



June 2020 Public Meeting

Microsoft Teams Live



Public Meeting Packet- June 2020 Public Meeting

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Commission Discussion & Votes

Updated METRC Guidance (TBD)

Updated Equity Guidance

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Minimum Age Requirement for Persons in Vehicles during
Curbside Delivery

Commissioner
Title

Commissioner
Title

Research Report-Public Awareness Campaign

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Julie Johnson
& Samantha
Doonan

Business the Chair did not anticipate

Next Meeting & Adjournment

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June 2, 2020

In accordance with Sections 18-25 of Chapter 30A of the Massachusetts General Laws and the [Governor's Order suspending certain provisions of the Open Meeting Law](#), M.G.L Ch. 30A §20, notice is hereby given of a meeting of the Cannabis Control Commission. The meeting will take place as noted below.

CANNABIS CONTROL COMMISSION

**June 4, 2020
10:00AM**

Remote Participation via [Microsoft Teams Live](#)*

PUBLIC MEETING AGENDA

- 1) Call to Order
- 2) Chairman's Comments and Updates
- 3) Minutes for Approval
- 4) Executive Director's Report
 - a. Highlights from Licensing Data**
 - b. Update: Product Catalogue
 - c. Update: Pediatric Applications
 - d. Update: Return to the Office
 - e. Job Description: Data Manager
- 5) Staff Recommendations on Changes of Ownership
 - a. 1Connection Corporation
 - b. Berkshire Roots, Inc.
 - c. Bountiful Farms, Inc.
 - d. LDE Holdings, LLC
 - e. Phytotherapy, Inc.
 - f. Sira Naturals, Inc
- 6) Staff Recommendations on Changes of Location
 - a. Bountiful Farms, Inc.
 - b. GreenCare Therapeutics, Inc.
- 7) Staff Recommendations on Renewals
 - a. Mission MA, Inc. (#MCR139876)



- b. Mission MA, Inc. (#MPR243519)
 - c. Mission MA, Inc. (#MRR205581)
 - d. Commcan, Inc. (#MRR205584)
 - e. Sira Naturals, Inc (#MCR139878)
 - f. INSA, Inc. (#MRR205583)
 - g. Theory Wellness Inc. (#MRR205590)
 - h. Cresco HHH, LLC (#MRR205585)
 - i. Cresco HHH, LLC (#MCR139877)
 - j. Cresco HHH, LLC (#MPR243520)
 - k. 4 Bros, Inc., Vertically Integrated Medical Marijuana Treatment Center
 - l. The Botanist, Inc. (#RMD905)
 - m. Alternative Therapies Group, Inc. (#RMD065)
 - n. Alternative Therapies Group, Inc., Vertically Integrated Medical Marijuana Treatment Center
 - o. Garden Remedies, Inc. (#RMD202)
 - p. In Good Health, Inc. (#RMD105)
 - q. Sira Naturals, Inc (#RMD245)
 - r. Sira Naturals, Inc (#RMD325)
 - s. Debilitating Medical Condition Treatment Centers, Inc., Vertically Integrated Medical Marijuana Treatment Center
 - t. Pharmacannis Massachusetts, Inc. (#RMD805)
 - u. Temescal Wellness of MA Inc. (#RMD965)
 - v. Temescal Wellness of MA Inc. (#RMD705)
 - w. Temescal Wellness of MA Inc. (#RMD985)
- 8) Staff Recommendations on Final Licenses
- a. 27 Broom Street, LLC (#MC281723), Cultivation, Tier 10 / Outdoor
 - b. Atlantic Medicinal Partners, Inc. (#MC281476), Cultivation, Tier 2 / Indoor
 - c. Atlantic Medicinal Partners, Inc. (#MP281630), Product Manufacturer
 - d. Atlantic Medicinal Partners, Inc. (#MR281471), Retail
 - e. Berkshire Roots, Inc. (#MR281845), Retail
 - f. Resinate, Inc. (#MR281249), Retail
 - g. Sanctuary Medicinals, LLC (#MR281950), Retail
 - h. Wiseacre Farms, Inc. (#MCN281406), Cultivation, Tier 1 / Outdoor
 - i. 4 Bros, Inc. (#RMD1325), Vertically Integrated Medical Marijuana Treatment Center



j. Atlantic Medicinal Partners, Inc. (#RMD1506), Vertically Integrated Medical Marijuana Treatment Center

