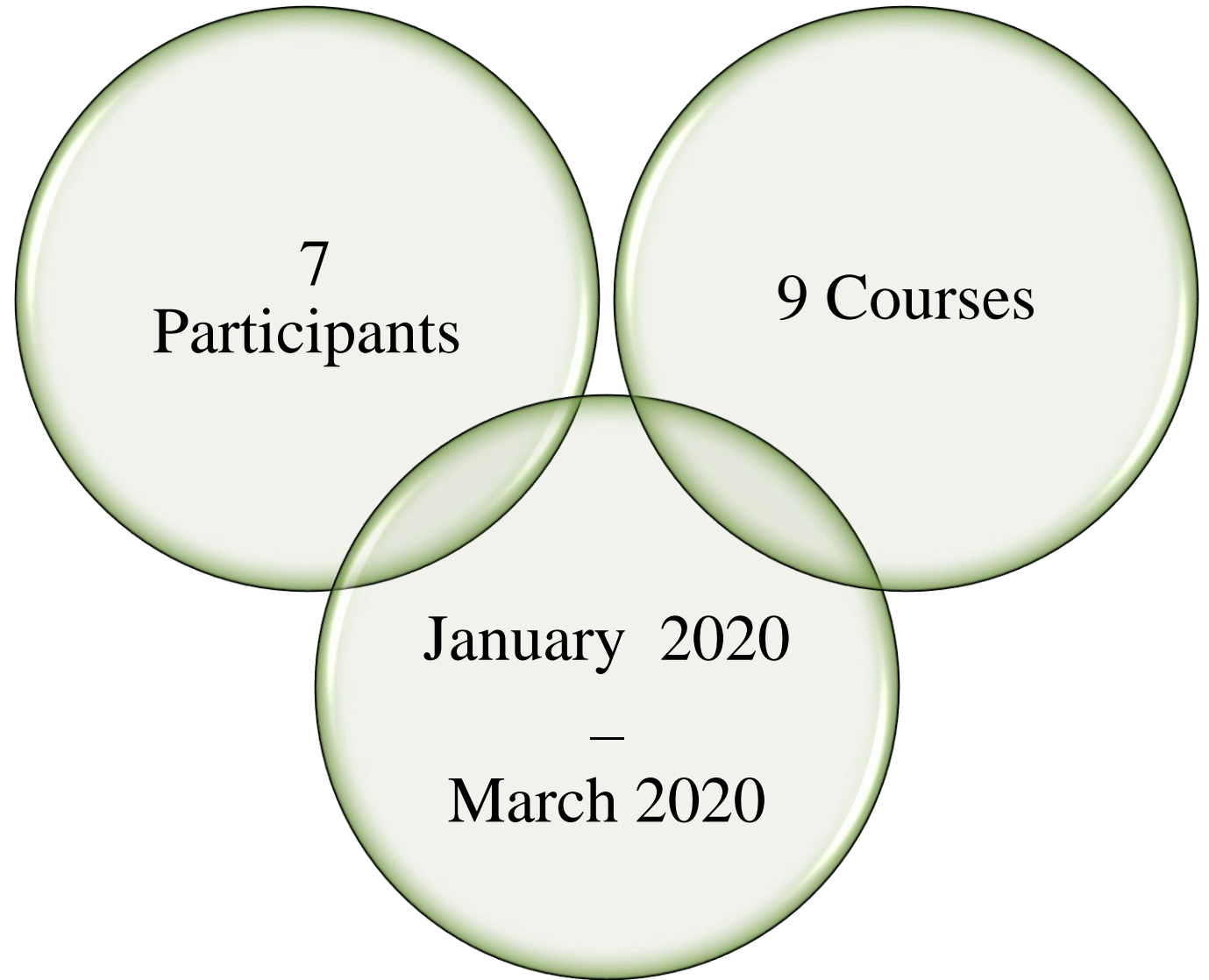
Re-entry, Entry Track Area of Focus	#
Retail	6
Cultivation	5
Testing	0
Product Manufacturing	1
Total	12



**Social Equity Program: First Cohort
Core Track | February 6, 2020**

Core Track

Participants
interested in managerial
positions within
Marijuana Establishments



Social Equity Program: First Cohort

Core Track | February 6, 2020

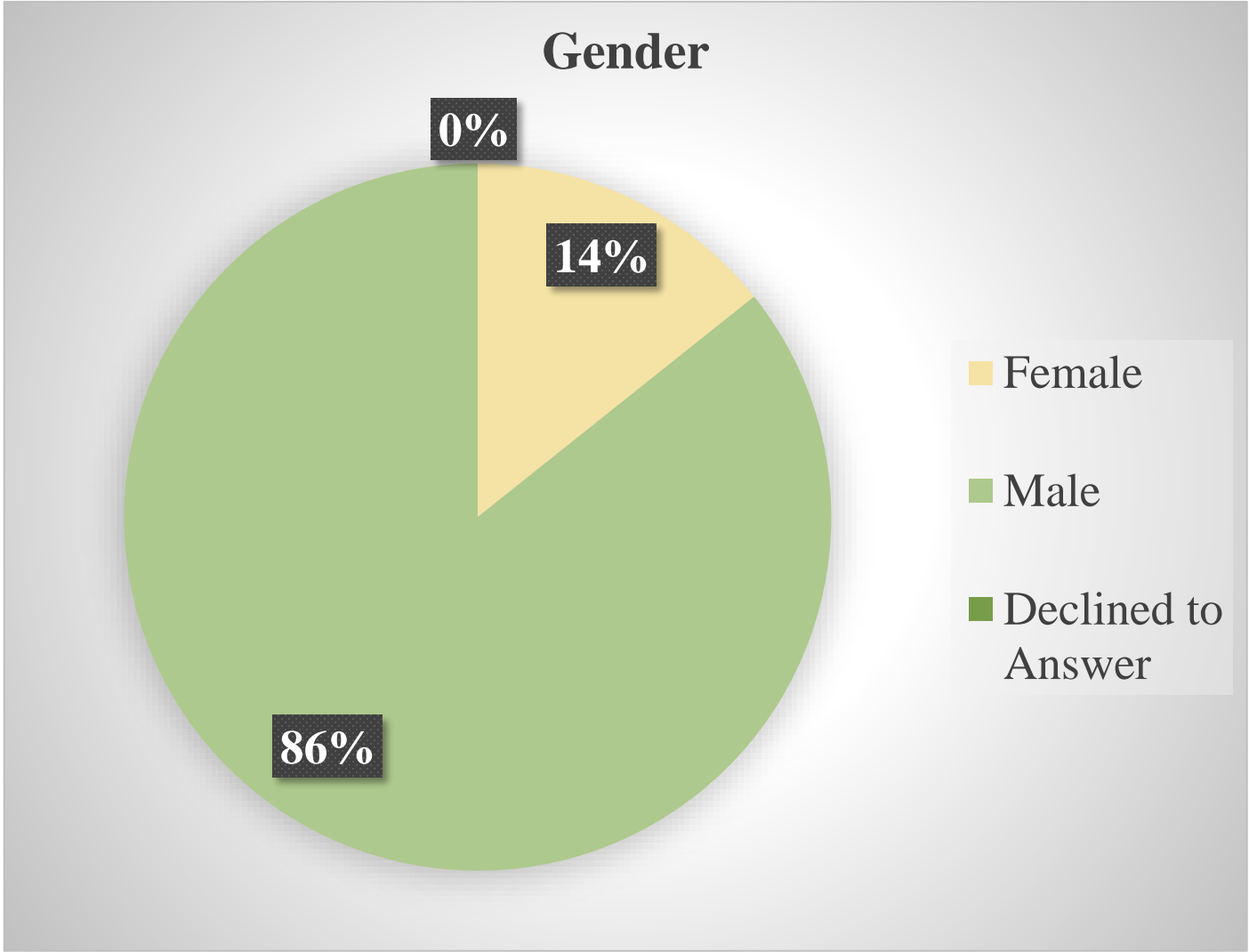
Delivered Courses	Vendors	Cities
Management for Cannabis Businesses	1	1
Municipal Process	1	1



Remaining Courses	Vendors	Cities
Branding, Marketing & Advertising	1	1
Accounting & Taxes for Cannabis Businesses	1	1
Facility Design & Location Search	1	1
Agent Recruitment & Training	1	1
Security & Working with Law Enforcement	1	1
Advanced Skills-Based Training: Cultivation	1	1
Resume & Interview Prep for Cannabis Careers	1	1

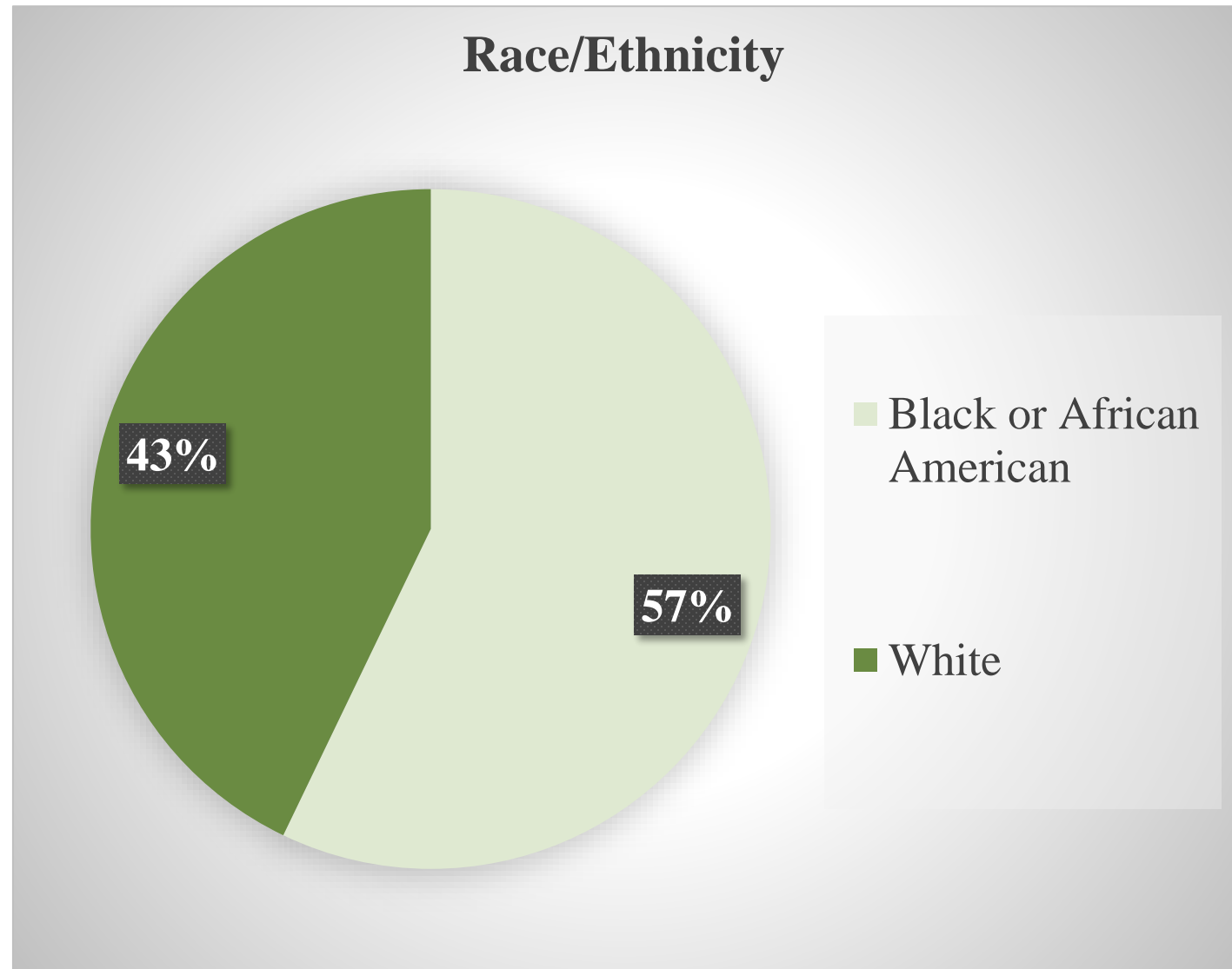
Social Equity Program: First Cohort Core Track | February 6, 2020

Gender	#	%
Female	1	14%
Male	6	86%
Declined to Answer	0	0%
User Defined Gender	0	0%
Total	7	100%

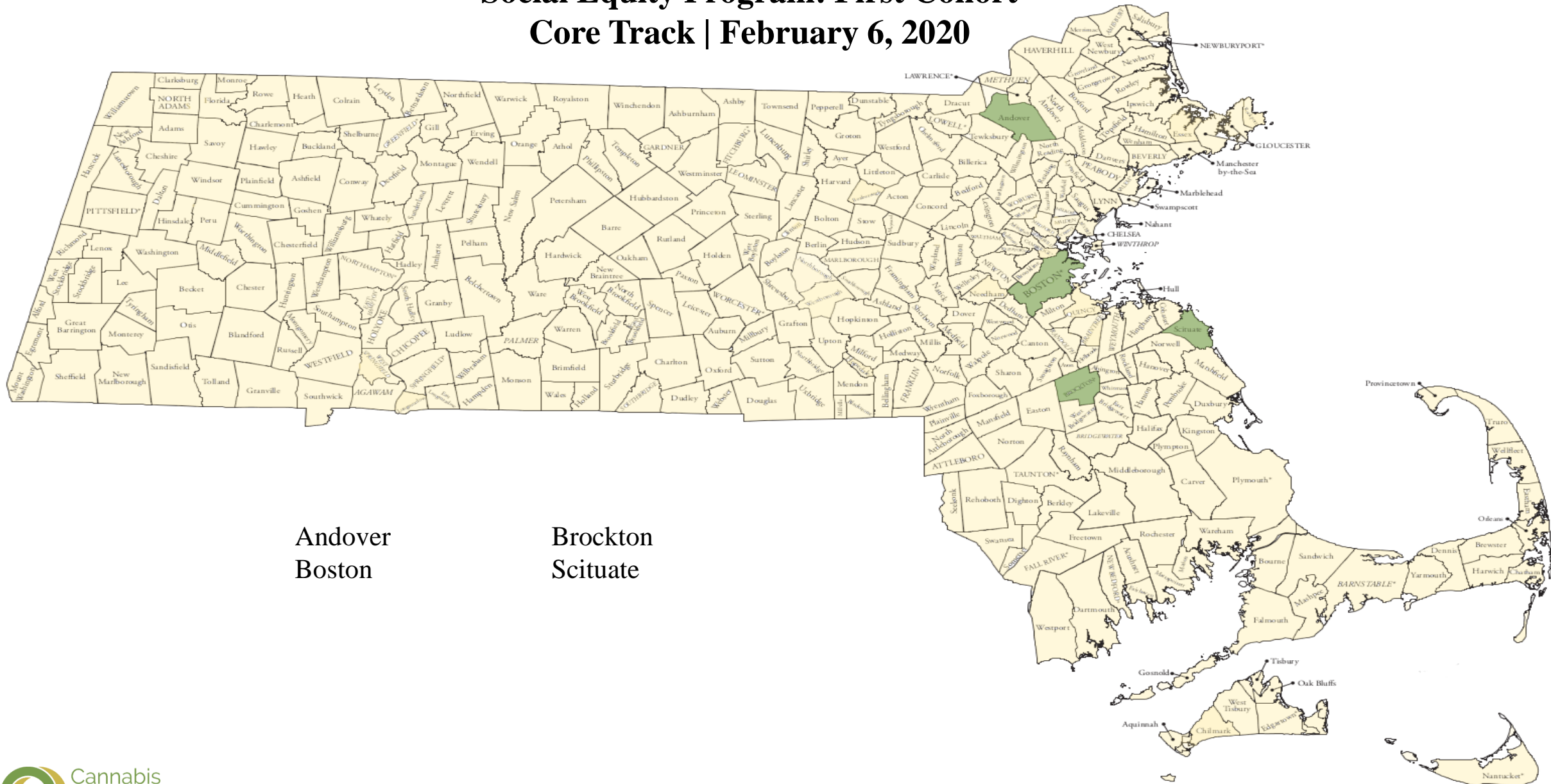


Social Equity Program: First Cohort Core Track | February 6, 2020

Race/Ethnicity	#	%
American Indian or Alaska Native	0	0%
Asian	0	0%
Black or African American	4	57%
Hispanic, Latino, or Spanish	0	%
White	3	43%
Identified as Two or More Ethnicities	0	0%
Other	0	0%
Declined to Answer	0	0%
Total	7	100%



