

## Victoria Frost, LLC

MCN283584

MPN282126

MRN284435

### **APPLICATION OF INTENT REVIEW**

1. Name and address of the proposed Marijuana Establishment:

Victoria Frost, LLC  
679-689 Main 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 2/Indoor (5,001 – 10,000 sq. ft.)  
Product Manufacturing  
Retail

The applications were 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 roles in the Marijuana Establishment:

Individual	Role
Abbas Younes	Person Having Direct/Indirect Control

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:



## General Applicant

7. The applicant and municipality executed a Host Community Agreement on November 5, 2020.
8. The applicant conducted a community outreach meeting on November 15, 2021 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town of Holyoke on January 7, 2022 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Plan to Positively Impact Disproportionately Harmed People:

#	Goal
1	Recruit 35% past or present residents of the geographic areas of disproportionate impact, specifically Holyoke and Springfield; 10% Commission-designated Social Equity Program participants; 10% Massachusetts residents who have past drug convictions; and 10% Massachusetts residents with parents or spouses who have drug convictions for its hiring initiatives.
2	Donate a minimum of \$5,000 to One Holyoke and 120 community services hours at 10 hour per month.

## **BACKGROUND CHECK 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 PROFILE REVIEW**

13. The applicant states that it can be operational within a year of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

### Cultivation/Product Manufacturing

Day(s)	Hours of Operation
Monday-Friday	8:00 a.m. to 7:00 p.m.
Saturday	9:00 a.m. to 6:00 p.m.
Sunday	Closed



Retail

Day(s)	Hours of Operation
Monday-Saturday	10:00 a.m. to 7:00 p.m.
Sunday	Closed

15. The applicant submitted all 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 50% women, 25% minorities, 10% LGBTQ+, 10% veterans, and 10% persons with disabilities for its hiring initiatives.
2	Offer promotions, career counseling, and training to provide all employees with equitable opportunity for growth and to decrease turnover with a goal of 80% annual retention rate for all employees, 100% of its employees to complete all required training, zero harassment and/or discrimination complaints filed, 60% of all diverse employees utilize the career counseling/development and/or training initiatives, 30% of all promotions awarded to diverse employees with a breakdown of 50% women, 25% minorities, 10% LGBTQ+, 10% veterans, and 10% persons with disabilities.
3	Promote diversity and support the local economy through purchasing goods and services from vendors, contractors, and professional service providers that are owned and operated by individuals that have cultural and ethnically diverse characteristics with a goal of 20% of all company's expenses for suppliers and vendors to go to diverse businesses that are owned by or employ a majority of individuals with a breakdown of 20% minority, 15% women, 10% veterans and 10% LGBTQ business owners.

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):

#	Product
1	Fruit Puree (mango, strawberry, and raspberry)

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

The applicant 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, local codes, ordinances or bylaws, and local licensing requirements.
3. Final licensure is subject to the applicant providing Commission staff, upon inspection, with a detailed list of all proposed products to be produced with specific information as to types, forms, shapes, colors, and flavors.
4. The applicant shall cooperate with and provide information to Commission staff.
5. Provisional licensure is subject to the payment of the appropriate license fee.
6. Prior to performing job functions, all provisional licensees shall ensure that all current Marijuana Establishment, Medical Treatment Center, and Independent Testing Laboratory Agents involved in the handling or sale of Marijuana for adult and medical use shall have attended and successfully completed the Basic Core Curriculum of the Responsible Vendor Training Program to be designated a "Responsible Vendor" and provide a "certificate of completion" to the Commission upon request. In addition, all newly hired employees involved in the handling or sale of marijuana or marijuana products must also successfully complete the Basic Core Curriculum of the Responsible Vendor Training Program within 90 days of hire, in compliance with 935 CMR 500.105(2) or 935 CMR 501.105(2).
7. Final license is subject to the applicant notifying the Commission with any additional information regarding its "Additional Operational Plans for Indoor & Outdoor Marijuana Cultivators" as it relates to Quality Control Samples in accordance with 935 CMR 500.120 (14).
8. Final license is subject to the applicant notifying the Commission with any additional information regarding its "Additional Operational Plans for Marijuana Product Manufacturers" as it relates to Quality Control Samples in accordance with 935 CMR 500.120 (14).
9. Final license is subject to, and upon receiving a commence operations notice, the applicant shall ensure full compliance with consumer education material requirements in accordance with 935 CMR 500.140(6), by adding the telephone number for the Massachusetts Substance Use Helpline.
10. Final license is subject to the applicant contacting Licensing with an update to confirm their training and recruitment partners and eligibility to support their activities.

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.