9) Staff Recommendations on Provisional Licenses

- a. ACK Natural, LLC (#MCN281850), Cultivation, Tier 1 / Indoor
- b. ACK Natural, LLC (#MPN281557), Product Manufacturer
- c. ACK Natural, LLC (#MRN282038), Retail
- d. Analytics Lab, LLC (#ILN281280), Independent Testing Laboratory
- e. Aries Laboratories, LLC (#ILN281325), Independent Testing Laboratory
- f. Ascend Mass, LLC (#MRN282837), Retail
- g. Bare Naked Greens LLC (#MCN282404), Cultivation, Tier 3 / Indoor
- h. Bare Naked Greens LLC (#MPN281761), Product Manufacturer
- i. Blue Collar Botany Corp. (#MCN281751), Cultivation, Tier 1 / Indoor
- j. Blue Collar Botany Corp. (#MPN281520), Product Manufacturer
- k. BOSTICA, LLC (#MCN282139), Cultivation, Tier 4 / Indoor
- l. BOSTICA, LLC (#MPN281664), Product Manufacturer
- m. Bud's Goods & Provisions Corp. (#MRN282410), Retail
- n. Buudda Brothers, LLC (#MCN281939), Cultivation, Tier 1 / Indoor
- o. Buudda Brothers, LLC (#MPN281585), Product Manufacturer
- p. Buudda Brothers, LLC (#MRN282225), Retail
- q. CCE CAT, LLC (#MPN281673), Product Manufacturer
- r. Clean Technique, LLC (#MPN281479), Product Manufacturer
- s. Commonwealth Farm 1761, Inc. (#MCN281922), Cultivation, Tier 11 / Indoor
- t. Commonwealth Farm 1761, Inc. (#MPN281571), Product Manufacturer
- u. Community Care Collective, Inc. (#MRN282974), Retail
- v. DM Distribution, LLC (#MXN281355), Transporter with Other ME License
- w. Elevated Roots, LLC (#MRN283092), Retail
- x. Emerald Grove, Inc. (#MRN282808), Retail
- y. Frozen 4 Corporation (#MPN281749), Product Manufacturer
- z. Frozen 4 Corporation (#MRN282881), Retail
- aa. Frozen 4 Corporation (#MXN281357), Transporter with Other ME License
- bb. Glacier Rock Farm, Inc. (#MCN282137), Cultivation, Tier 3 / Indoor
- cc. Glacier Rock Farm, Inc. (#MPN281710), Product Manufacturer
- dd. Green Gold Group, Inc. (#MCN281649), Cultivation, Tier 7 / Indoor
- ee. Green Gold Group, Inc. (#MPN281456), Product Manufacturer
- ff. Green Gold Group, Inc. (#MRN281791), Retail
- gg. Green River Cannabis Company, Inc. (#MRN282175), Retail



hh. Hennep Cultivation, LLC (#MCN282282), Cultivation, Tier 6 / Indoor
ii. Hennep Cultivation, LLC (#MPN281766), Product Manufacturer
jj. Holistic Health Group, Inc (#MCN282431), Cultivation, Tier 3 / Indoor
kk. Holistic Health Group, Inc (#MCN282488), Cultivation, Tier 5 / Outdoor
ll. Iron Express, Inc. (#MRN282424), Retail
mm. J-B.A.M., Inc. (#MCN282510), Cultivation, Tier 1 / Indoor
nn. Life Essence, Inc. (#MCN281999), Cultivation, Tier 9 / Indoor
oo. Life Essence, Inc. (#MPN281624), Product Manufacturer
pp. Life Essence, Inc. (#MRN282981), Retail
qq. Major Bloom, LLC (#MRN281759), Retail
rr. Massbiolytics Corp. (#ILN281290), Independent Testing Laboratory
ss. Mayflower Medicinals, Inc. (#MRN282155), Retail
tt. Metro Harvest, Inc. (#MRN282659), Retail
uu. Metro Harvest, Inc. (#MRN282743), Retail
vv. PHA Industries, Inc. (#MPN281383), Product Manufacturer
ww. Pure Botanicals, LLC (#MCN281770), Cultivation, Tier 1 / Indoor
xx. Pure Botanicals, LLC (#MRN281951), Retail
yy. QPS Massachusetts Holdings, Inc. (#MCN281517), Cultivation, Tier 4 / Indoor
zz. QPS Massachusetts Holdings, Inc. (#MPN281696), Product Manufacturer
aaa. Resinate, Inc. (#MRN282399), Retail
bbb. Stafford Green, Inc. (#MCN281964), Cultivation, Tier 5 / Outdoor
ccc. The Haven Center, Inc. (#MRN282581), Retail
ddd. Wellman Farm, Inc. (#MCN282513), Cultivation, Tier 10 / Outdoor
eee. Witch City Gardens, LLC (#MCN281615), Cultivation, Tier 3 / Indoor
fff. Witch City Gardens, LLC (#MRN281663), Retail