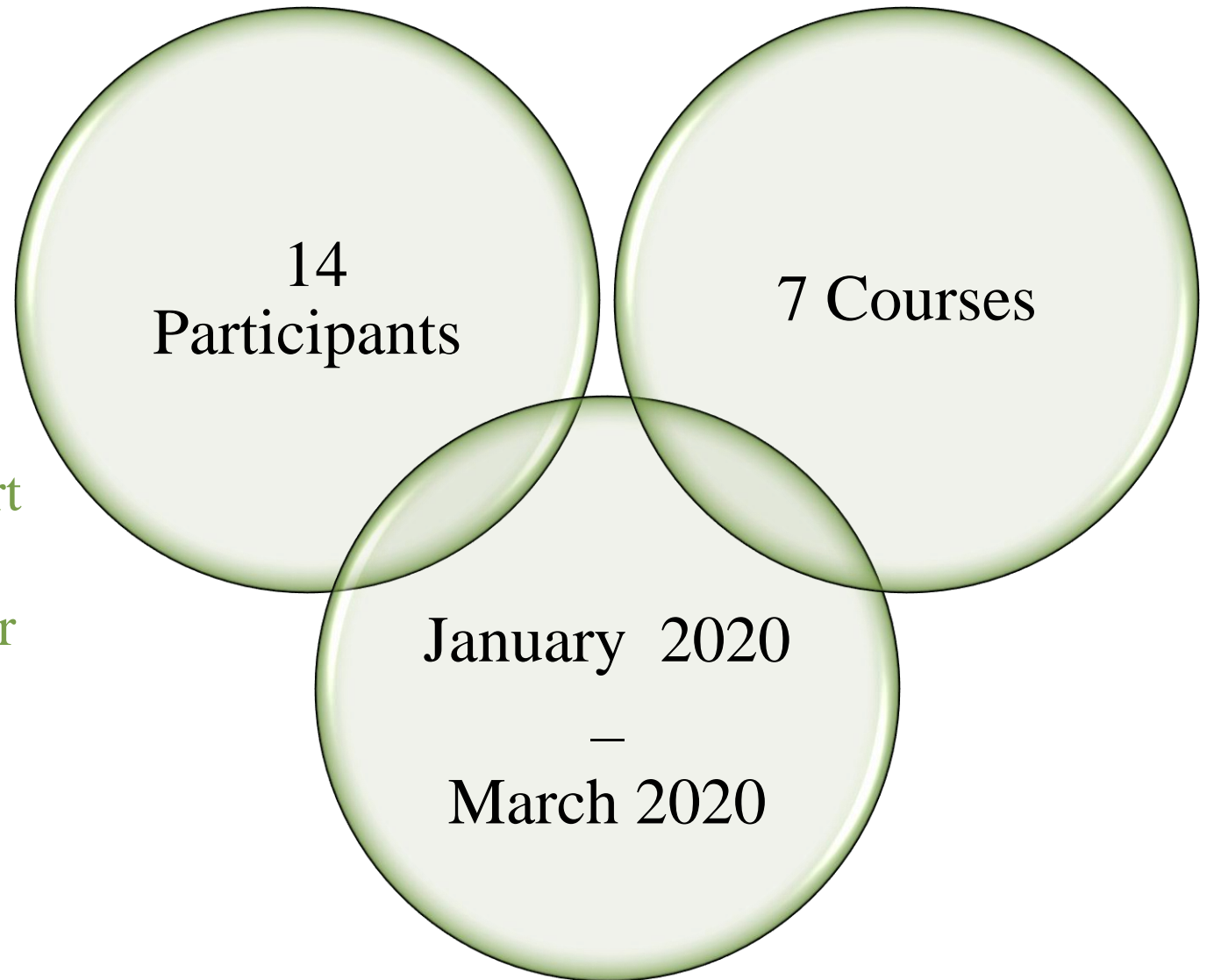
Social Equity Program: First Cohort Core Track | February 6, 2020



**Social Equity Program: First Cohort
Core Track | February 6, 2020**

Ancillary Track

Participants with skillsets or businesses that support the cannabis industry but are not seeking licensure of or employment within a Marijuana Establishment.



Social Equity Program: First Cohort Ancillary Track | February 6, 2020

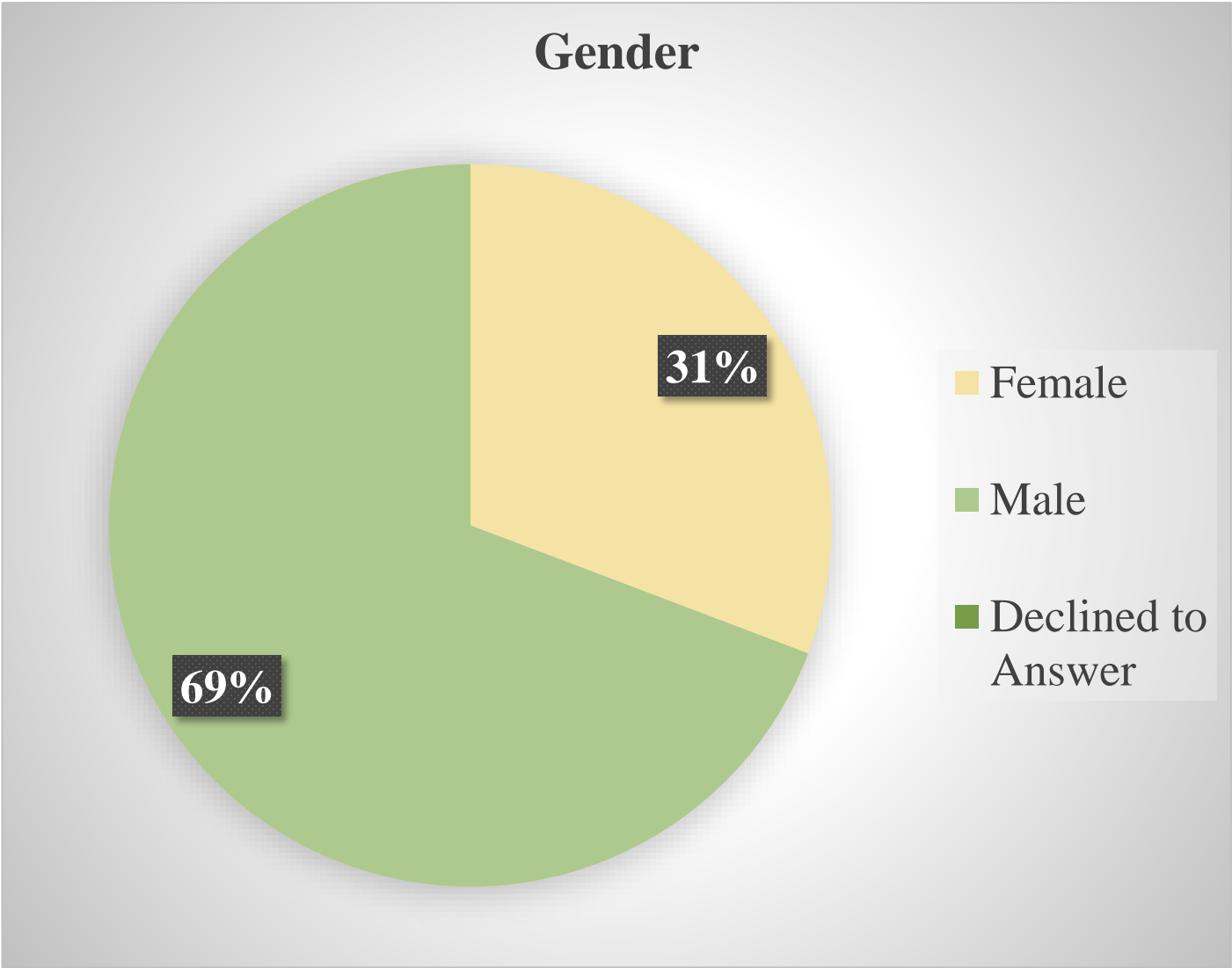
Delivered Course	Vendors	Cities
Opportunities for Ancillary Businesses	1	1
Basic Business Compliance & Challenges	1	1
Business Plan Creation & Development	1	1



Remaining Course	Vendors	Cities
Accounting & Taxes	1	1
Ancillary Facility Design & Location Search	1	1
Branding Marketing and Advertising	1	1
Post-Licensure Operations	1	1

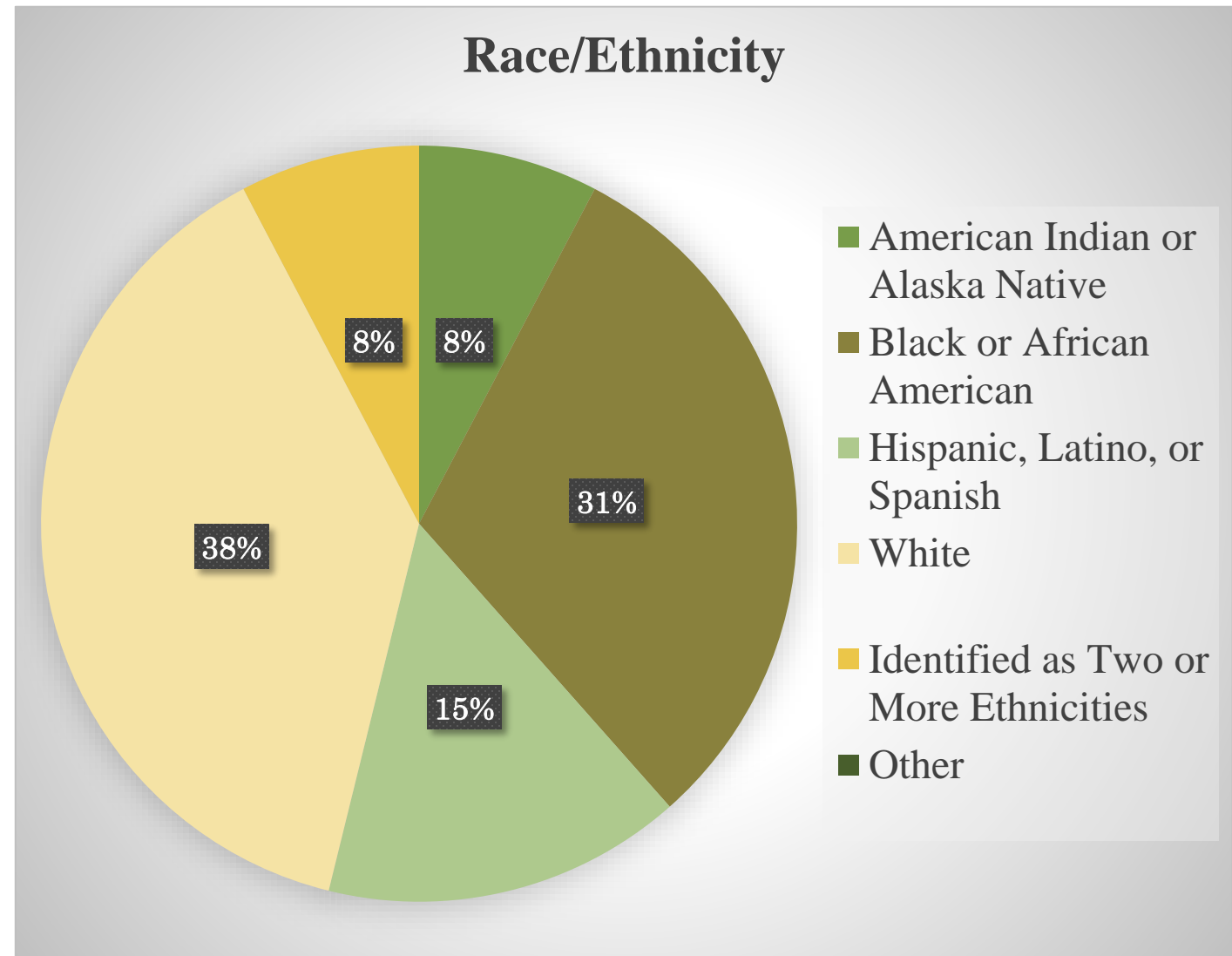
Social Equity Program: First Cohort Ancillary Track | February 6, 2020

Gender	#	%
Female	4	31%
Male	9	69%
Declined to Answer	0	0%
User Defined Gender	0	0%
Total	13	100%

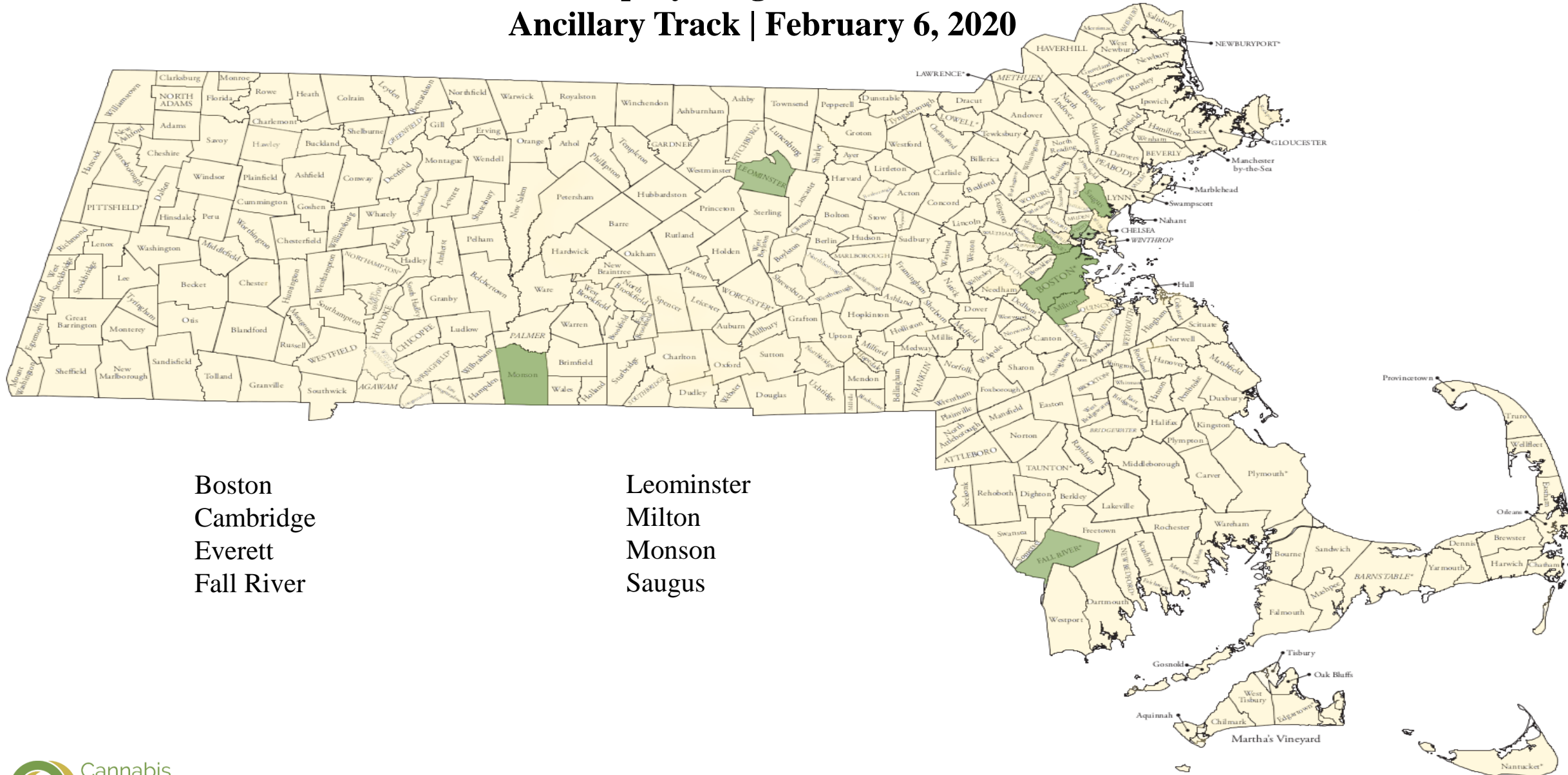


Social Equity Program: First Cohort Ancillary Track | February 6, 2020

Race/Ethnicity	#	%
American Indian or Alaska Native	1	8%
Asian	0	0%
Black or African American	4	31%
Hispanic, Latino, or Spanish	2	15%
White	5	38%
Identified as Two or More Ethnicities	1	8%
Other	0	0%
Declined to Answer	0	0%
Total	13	100%



Social Equity Program: First Cohort Ancillary Track | February 6, 2020



Boston
Cambridge
Everett
Fall River

Leominster
Milton
Monson
Saugus

Social Equity Program Next Steps | February 6, 2020

Feb/Mar

- Resume application review and approval for those who already applied
- Update and relaunch application

Apr

- First cohort courses complete; Provide certificates
- Continue reviewing and accepting applications on rolling basis

May

- Cohort 2 application deadline
- Application closes

Jul

- Second cohort orientation seminar

Social Equity Program: Next Steps Updates | February 6, 2020

Eligibility

Change from 400%
FPL to 400% AMI

Change applied to all
applicants, including
those before
November 1

Application

Language updated for
ease of applying

Additional questions
for data collection

Benefits

Immediate accrual
upon acceptance into
the program

This includes access
to exclusive license
types

Program

Streamlined courses
based on evaluations
collected after every
course

Exploring online
learning management
system to
accommodate all
schedules and
locations

5) Staff Recommendations on Changes of Ownership

- a. Hope Heal Health, Inc.
- b. MassMedicum Corp.

