

GREENERSIDE HOLDINGS, LLC

MCN281610

MRN282939

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Greenerside Holdings, LLC
180 Laurel Street, Greenfield, MA 01301

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

Cultivation, Tier 6/Indoor (40,001 – 50,000 sq. ft.)
Retail

The application was reopened four (4) 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
Jaison Cramer	Executive / Officer
Richard Ferrara	Executive / Officer
Donna Cramer	Owner / Partner
Mikahail Cramer	Owner / Partner
Michael Ferrara	Owner / Partner

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

Entity	Role
Greenercide Corporation	Entity with Direct or Indirect Control
RMF Holding Group, LLC	Capital Contributor

Provisional License Executive Summary 1



6. Applicant's priority status:

Economic Empowerment Applicant
(51% ownership among Jaison Cramer, Donna Cramer, and Mikahail Cramer) (EE202424)

7. The applicant and municipality executed a Host Community Agreement on July 3, 2019.
8. The applicant conducted a community outreach meeting on July 15, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission sent the municipal notice to the City/Town of Greenfield on November 20, 2020. To date, the Commission has not received a response.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Partner with non-profit organizations (Nuestra Comunidad, Unity Circles, and METCO) that are located in Roxbury and Dorchester to provide assets (time, organizational skills, and finances) in order to promote responsible entrepreneurship, business development and community accountability.
2	Organize and sponsor one (1) event for Nuestra Comunidad, Unity Circles, and METCO, annually.

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 eleven (11) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Cultivation
Monday – Sunday: 7:00 a.m. – 7:00 p.m.

Retail
Monday – Friday: 9:00 a.m. – 9:00 p.m.



Saturday – Sunday: 10:00 a.m. – 6:00 p.m.

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	Recruit at least one person from each diverse group (minority, woman, veteran, people with disabilities and individuals who identify as LGBTQ+) for a management position.
2	Implement quarterly diversity training.
3	Develop sales network with two (2) other minority-owned marijuana establishments.

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

Greenerside Holdings, LLC plans to obtain marijuana from its affiliated licenses. If the need arises, Greenerside Holdings, LLC will obtain marijuana or marijuana products by contracting with other licensed establishments.

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 excludes the provision that a donation would be made in place of not being able to meet its commitment for any reason;
4. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that clarifies how the partnerships with Nuestra Comunidad, Unity Circles, and METCO, located in Roxbury and Dorchester, will support the Greenfield operations;
5. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an amends the incident reporting procedures to explicitly state that any discovery of a security breach shall be considered a reportable incident under 935 CMR 500.110(9) and



the Commission shall be notified immediately and, in no instance, more than 24 hours following discovery of the breach or incident;

6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
7. The applicant shall cooperate with and provide information to Commission staff; and
8. 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.