10) Commission Discussion and Votes

- a. Updated Equity Guidance
- b. Minimum Age Requirement for Persons in Vehicles during Curbside Delivery

11) Research Report: Public Awareness Campaign

12) New Business that the Chairman did not anticipate at time of posting

13) Next Meeting Date

14) Adjournment

*Closed captions available

**Full licensing data to be published with meeting packet, but will not be reviewed during the meeting.



CANNABIS CONTROL COMMISSION

May 7, 2020
10:00AM

Remote Participation
PUBLIC MEETING MINUTES

Documents:

- Application materials for the following applications:
 - Baked Bean, LLC
 - Caregiver-Patient Connection, LLC
 - Grass Appeal, LLC
 - Mass Yield Cultivation, LLC
 - Nova Farms, LLC
 - Liberty Compassion, Inc.
 - Native Sun Wellness, Inc. (#MP281433)
 - Native Sun Wellness, Inc. (#MR281800)
 - Nature's Remedy of Massachusetts, Inc. (#MR282049)
 - Eagle Eyes Transport, Inc. (#MT281320)
 - Mayflower Medicinals, Inc. (#MC281343)
 - Mayflower Medicinals, Inc. (#MP281480)
 - In Good Health, Inc. (#MR282468)
 - Mayflower Medicinals, Inc. (#MR281256)
 - Solar Therapeutics (#MR281817)
 - Bud's Goods & Provisions Corp. (#MR281774)
 - Bud's Goods & Provisions Corp. (#MR282319)
 - The Botanist, Inc. (#RMD-1225)
 - Silver Therapeutics, Inc.
 - Briarleaf, LLC
 - New England Treatment Access, LLC (#RMD-185)
 - New England Treatment Access, LLC (#RMD-125)
 - Fidelity Wellness Center, Inc.
 - Ermont, Inc. (#RMD-225)
 - Healthy Pharms (#RMD-285)
 - Caregiver-Patient Connection, LLC. (#MC282237) Cultivation, Tier 2/Indoor
 - Ipswich Pharmaceutical Associates, Inc. d/b/a Fine Fettle (#MC281749) Cultivation, Tier 2/Outdoor
 - Silver Therapeutics, Inc. (#MR281910), Retail
 - Alternative Therapies Group (#RMD-1528)
 - Alternative Therapies Group (#RMD-1530)