6) Staff Recommendations on Renewals

- a. Baked Bean, LLC. (#MPR243509), Product Manufacturer Renewal
- b. Solar Therapeutics, Inc. (#MCR139862), Cultivation Renewal
- c. Holyoke Gardens, LLC. (#MCR139861), Cultivation Renewal
- d. Rise Holdings, Inc., (#MRR205560) Retailer Renewal
- e. Liberty Compassion, Inc., Vertically-Integrated Medical Marijuana Treatment Center Renewal

7) Staff Recommendations on Final Licenses

- a. Blackstone Valley Naturals, LLC (#MB281476), Microbusiness
- b. Caregiver-Patient Connection (#MR282131), Retailer
- c. Curaleaf Massachusetts, Inc. (#MR282183), Retailer
- d. Green Biz, LLC. (#MR281793), Retailer
- e. Ipswich Pharmaceutical Associates, Inc. (#MR281571), Retailer
- f. Nova Farms, LLC. (#MR281379), Retailer
- g. Pioneer Valley Extracts, LLC (#MP281417), Product Manufacturer
- h. Pure Oasis, LLC (#MR281352), Retailer
- i. Solar Therapeutics (#MP281464), Product Manufacturer
- j. The Verb is Herb (#MR281637), Retailer
- k. Bountiful Farms (#RMD-1485), Vertically-Integrated Medical Marijuana Treatment Center
- l. Resinate, Inc. (#RMD-1345), Vertically-Integrated Medical Marijuana Treatment Center

8) Staff Recommendations on Provisional Licenses

- a. Apothca, Inc. (#MRN282730), Retailer
- b. Cultivate Holdings, LLC. (#MCN282053), Cultivation, Tier 5 / Indoor
- c. Cultivate Holdings, LLC. (#MPN281742), Product Manufacturer
- d. Diem Orange, LLC. (#MCN282161), Cultivation, Tier 2 / Indoor
- e. Diem Orange, LLC. (#MPN281684), Product Manufacturer
- f. Grass Appeal, LLC. (#MCN282123), Cultivation, Tier 3 / Indoor
- g. Grass Appeal, LLC. (#MRN282267), Retailer
- h. Greenstar Herbals, Inc. (#MRN282207), Retailer
- i. Heka, Inc. (#MCN282248), Cultivation, Tier 4 / Indoor
- j. Heka, Inc. (#MPN281736), Product Manufacturer
- k. Heka, Inc. (#MRN282770), Retailer
- l. Heka, Inc. (#MRN282903), Retailer
- m. Holistic Industries, Inc. (#MRN282605), Retailer
- n. M3 Ventures, Inc. (#MRN282350), Retailer

8) Staff Recommendations on Provisional Licenses

- o. Olde World Remedies, Inc. (#MRN282742), Retailer
- p. Pharmacannis Massachusetts, Inc. (#MCN282047), Cultivation, Tier 7 / Indoor
- q. Platinum Hydrolab, Inc. (#MCN281510), Cultivation, Tier 1 / Indoor
- r. Platinum Hydrolab, Inc. (#MPN281540), Product Manufacturer
- s. Resinate, Inc. (#MCN281259), Cultivation, Tier 3 / Indoor
- t. Resinate, Inc. (#MPN281753), Product Manufacturer
- u. Resinate, Inc. (#MRN281249), Retailer
- v. Resinate, Inc. (#MRN282398), Retailer
- w. Riverrun Gardens, LLC. (#MBN281332), Microbusiness (Cultivation Only)
- x. The Botanist, Inc. (#MRN282160), Retailer
- y. The Botanist, Inc. (#MRN282186), Retailer
- z. The Heirloom Collective, Inc. (#MRN283029), Retailer
- aa. Western Front, LLC (#MRN281907), Retailer

9) Commission Discussion and Votes

- a. Diversity Plans & Best Practices
- b. Election of Commission Secretary and Commission Treasurer
- c. Research Report: Market Data & Industry Participation

Discussion Objectives

The objective of this discussion is to share and exchange information in advance of potential regulatory changes to diversity plan requirements in light of diversity data.

Current Requirements for Licensees

Application: Diversity plans to promote equity among minorities, women, veterans, people with disabilities, and people of all gender identities and sexual orientation, in the operation of the Marijuana Establishment. The plan shall outline the goals, programs, and measurements the Marijuana Establishment will pursue once licensed.

At time of renewal: Documentation demonstrating substantial effort or progress towards achieving its goals submitted as part of diversity plan.

Current Data
Agent Applications | January 16, 2020
Demographic Comparison: Gender

Gender	January 10, 2020		October 15, 2018		Difference +/-	
	#	%	#	%	#	%
Female	2,463	33.1%	236	32.6%	2,200	0.47%
Male	4,958	66.6%	537	66.5%	4,421	0.01%
Declined to Answer	20	0.3%	5	0.6%	15	-0.35%
Gender Defined by Agent	9	0.1%	2	0.2%	7	-0.13%
Total	7,450	100%	807	100%		

Current Data

Agent Applications | January 16, 2020

Demographic Comparison: Gender

Race / Ethnicity	January 10, 2020		October 15, 2018		Difference +/-	
	#	%	#	%	#	%
Hispanic, Latino, or Spanish	471	6.3%	57	7.1%	414	-0.74%
Asian	86	1.2%	12	1.5%	74	-0.33%
Black or African American	364	4.9%	38	4.7%	326	0.18%
White	5,520	74.1%	571	70.8%	4,949	3.34%
Middles Eastern or North African	14	0.2%	1	0.1%	13	0.06%
American Indian or Alaska Native	11	0.1%	1	0.1%	10	0.02%
Native Hawaiian or Other Pacific Islander	5	0.1%	0	0%	5	0.07%
Agent Identified as Two or More	142	1.9%	10	1.2%	132	0.67%
Some other Race or Ethnicity	95	1.3%	19	2.4%	76	-1.08%
Declined to Answer	742	10%	98	12.1%	644	-2.18%
Total	7,450	100	807	100		

Purpose

- Initial discussion of best practices and elements of an effective plan
- Opportunity to raise questions to be explored in advance of regulatory discussion
- Earlier success on diversity and inclusion means more rewarding and impactful results for the industry statewide
- Accountability for our Chapter 55 requirements for meaningful participation by minorities, women, and veterans in the regulated marijuana industry

Benefits of Diverse and Inclusive Companies

- Better financial performance
- More innovative
- Better-equipped to handle uncertain environments
- Reduced turnover
- Compliant with state law and regulations

A Successful Diversity Plan...

- Is not just on paper, and not just led by CEO, or by diversity experts
- Has buy-in across the company, rooted in the culture at every level and found in every project and every closed-door meeting
- Is successfully communicated to everyone in the company
- Builds confidence and trust by following through beyond hiring
- Focuses on bringing the best out of individuals so they can thrive
- Creates a sense of belonging and opportunities to grow
- Integrates skills from training to day-to-day experiences
- Is regularly evaluated through feedback and adjusted accordingly
- *Requires hard work.*

Elements of a Diversity Plan (1/2)

- Goals
 - Set quantitative goals that can be measured, *and*
 - Codify culture through an organizational statement
 - Commit to implementing and upholding your written policies
- Measurements
 - Workforce utilization reports
 - Employee feedback, morale, engagement, and turnover

Elements of a Diversity Plan (2/2)

- Programs
 - Weave diversity and inclusion into interview and hiring process
 - Develop a cross-functional, diversity-focused committee to frequently gather and evaluate feedback for accountability
 - Give employees training and development opportunities
 - Build cultural competency
 - Be able to articulate how the training employees receive is integrated into the everyday situations they face
 - Set and communicate clear expectations and consistent standards
 - Consider authentic communication of key values as part of branding
 - Celebrate successes
 - Create appropriate forums for *open* conversations

Frequently Asked Questions

- What's the difference between a diversity plan and a plan to positively impact disproportionately harmed people?
- What if we're located in an area that is not racially diverse?
- Why is a typo such a big deal?
- What if our pool of applicants isn't diverse?
- What if we don't reach our goals?

9) Commission Discussion and Votes

- a. Diversity Plans & Best Practices
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- c. Research Report: Market Data & Industry Participation

9) Commission Discussion and Votes

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A Baseline Review and Assessment of the Adult-use Massachusetts Cannabis Industry

Public Meeting of the Cannabis Control Commission:
February 6, 2020

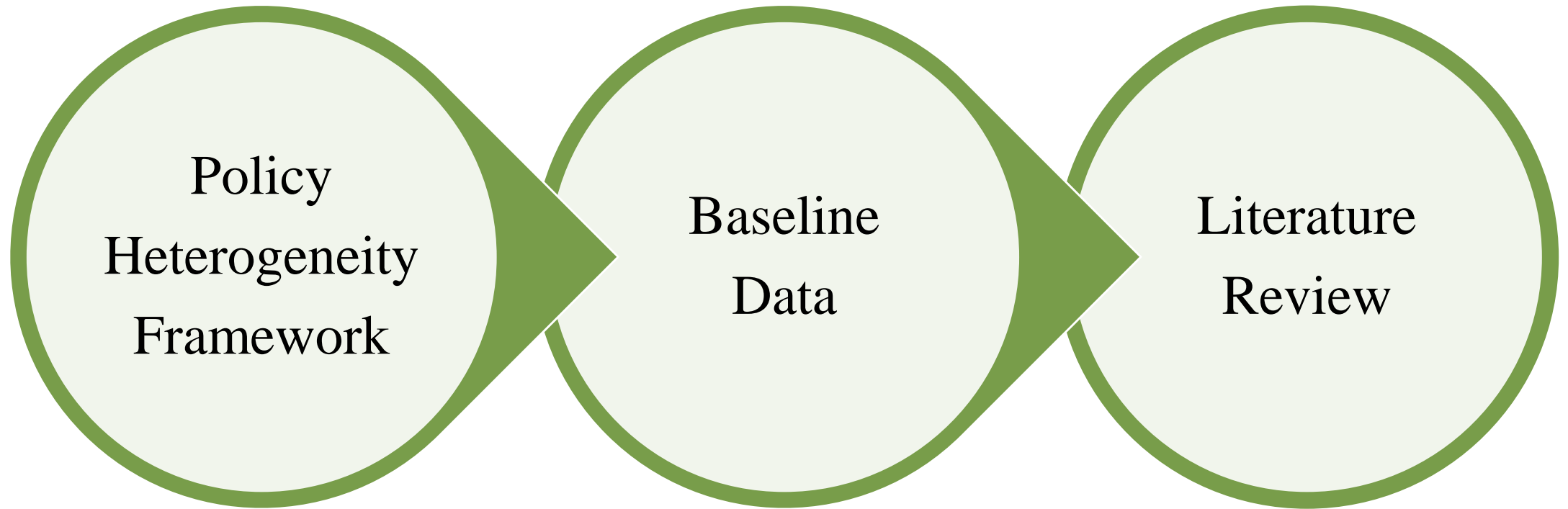
Julie K. Johnson, Ph.D.
David McKenna, Ph.D.
Samantha M. Doonan, B.A.

Chapter 55: An Act to Ensure Safe Access to Marijuana

Section 17. (a) The commission shall develop a research agenda in order to understand the social and economic trends of marijuana in the commonwealth, to inform future decisions that would aid in the closure of the illicit marketplace and to inform the commission on the public health impacts of marijuana. The research agenda shall include, but not be limited to:

- (i) patterns of use, methods of consumption, sources of purchase and general perceptions of marijuana among minors, among college and university students and among adults;
- (ii) incidents of impaired driving, hospitalization and use of other health care services related to marijuana use, including a report of the state of the science around identifying a quantifiable level of marijuana-induced impairment of motor vehicle operation and a report on the financial impacts on the state healthcare system of hospitalizations related to marijuana;
- (iii) economic and fiscal impacts for state and local governments including the impact of legalization on the production and distribution of marijuana in the illicit market and the costs and benefits to state and local revenue;
- (iv) ownership and employment trends in the marijuana industry examining participation by racial, ethnic and socioeconomic subgroups, including identification of barriers to participation in the industry;
- (v) a market analysis examining the expansion or contraction of the illicit marketplace and the expansion or contraction of the legal marketplace, including estimates and comparisons of pricing and product availability in both markets;
- (vi) a compilation of data on the number of incidents of discipline in schools, including suspensions or expulsions, resulting from marijuana use or possession of marijuana or marijuana products; and
- (vii) a compilation of data on the number of civil penalties, arrests, prosecutions, incarcerations and sanctions imposed for violations of chapter 94C for possession, distribution or trafficking of marijuana or marijuana products, including the age, race, gender, country of origin, state geographic region and average sanctions of the persons charged.

