

**BELLE FLEUR HOLDINGS, LLC**  
MCN283095

**BACKGROUND & APPLICATION OF INTENT REVIEW**

1. Name and address of the proposed Marijuana Establishment:

Belle Fleur Holdings, LLC  
138 Otis Stage Road, Blandford, Massachusetts 01008

2. Type of license sought (if cultivation, its tier level and outside/inside operation) and information regarding the application submission:

Cultivation, Tier 11/Indoor (90,001 – 100,000 sq. ft.)

The application was reopened once (1) for additional information.

3. The applicant is a licensee or applicant for other Marijuana Establishment and/or Medical Marijuana Treatment Center license(s):

The applicant is not an applicant or licensee for any other license type.

4. List of all required individuals and their business roles in the Marijuana Establishment:

Individual	Role
Rolandy Romelus	Executive/Officer
Domenico Cardarelli	Executive/Officer
Irvin Whitlow	Executive/Officer

5. List of all required entities and their roles in the Marijuana Establishment:

No other entity appears to have ownership or control over this proposed Marijuana Establishment.

6. Applicant's priority status:

Expedited Applicant (Minority-Owned Business)



7. The applicant and municipality executed a Host Community Agreement on September 21, 2020.
8. The applicant conducted a community outreach meeting on September 3, 2020 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on October 26, 2020 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Provide a monetary donation of \$5,000.00 annually to New England Veterans Alliance.
2	Provide a monetary donation of \$5,000.00 annually to Massachusetts Recreational Consumer Council.

**SUITABILITY REVIEW**

11. There were disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions. None of the disclosures raised suitability issues.
12. There were no concerns arising from background checks on the individuals or entities associated with the application.

**MANAGEMENT AND OPERATIONS REVIEW**

13. The applicant states that it can be operational within one (1) year of receiving the provisional license(s).
14. The applicant’s proposed hours of operation are the following:  
  
Monday – Sunday: Open 24 Hours.
15. The applicant submitted all applicable and required summaries of plans, policies, and procedures for the operation of the proposed establishment. The summaries were determined to be substantially compliant with the Commission’s regulations.
16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
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1	Comprise a workforce of at least 25% minorities.
2	Belle Fleur will provide on-site interactive workshops annually covering such topics as the prevention of sexual harassment, racial and cultural diversity, and methods of fostering an inclusive work atmosphere.

17. Summary of cultivation plan (if applicable):

The applicant submitted a cultivation plan that demonstrates the ability to comply with the Commission’s regulations.

**RECOMMENDATION**

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations;
2. Final license is subject to inspection to ascertain compliance with applicable state laws and local codes, ordinances, and bylaws;
3. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that includes a goal(s) other than providing donations;
4. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that includes any local community engagement other than just providing donations;
5. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that includes the cohort(s) the establishment is seeking to positively impact;
6. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that clarifies how a donation to New England Veterans Alliance will directly impact the specified cohort(s);
7. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that clarifies how a donation to Massachusetts Recreational Consumer Council will directly impact the specified cohort(s);
8. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Diversity Plan that specifies the number of diverse employees that the licensee intends to hire within the first year of operations;
9. The applicant shall cooperate with and provide information to Commission staff; and
10. Provisional licensure is subject to the payment of the appropriate license fee.

The applicant has demonstrated compliance with the laws and regulations of the Commonwealth and suitability for licensure. Therefore, the applicant is recommended for provisional licensure.

