

EMB NATURAL VENTURES, LLC
MCN281466

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

EMB Natural Ventures, LLC
140 Middle Water St, Holyoke, MA 01040

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

Cultivation, Tier 3/Indoor (10,001 – 20,000 sq. ft.)

The application was reopened two (2) times 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
Eddie Fernandez	Owner / Partner
Mark Ellis	Owner / Partner
Brandon Hudson	Owner / Partner
William Musson	Close Associate
Michael Dixon	Close Associate

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

Entity	Role
Fernandez Natural Ventures, LLC	Entity with Direct or Indirect Authority
Aralia One, LLC	Entity with Direct or Indirect Authority



KoraDon, LLC	Entity with Direct or Indirect Authority
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6. Applicant’s priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on October 25, 2018.

8. The applicant conducted a community outreach meeting on November 20, 2018 and provided documentation demonstrating compliance with Commission regulations.

9. The Commission received a municipal response from the municipality on January 9, 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 mentoring and technical guidance to unemployed and unskilled individuals within the Holyoke community.
2	Donate 2% of the company’s profit to charitable causes within the City of Holyoke on an annual basis.

SUITABILITY REVIEW

11. There were no disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions.

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 eight (8) months of receiving the provisional license(s).

14. The applicant’s proposed hours of operation are the following:

Monday – Friday: 8:00 a.m. – 8:00 p.m.

Saturday – Sunday: Closed



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
1	Provide employment opportunities for minorities, women, veterans, people with disabilities, and individuals identifying as LGBTQ+.

17. Summary of cultivation plan (if applicable):

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

18. Summary of products to be produced and/or sold (if applicable):

Not applicable.

19. Plan for obtaining marijuana or marijuana products (if applicable):

Not applicable.

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. The applicant shall cooperate with and provide information to Commission staff;
4. Provisional licensure is subject to the payment of the appropriate license fee; and
5. Final licensure is subject to the applicant submitting to Commission staff, upon inspection, an updated Diversity Plan with specific measurable goals as to providing equity in the operation of the establishment for women, minorities, veterans, people with disabilities, and LGBTQ+ community.

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.