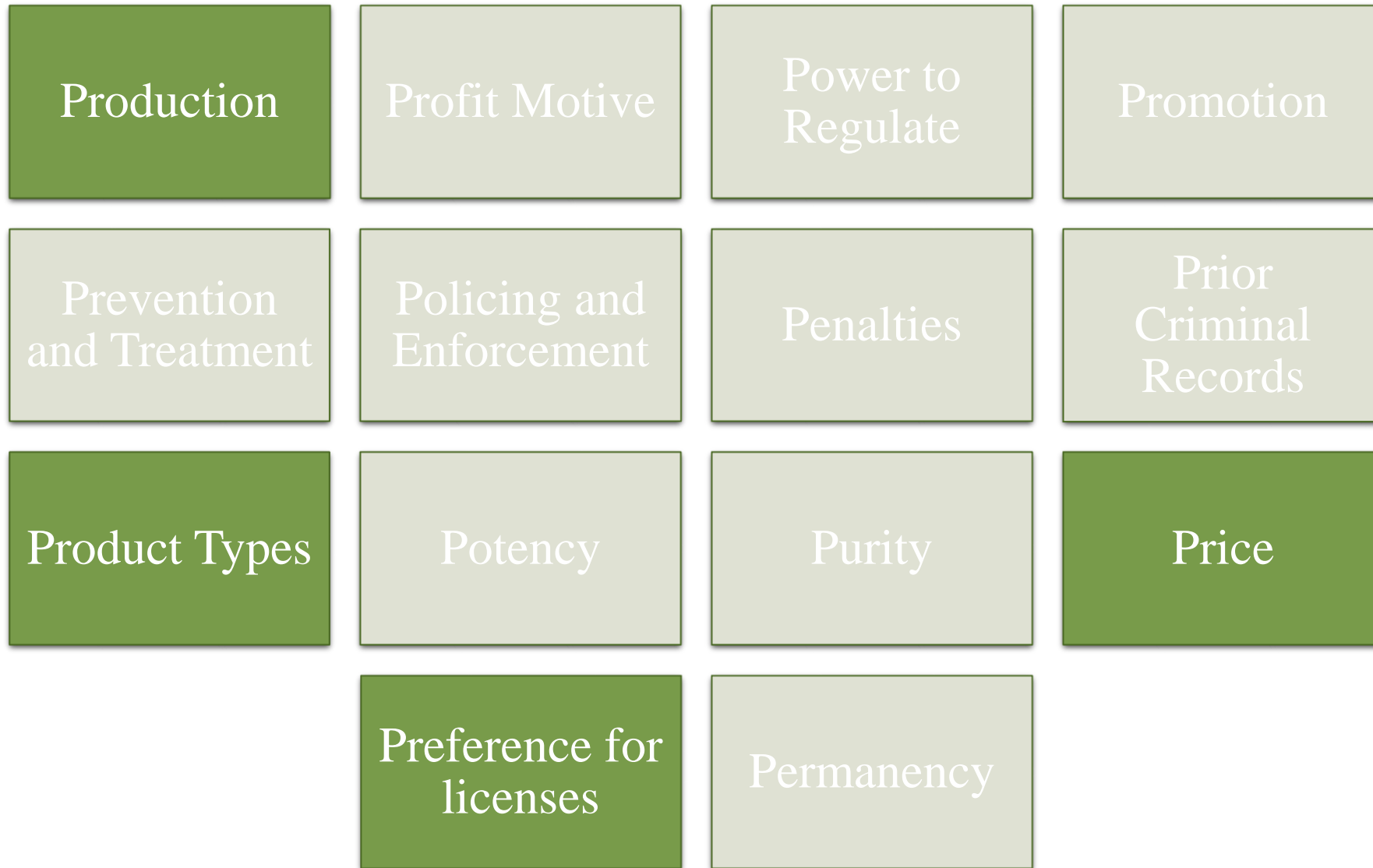
Presentation Overview



“P’s” of Legalization (Kilmer, 2019)

Production	Profit Motive	Power to Regulate	Promotion
Prevention and Treatment	Policing and Enforcement	Penalties	Prior Criminal Records
Product Types	Potency	Purity	Price
	Preference for licenses	Permanency	

“P’s” of Legalization (Kilmer, 2019)

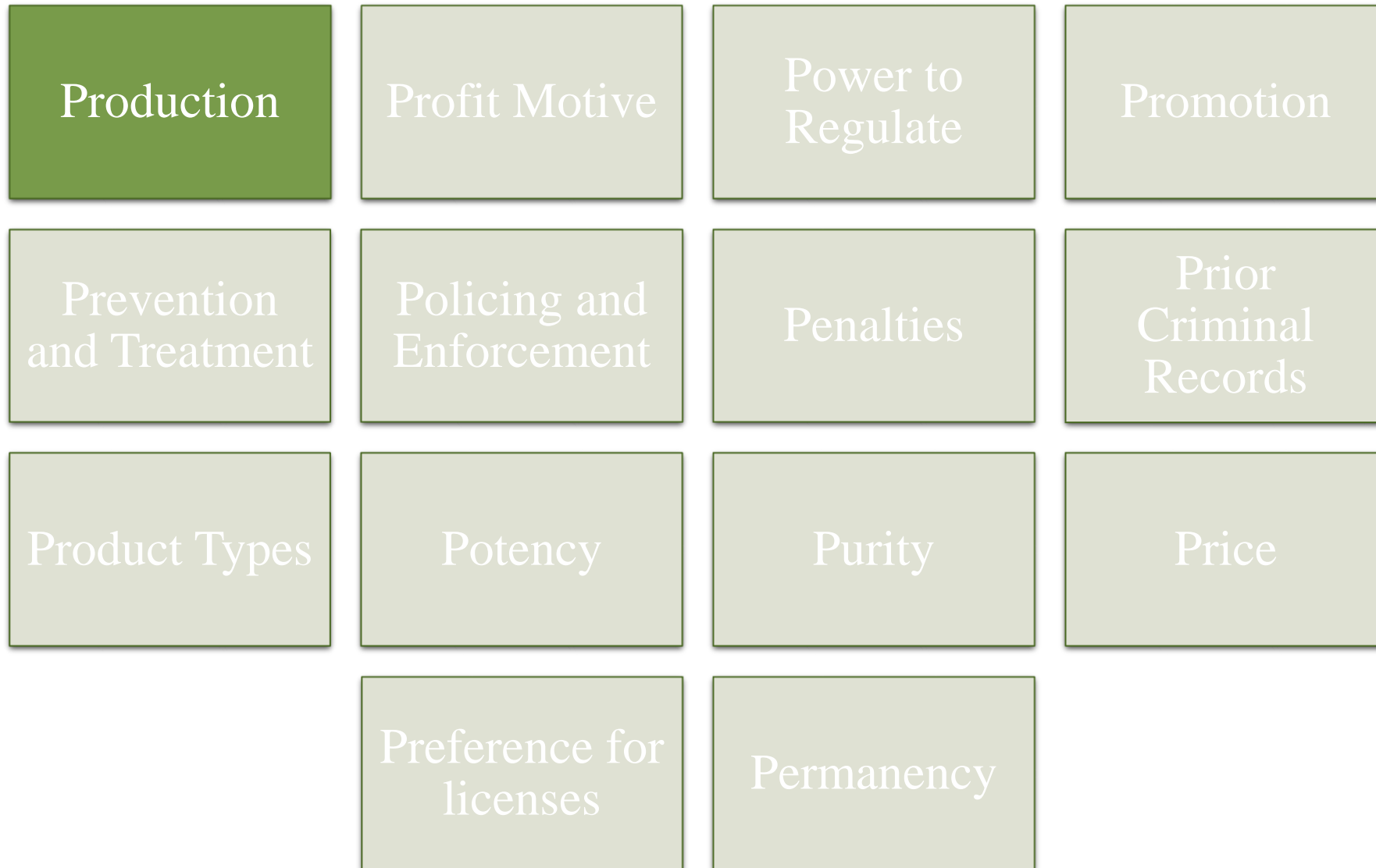


Baseline Data

First year of legal adult-use sales

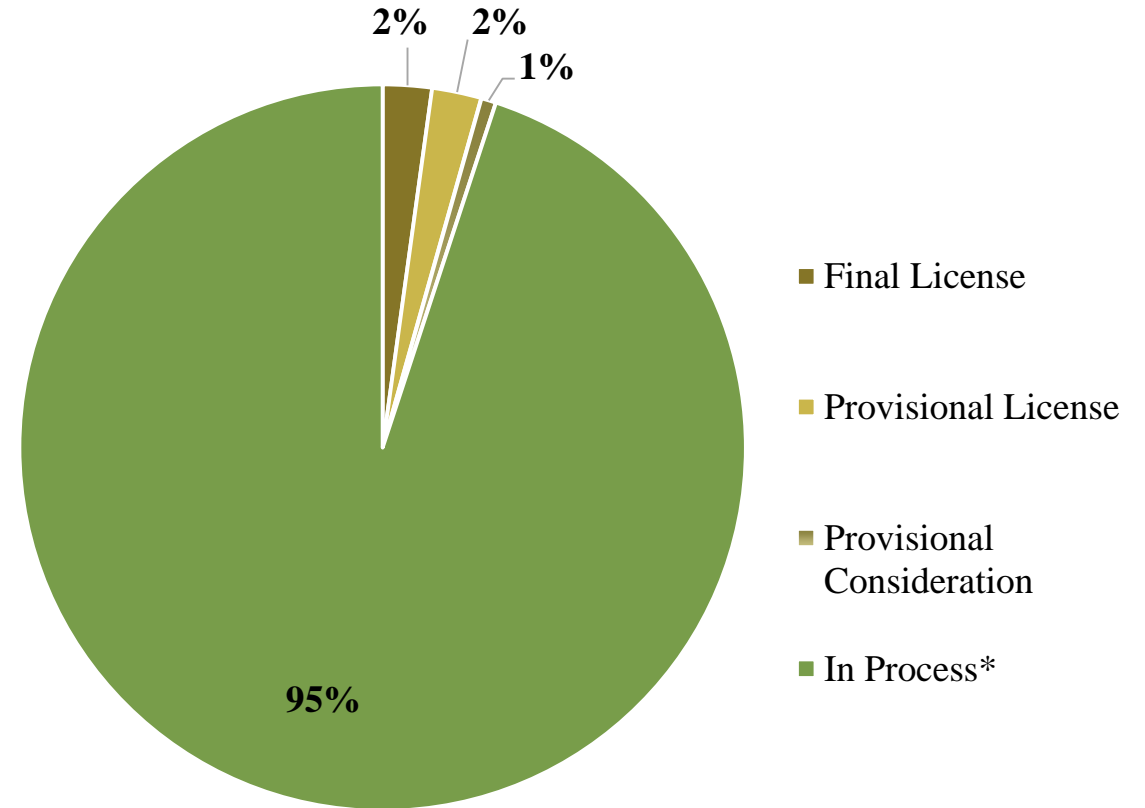


“P’s” of Legalization (Kilmer, 2019)

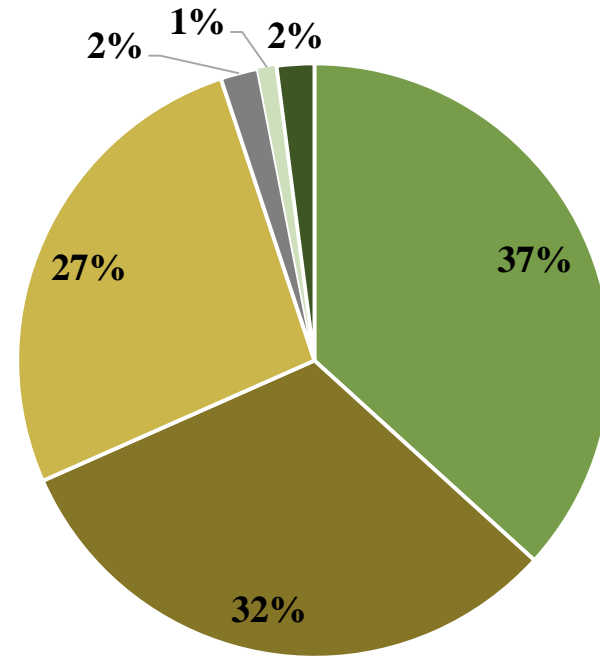


License and Application Status Totals [Current as of 11/20/19]

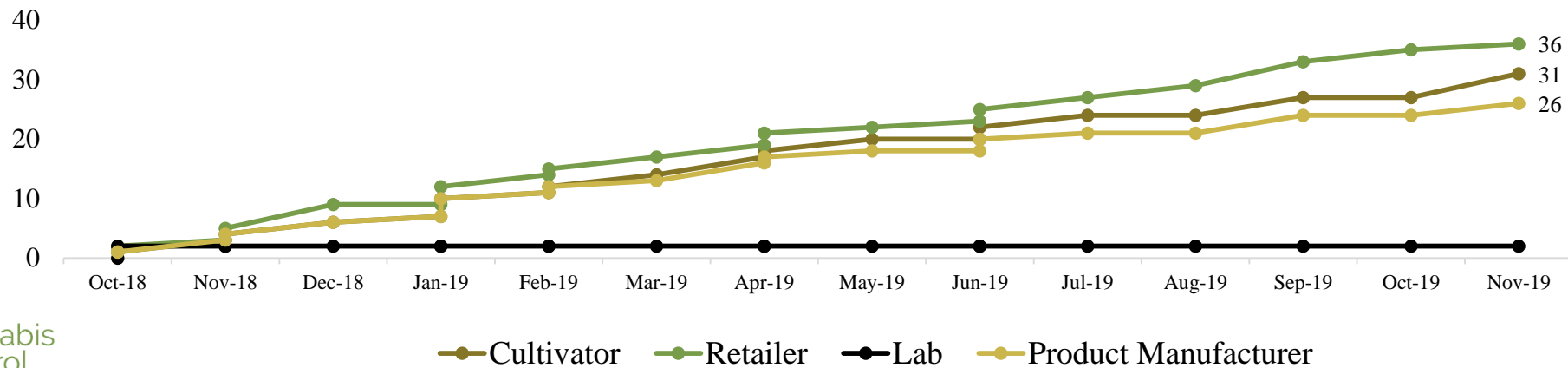
License Status	Total	(%)
Final License	98	(2%)
Provisional License	99	(2%)
Provisional Approval	30	(0.7%)
Denied	4	(0.9%)
In Process, including:		
Incomplete	3,569	(77.6%)
Pending	400	(8.7%)
Withdrawn	397	(8.6%)
In Process Total	4,366	(95%)
Total	4,597	



Final License by License Type [Current as of 11/20/19]

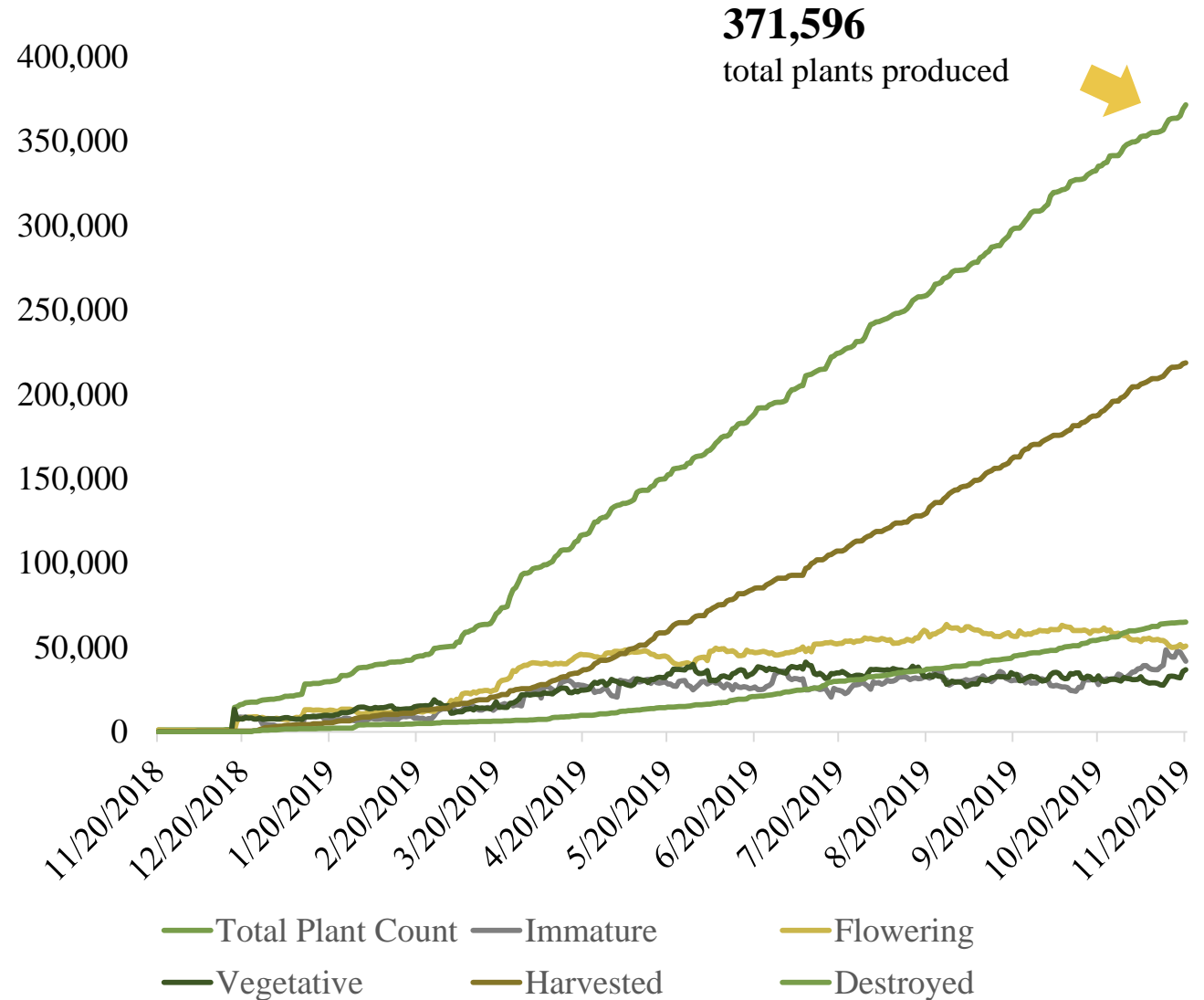


- Marijuana Retailer
- Marijuana Cultivator
- Marijuana Product Manufacturer
- Marijuana Transporter with Other Existing ME License
- Marijuana Microbusiness
- Independent Testing Lab

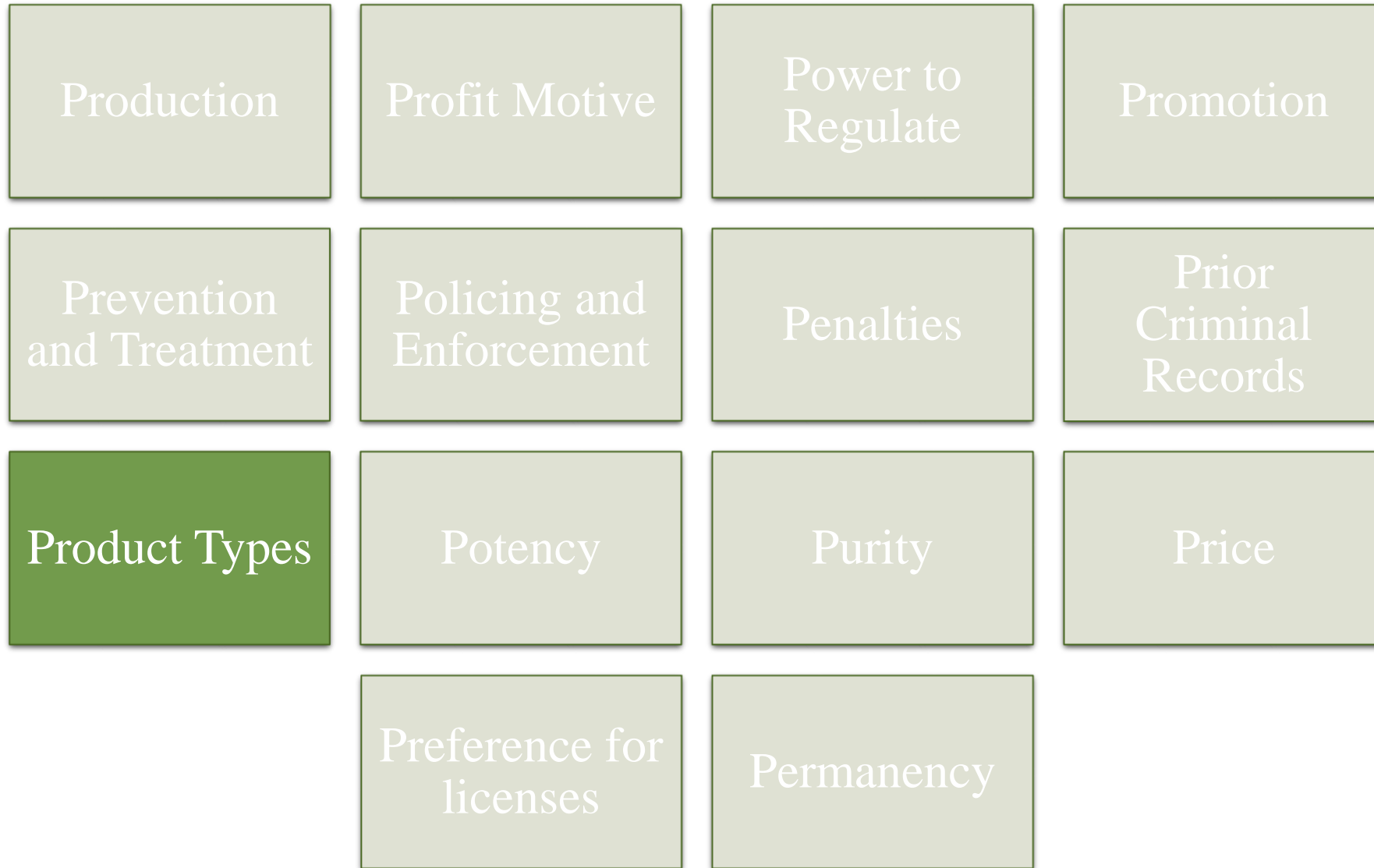


Plant Definitions and Total Plant Activity and Volume

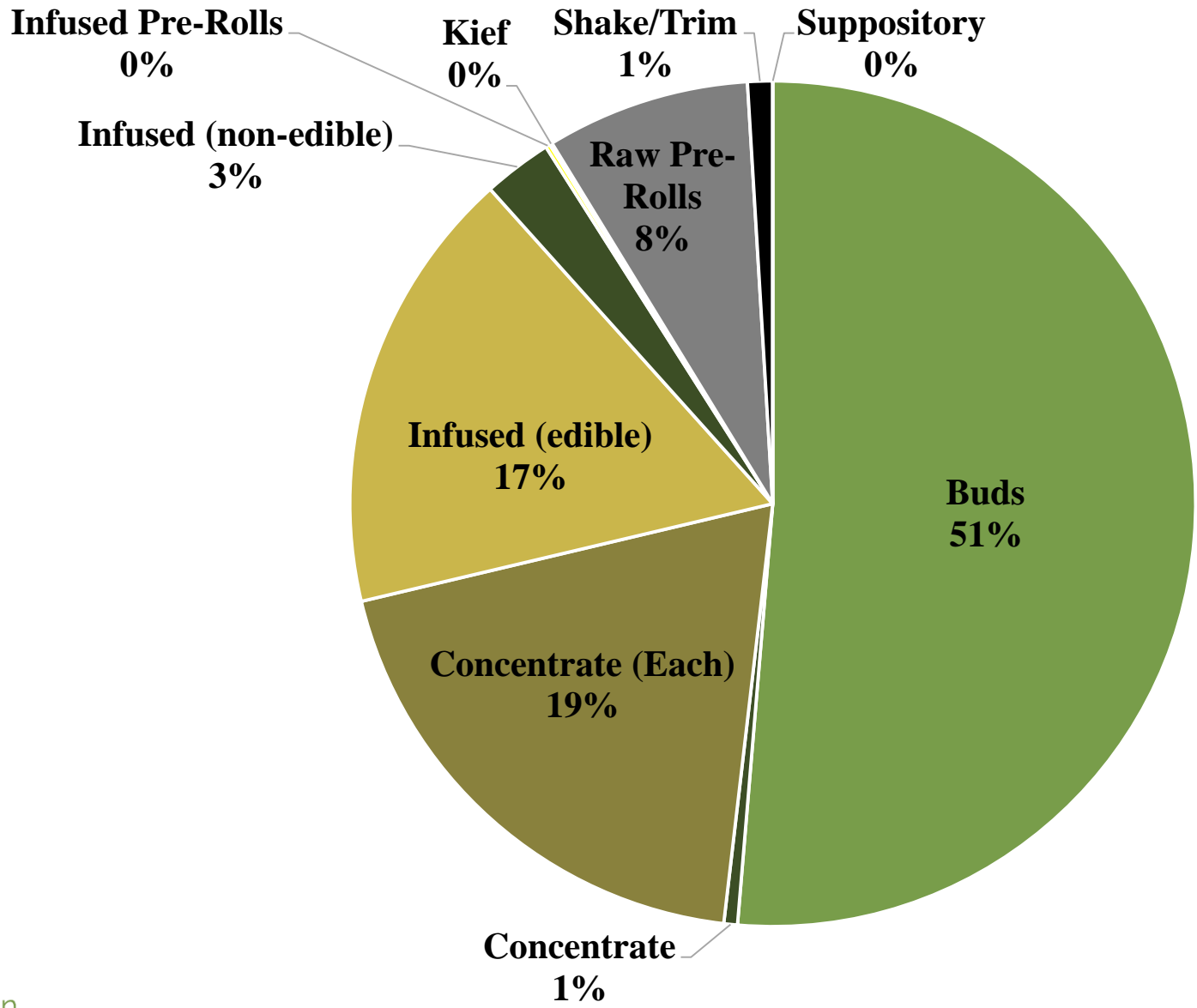
Plant State	Description
Mature Plant	Plants greater than 8” tall.
Plant Vegetative	The state of the cannabis plant which is a form of asexual reproduction in plants during which plants do not produce resin or flowers and are bulking up to a desired production size for flowering.
Plant Flowering	Flowering is the gametophytic or reproductive state of cannabis in which the plant is in a designated flowering space within a cultivation facility with a light cycle intended to produce flowers, trichomes and cannabinoids characteristic of cannabis.
Plant Harvested	Plant harvested generally refers to plants that are in the drying and curing phase.
Plant Destroyed	Plants destroyed refers to plants that are rendered unusable by the marijuana establishment. Plants in this count may not be processed, sold, or given away.



“P’s” of Legalization (Kilmer, 2019)



Sales by Product Category [11/20/18-11/20/19]



Percent of Total Units Versus Percent of Total Sales [11/20/18-11/20/19]

Product Category	Percent of Total Units	Percent of Total Sales
Buds	51%	49%
Concentrate	1%	1%
Concentrate (Each)	19%	27%
Infused (edible)	17%	15%
Infused (non-edible)	3%	4%
Infused Pre-Rolls	0%	0%
Kief	0%	0%
Raw Pre-Rolls	8%	4%
Shake/Trim	0%	0%
Shake/Trim (by strain)	1%	0%
Suppository	0%	0%

“P’s” of Legalization (Kilmer, 2019)

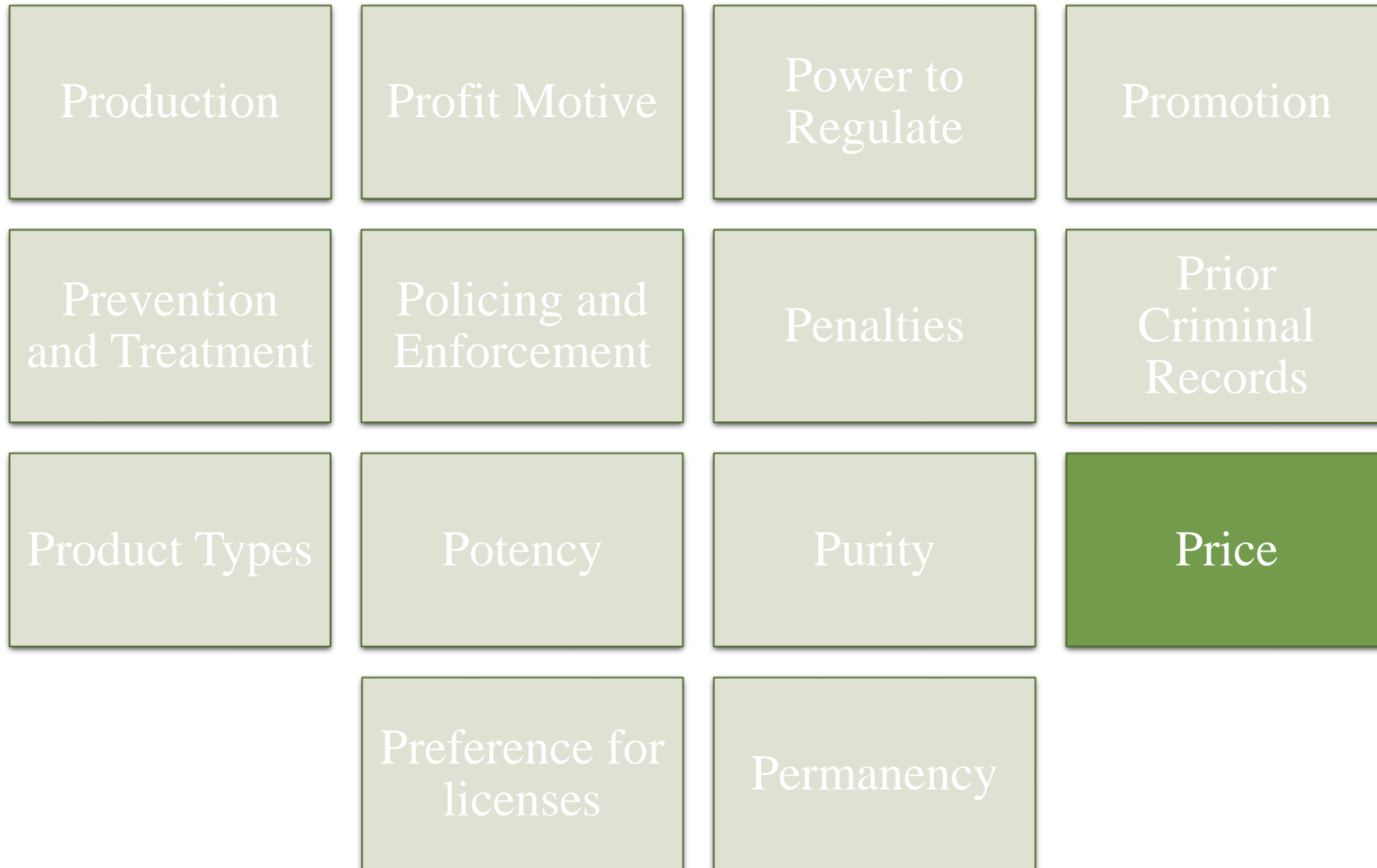
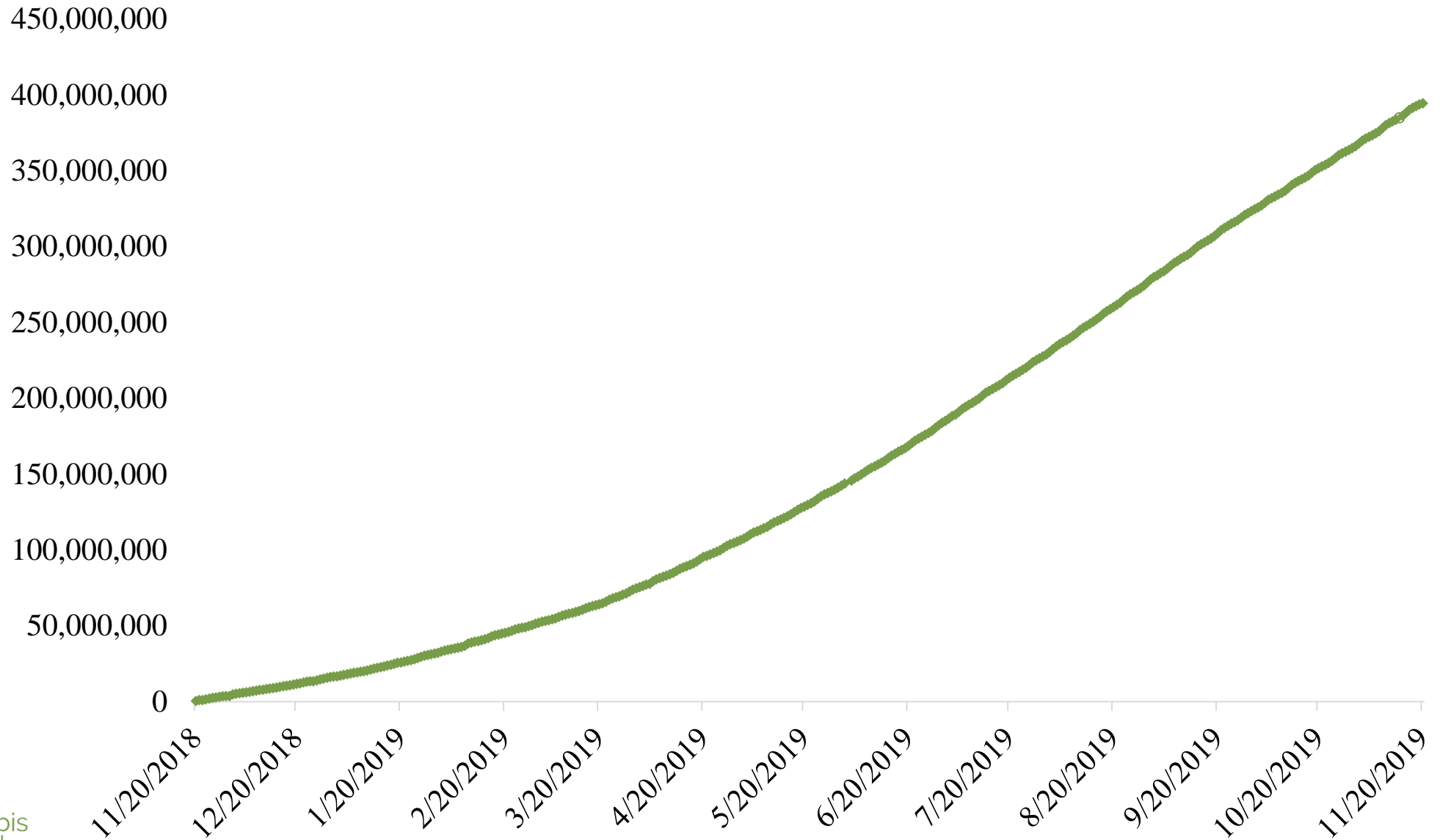


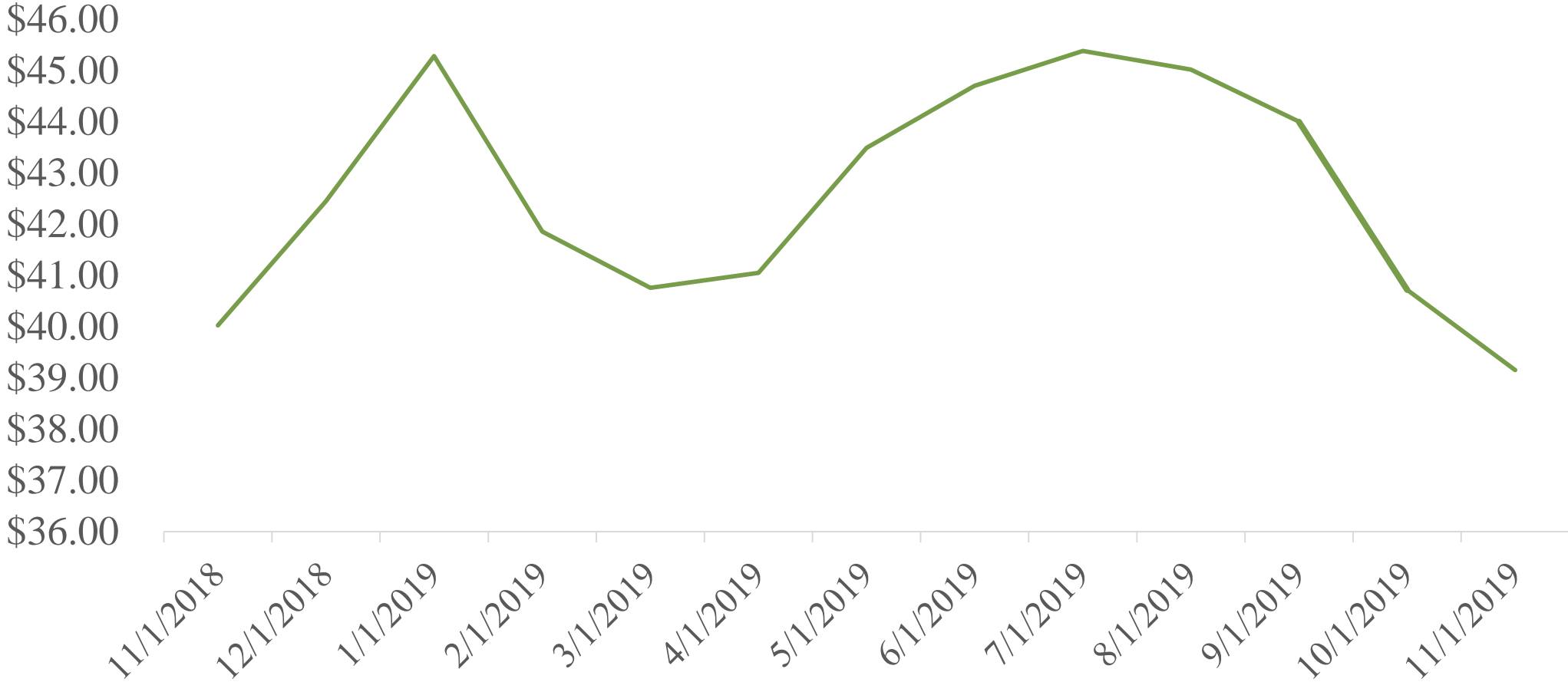
Table VI.A.8. Gross Sales for All Adult-use Cannabis Products [11/20/18-11/20/19]



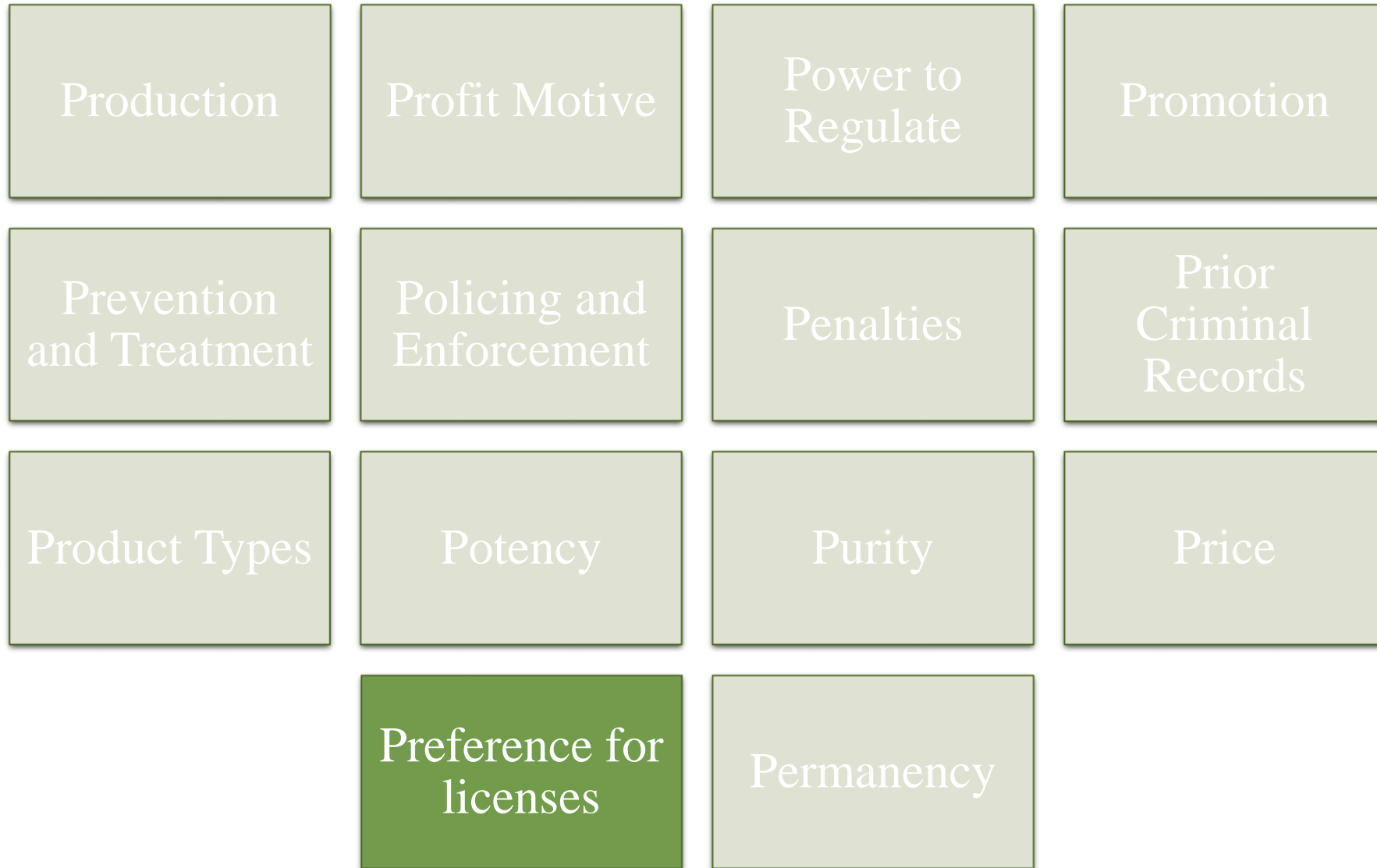
Sales by Product Category [11/20/18-11/19/19]

Product Category	Total Units	Total in Dollars	Average Cost Per Unit
Buds	4,705,546	\$ 191,940,288.30	\$ 40.79
Concentrate	47,688	\$ 3,449,114.20	\$ 72.33
Concentrate (Each)	1,782,161	\$ 107,352,206.40	\$ 60.24
Infused (edible)	1,564,222	\$ 60,076,284.20	\$ 38.41
Infused (non-edible)	241,373	\$ 14,336,714.10	\$ 59.40
Infused Pre-Rolls	15,987	\$ 317,772.50	\$ 19.88
Kief	9,017	\$ 276,511.50	\$ 30.67
Raw Pre-Rolls	713,747	\$ 13,873,448.30	\$ 19.44
Shake/Trim	4,442	\$ 132,132.00	\$ 29.75
Shake/Trim (by strain)	83,035	\$ 1,949,656	\$ 23.48
Suppository	47	\$ 1,200.00	\$ 25.53
Total	9,167,265	\$ 393,705,328	

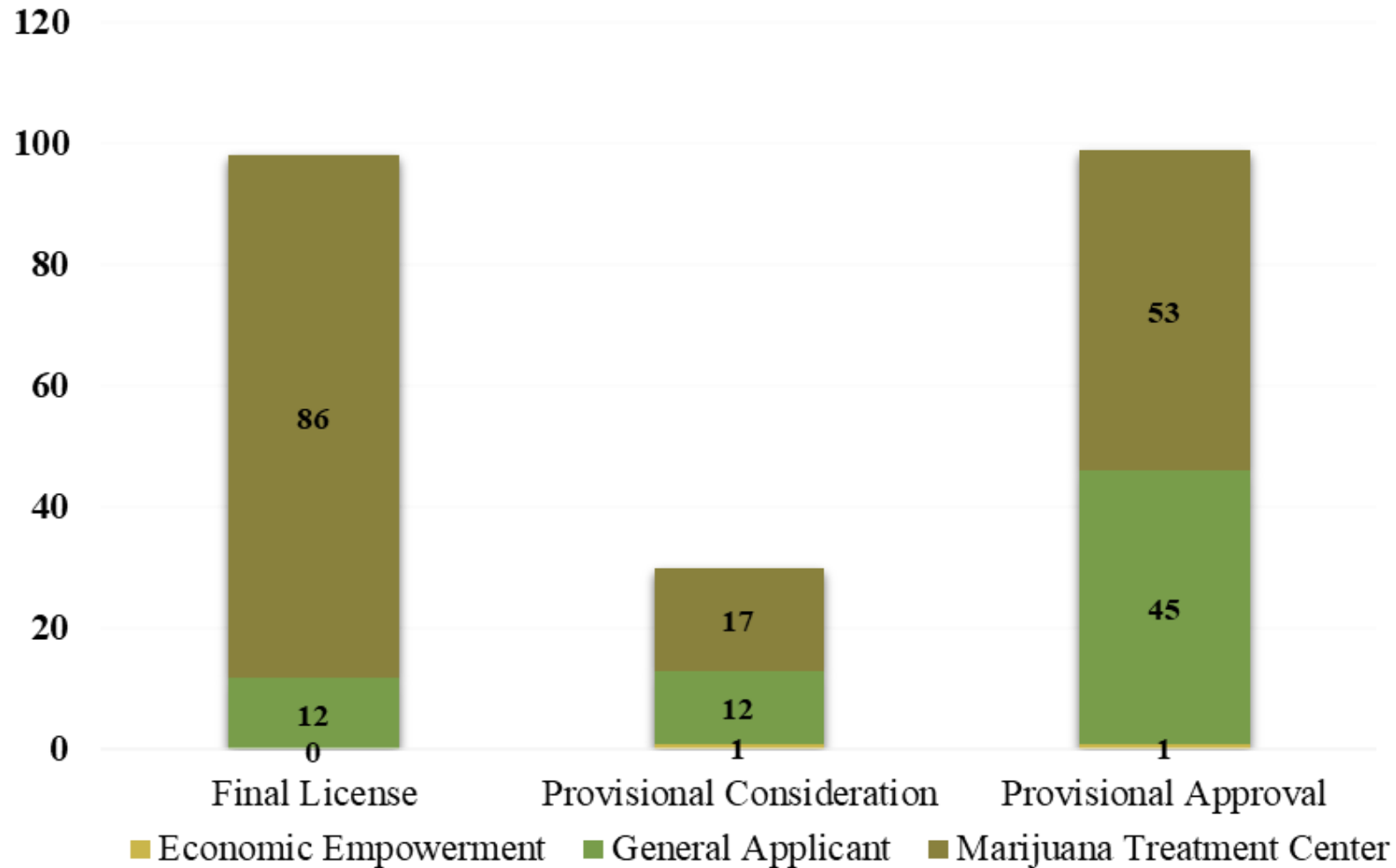
Aggregate Price Per Unit by Month [11/20/18-11/19/19]



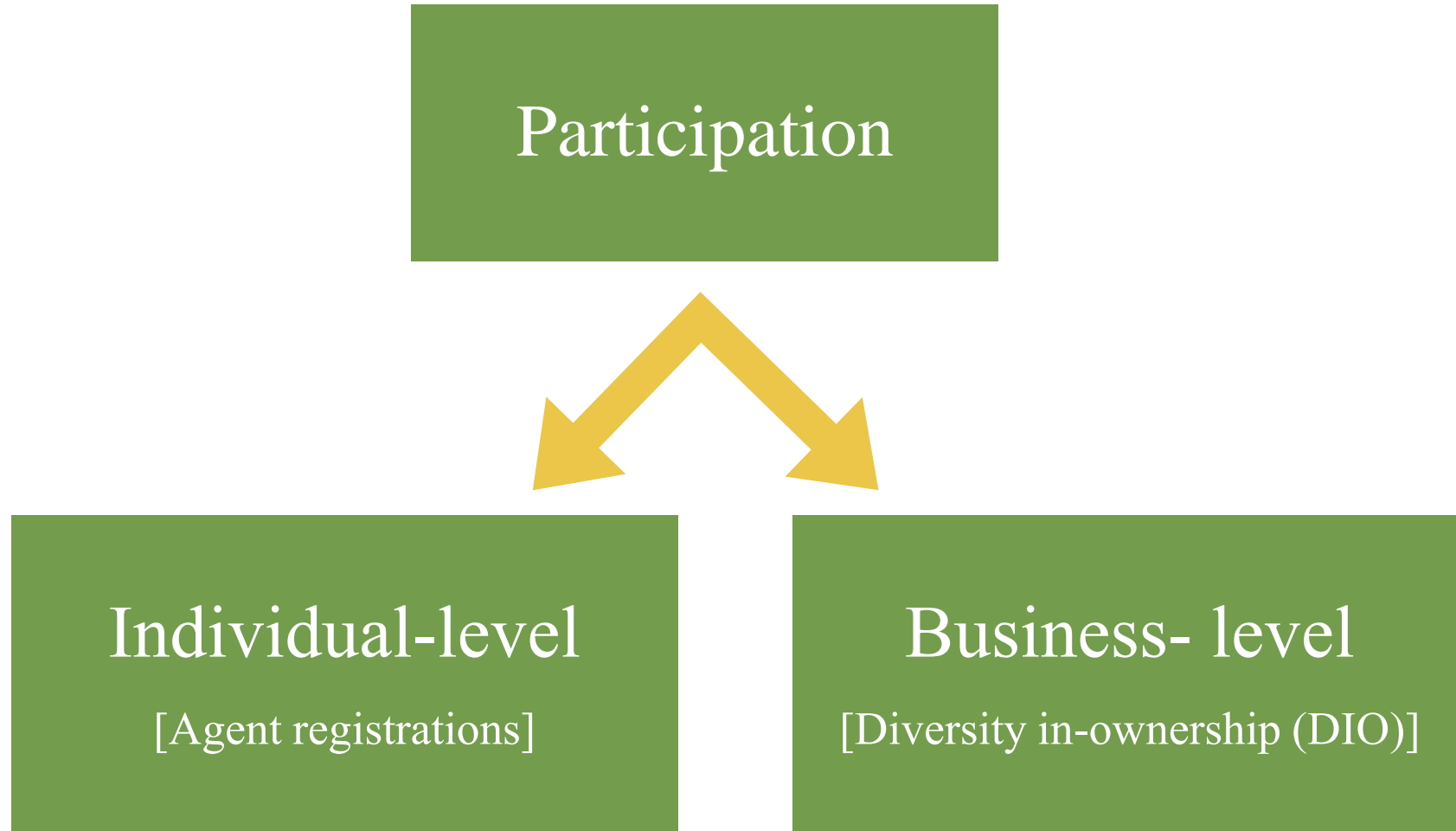
“P’s” of Legalization (Kilmer, 2019)



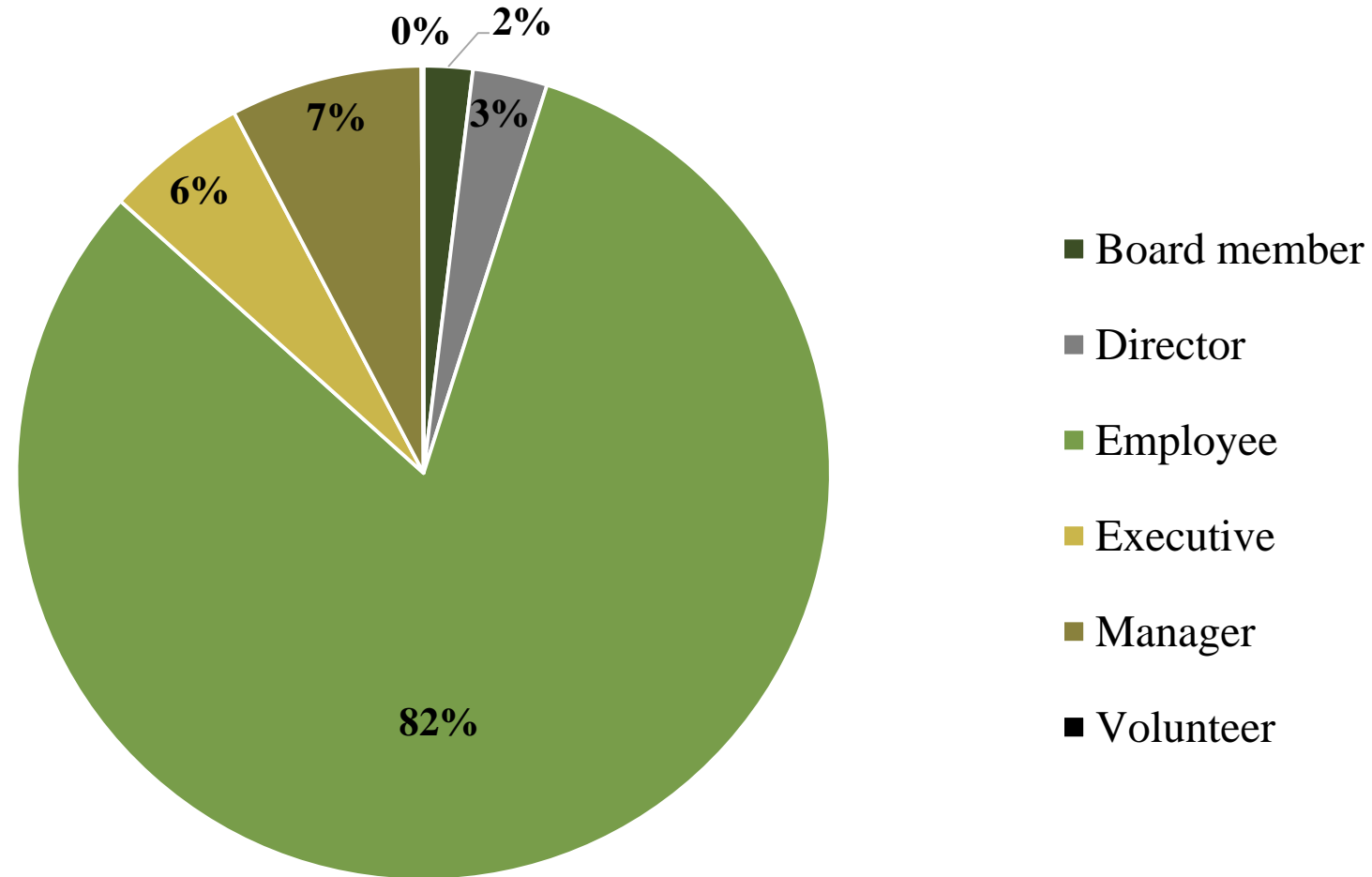
Priority Status by License Status (Final License, Provisional Consideration, Provisional License) [as of 11/20/19]



Additional ‘P’: Participation



Agent Registrations by Role [11/20/18-11/20/19]



Agent Registrations by License Type Role [11/20/18-11/20/19]

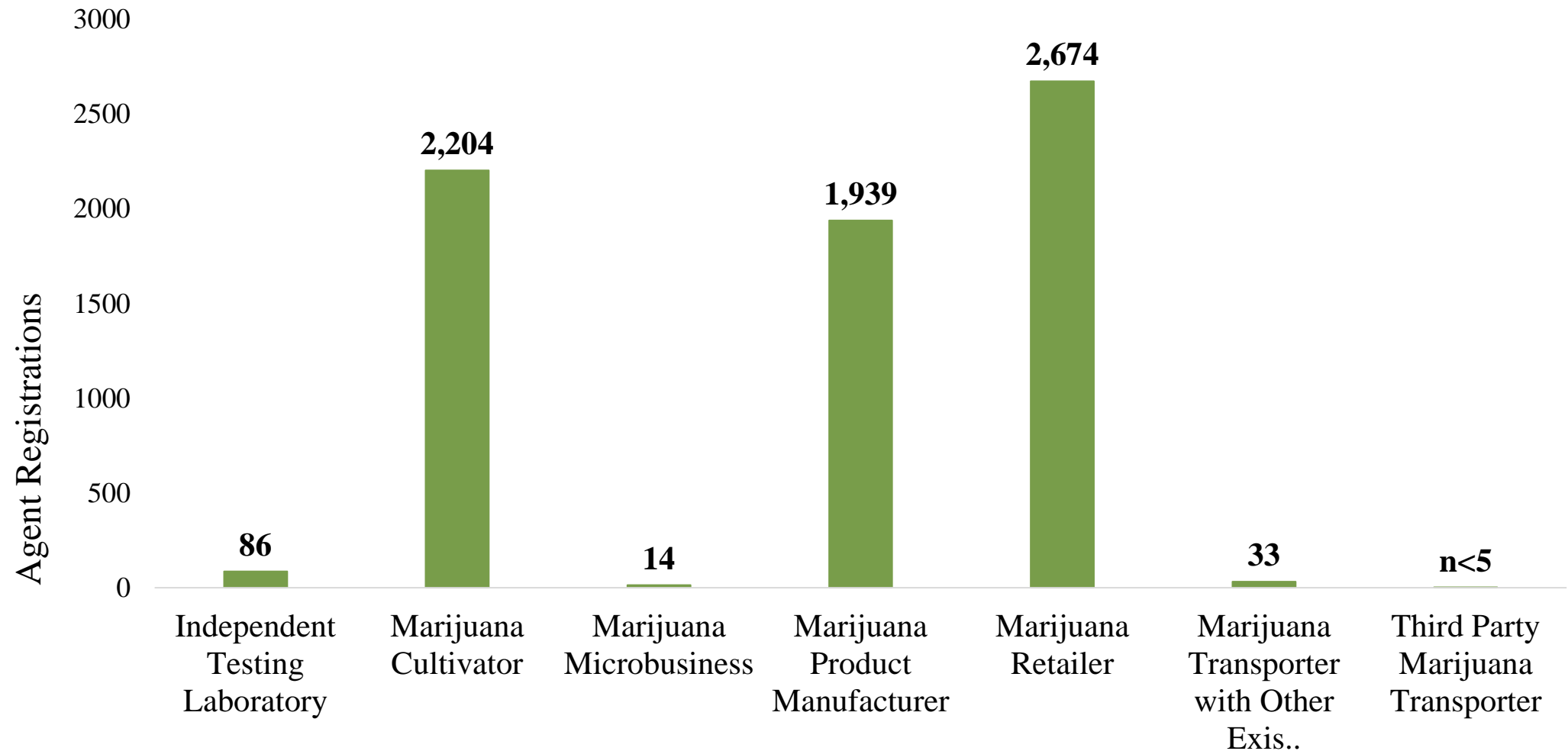


Table VI.B.2. Race/Ethnicity of Agent Registrations (N=7,089) [Current as of 11/20/19]

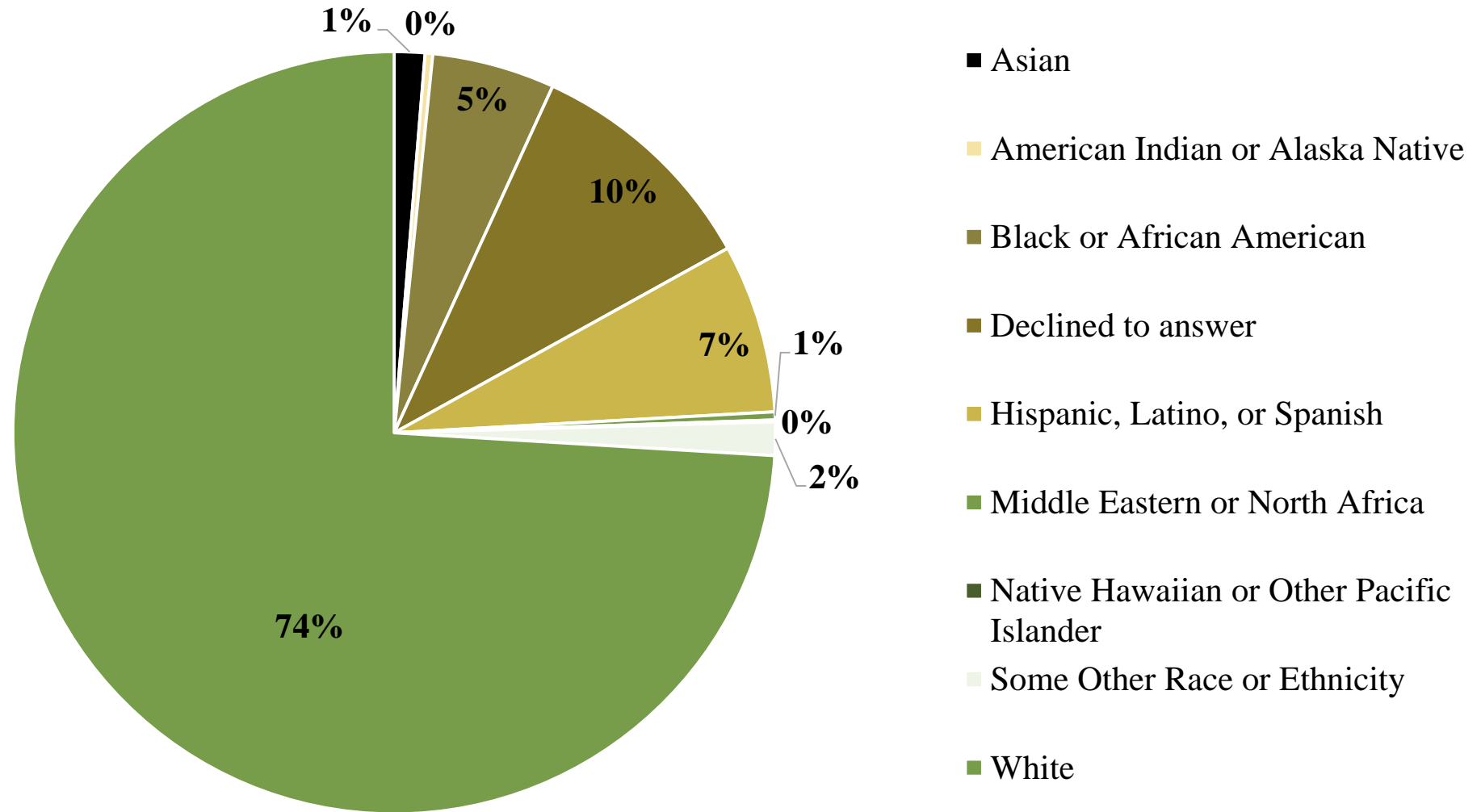
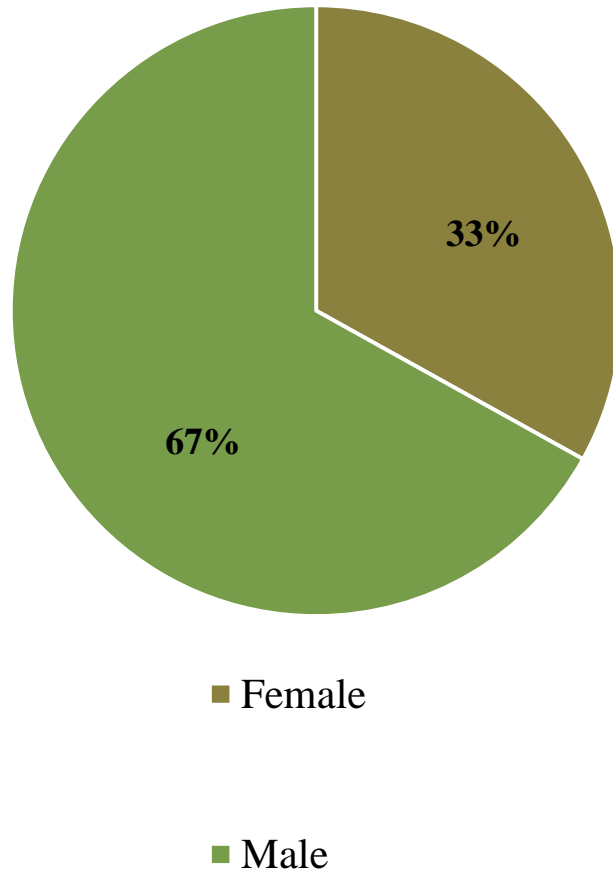
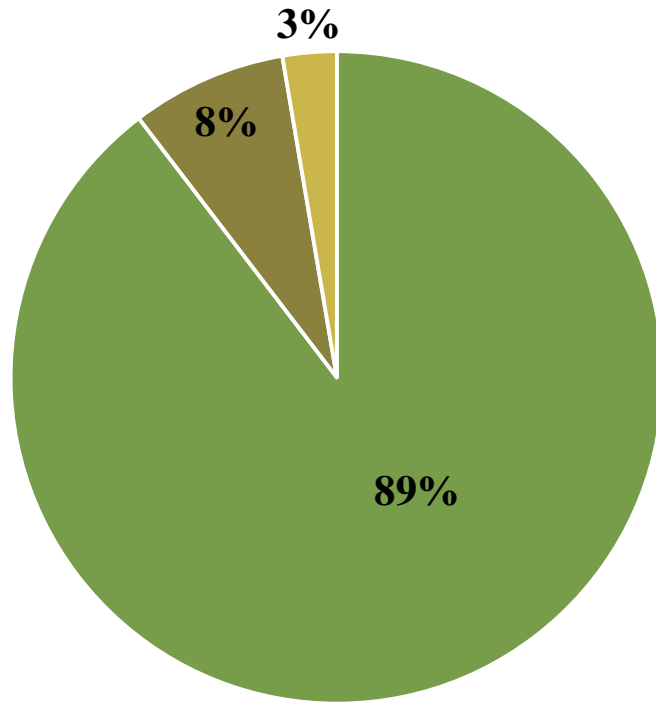


Table VI.B.2. Gender and Role of Agent Registrations (N=7,089) [Current as of 11/20/19]



Role	Female	(Percent)	Male	(Percent)
Board Member	21	(16%)	114	(84%)
Director	34	(17%)	172	(83%)
Employee	1,996	(35%)	3,663	(65%)
Executive	75	(19%)	318	(81%)
Manager	165	(31%)	362	(69%)
Total	2,291	(33%)	4,635	(67%)

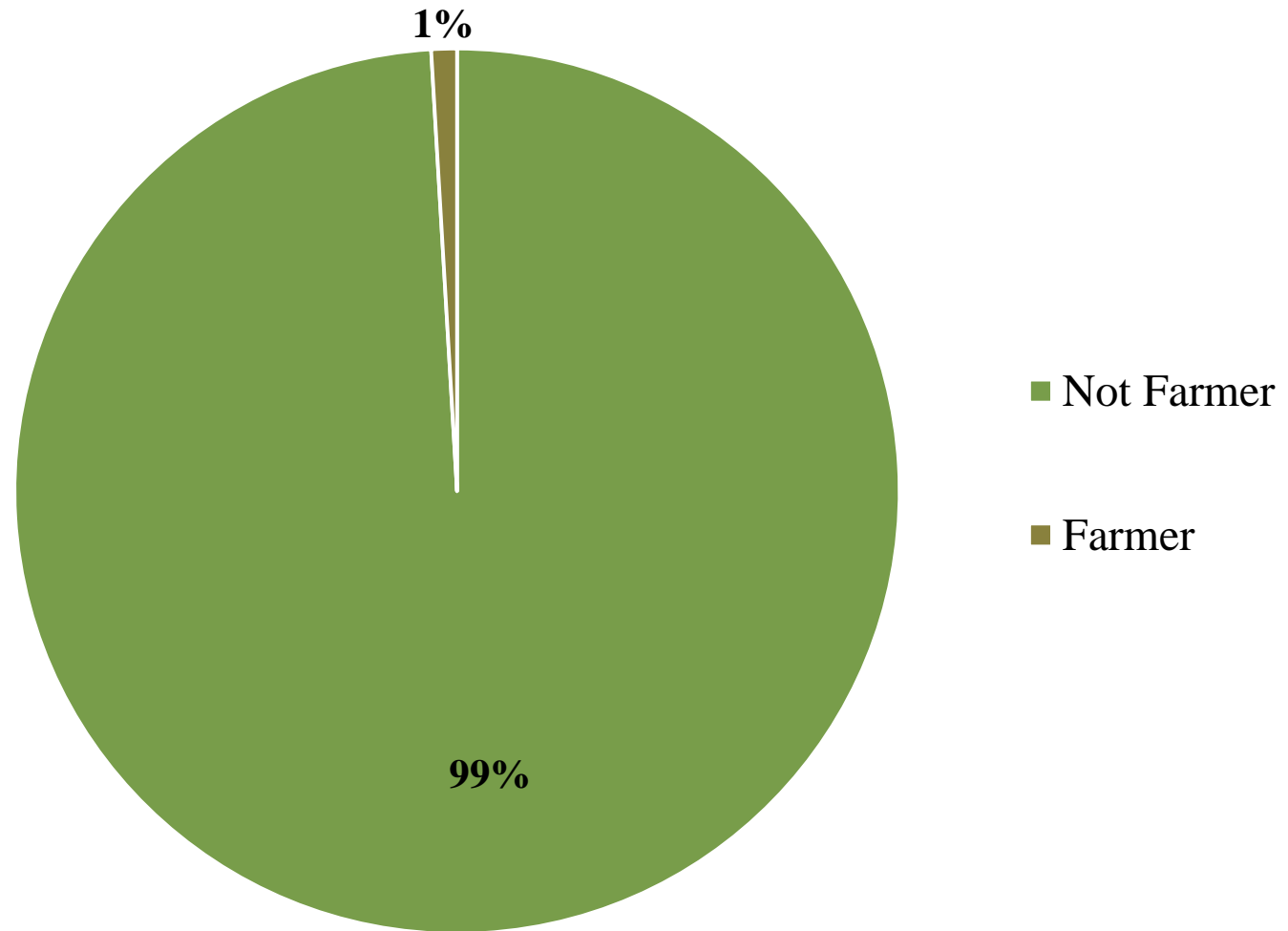
Veteran Status of Agent Registrations (N=6,953) [Current as of 11/20/19]



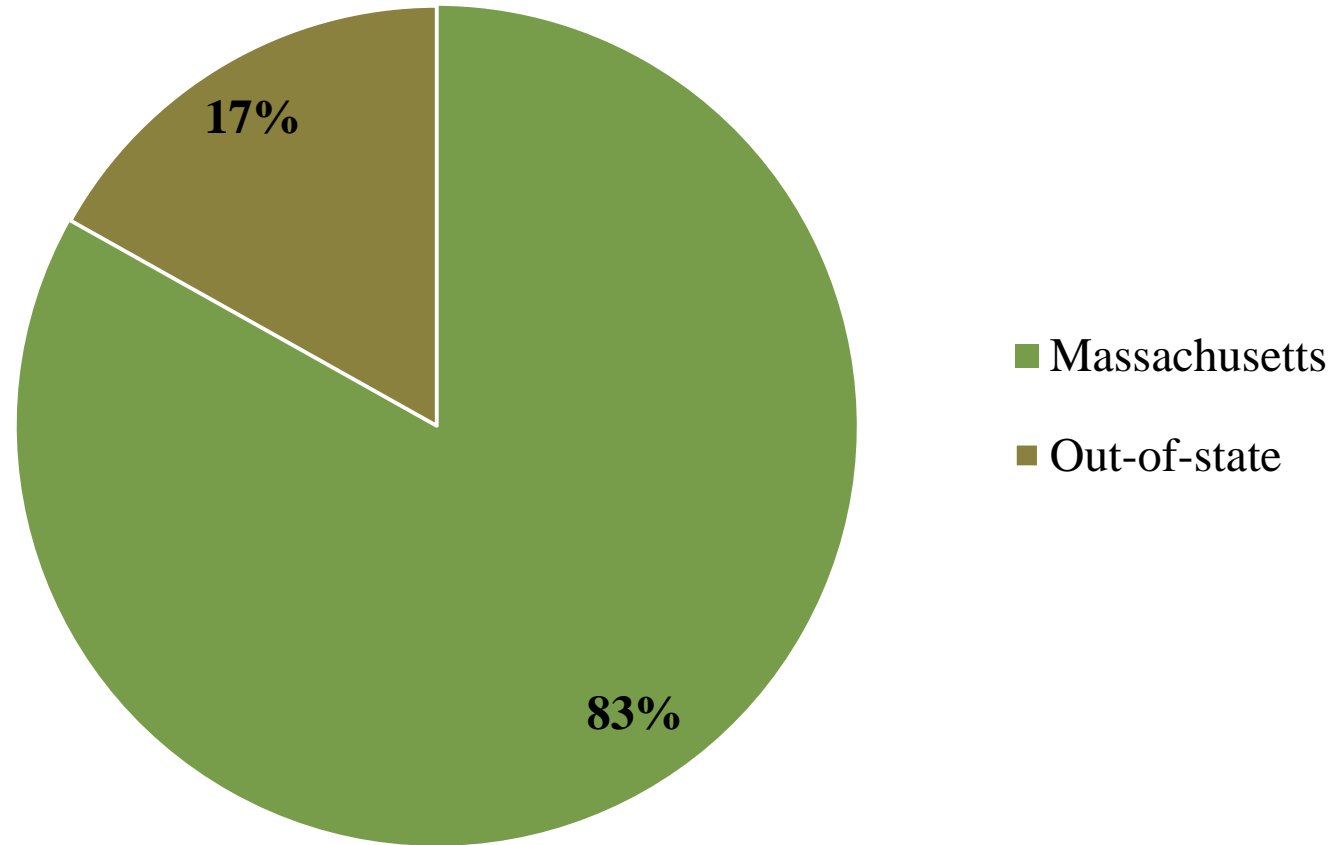
- No
- Prefer not to say
- Yes

Role	Veteran	(Percent)	Not Veteran or Do Not Disclose	(Percent)
Board member	4	(3%)	131	(97%)
Director	16	(8%)	190	(92%)
Employee	147	(3%)	5,536	(97%)
Executive	13	(3%)	380	(97%)
Manager	6	(1%)	524	(99%)
Total	186	(3%)	6,761	(97%)

Farmer Status of Agent Registrations (N=7,089) [Current as of 11/20/19]



Agent Registrations by Massachusetts Residency [11/20/18-11/20/19]

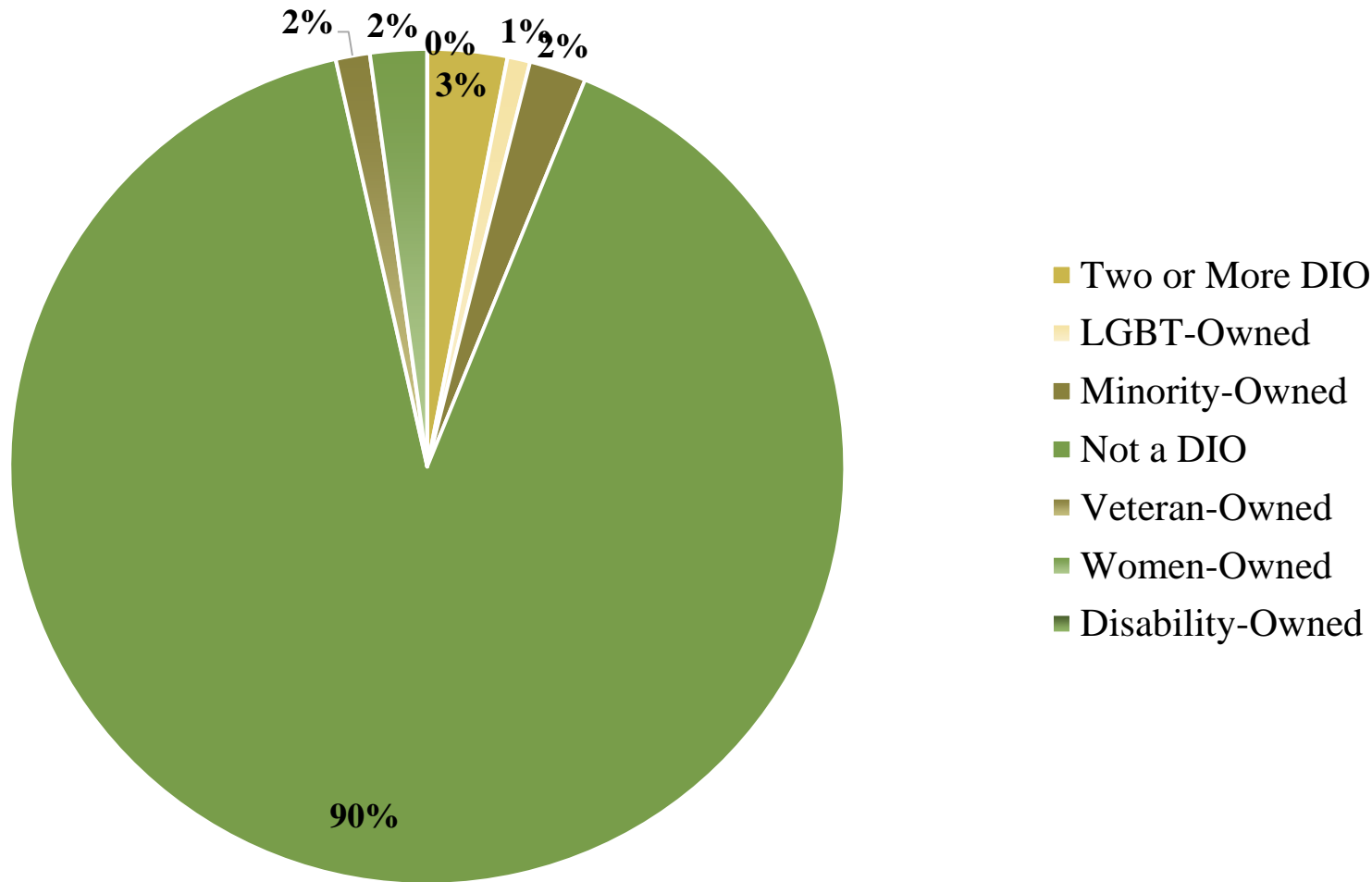


Agent Registrations by Area of Disproportionate Impact (ADI) and Named Cities [11/20/18-11/20/19]

ADI and Named Cities	Total	Percent of Total Agent Registrations	Percent of Massachusetts Agent Registrations
Abington	7	0%	0%
Amherst	25	0%	0%
Boston*	231	3%	4%
Braintree	17	0%	0%
Brockton	81	1%	1%
Chelsea	8	0%	0%
Fall River	272	4%	5%
Fitchburg	89	1%	2%
Greenfield	21	0%	0%
Haverhill	54	1%	1%
Holyoke	78	1%	1%
Lowell*	83	1%	1%
Lynn	33	0%	1%
Mansfield	15	0%	0%
Monson	15	0%	0%
New Bedford	62	1%	1%
North Adams	29	0%	1%
Pittsfield	37	1%	1%
Quincy	47	1%	1%
Randolph	13	0%	0%
Revere	12	0%	0%
Southbridge	19	0%	0%
Spencer	34	0%	1%
Springfield*	114	2%	2%
Taunton	47	1%	1%
Walpole	27	0%	0%
Wareham	22	0%	0%
West Springfield	28	0%	0%
Worcester*	233	3%	4%
Total	1,753	25%	30%

25% of Agent registrations reside in an ADI or Named City

Diversity in Ownership (DIO) Status for Applications with Provisional License, Provisional Consideration, and Final Licensure (n=227) [Current as of 11/20/19]



90% of Licensees did not report a DIO-Status

Literature Review

Market Analysis: Price Elasticity and Demand

- Price elasticity exists for cannabis, meaning that as prices increase, demand decreases.¹⁻⁷
- Differences between groups (e.g. youth versus adults;^{7,8} heavy versus light users);^{2,3}
- “Asymmetric substitutability” where legal cannabis was favored as a substitute (decreased demand) for illicit cannabis.^{5,6}
- Consumers were willing to pay more for legal cannabis up to a certain point, where preference changed back to the illicit market when prices were deemed too high.^{5,6}

Observations from Real Markets

- Majority of studies from Washington state;⁸⁻¹³
- Price decreases;
 - One study found that in the very short term (4- to 5- months) after a legal cannabis markets opened, cannabis prices did not decrease (no effect).¹⁴ Three studies in Washington state found cannabis prices decreased soon after the market opened, and over a period of two to three years.^{8,9,11}
- Flower market share decreases, concentrates increases;^{8,9,11}
- Initial increases in potency.^{11,12}

Participation in Legal Industry (by race/ethnicity, gender)

- Theoretical findings (based on historic differences and structural barriers);
 - Disproportionate impact of prohibition and enforcement on Black and Hispanic cohorts;¹
 - Criminal record restrictions;¹⁵⁻¹⁸
 - Less wealth;^{16,19,20}
 - High fees and cost-prohibitive practices (e.g. lack of access to banking);^{15,16}
 - Tenuous legal standing;^{16,18}
 - Sexualization of product and participation may negatively affect female participation and leadership opportunity.^{21,22}
- Some, but less research on persons with intersectional identities; (e.g. Black women).^{23,24}
- One study examines adult-use market participation finds a lack of data.²⁵

Thank you

Questions?

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Next Meeting Date

Monthly Public Meeting

March 5, 2020

10:00 AM

**Worcester Union Station
Cannabis Control Commission
Public Meeting Room**

**2 Washington Square
Worcester, MA**