- Atlantic Farms, LLC. (#MCN281975) Cultivation, Tier 7/Outdoor
- B Leaf Wellness Centre, LLC. (#MRN281356), Retail
- Cypress Tree Management, Inc. (#MRN282803), Retail
- EOS-Bittersweet, LLC. (#MCN282296) Cultivation, Tier 2/Indoor
- Fernway, LLC. (#MPN281661), Product Manufacturing
- Galil Greenery, LLC (#MRN281978), Retail
- Ganesh Wellness, Inc. (#MPN281634), Product Manufacturing
- Ganesh Wellness, Inc. (#MRN282519), Retail
- Green Meadows Farm, LLC (#MRN282316), Retail
- Green Stratus Corp (#MRN282256), Retail
- Green World, LLC. d/b/a Green Heart (#MRN281939), Retail
- Grow Team Gardens (#MBN281521), Microbusiness
- Heal Provincetown, Inc. (#MRN282621), Retail
- High Hawk Farm, LLC (#MCN282412), Cultivation, Tier 11/Outdoor
- HumboldtEast, LLC (#MCN282004), Cultivation, Tier 3/Indoor
- Hyecorp, LLC d/b/a Green Star (#MRN282460), Retail
- Jamaco, LLC (#MCN282136), Cultivation, Tier 2/Indoor
- LMCC, LLC (#MRN282796), Retail
- Lynn Organics, LLC (#MRN282618), Retail
- Major Bloom, LLC (#MRN283033), Retail
- Mantis Management Group, LLC (#MCN281390), Cultivation, Tier 1/Indoor
- Mantis Management Group, LLC (#MPN281550), Product Manufacturing
- Mederi, Inc. (#MCN282059), Cultivation, Tier 2/Indoor
- Munro Associates, LLC d/b/a The Vault (#MRN282527), Retail
- Munro Associates, LLC d/b/a The Vault (#MRN282604), Retail
- Munro Associates, LLC d/b/a The Vault (#MRN282814), Retail
- Nature's Embrace, Inc. (#MRN282669), Retail
- Northampton Enterprises, Inc. (#MRN282356), Retail
- Ocean Breeze Cultivators, LLC (#MCN281908), Cultivation, Tier 3/Indoor
- Ocean Breeze Cultivators, LLC (#MPN281663), Product Manufacturing
- Peak Limited, LLC (#MCN281941), Cultivation, Tier 2/Indoor
- Peak Limited, LLC (#MPN281400), Product Manufacturing
- Spencer House, LLC d/b/a Canna Corner (#MRN281885), Retail
- The High End Chocolate Company, LLC d/b/a The High End (#MCN281364), Cultivation, Tier 4/Indoor
- Top Shelf Cannaseurs, LLC (#MCN281604), Cultivation, Tier 3/Indoor
- Top Shelf Cannaseurs, LLC (#MPN281435), Product Manufacturing
- ToroVerde (Massachusetts) III, Inc. (#MRN282629), Retail
- ToroVerde (Massachusetts) II, Inc. (#MRN282320), Retail
- ToroVerde (Massachusetts), Inc. (#MRN282601), Retail
- Information for Economic Empowerment Applicants & Social Equity Participants document

In Attendance:

- Chairman Steven Hoffman



- Commissioner Kay Doyle
- Commissioner Jennifer Flanagan
- Commissioner Britte McBride
- Commissioner Shaleen Title

Minutes:

- 1) Call to Order
 - The Chairman recognized a quorum and called the meeting to order.
- 2) Chairman's Comments & Updates
 - The Chairman gave an overview of the agenda.
- 3) Minutes for Approval
 - The Chairman noted that the Commission would be approving the meeting minutes from April 3, 2020
 - Commissioner McBride moved to approve the minutes from the April 3 meeting.
 - Commissioner Title seconded the motion.
 - The Commission unanimously approved.
 - Commissioner Title said she had a motion to amend previous minutes.
 - Commissioner Title moved to amend the minutes for the March 5, 2020 public meeting with respect to Core Empowerment, LLC (#MRN281865) changing the line reading "The Chairman noted that this is an economic empowerment application" to "The Chairman noted that this was an expedited applicant based on Disadvantaged Business Enterprise (DBE Status).
 - Commissioner Flanagan seconded the motion.
 - The Commission unanimously approved the motion to amend the march 5 meeting minutes.
- 4) Executive Director's Report
 - Commissioner Title wanted to congratulate the 126 SEP program participants for completing the program. Commissioner Title also thanked Shekia Scott and Alyssa Flores and each of the vendors who taught in the program.
- a. Highlights from Licensing Data**
 - The Executive Director noted that there are 32 applications that are pending in the portal, which is a significant decrease over the past several months. These have not received initial review. There are others that have received an initial review and a request for information.
 - There are 40 awaiting staff recommendation and 141 applications awaiting a third-party response.
 - The Executive Director noted that there the Commission recently issued a bulletin with respect to fingerprinting. There has been reduction in the volume of the locations to fulfill this requirement, but they are available. Fingerprinting is available through a



statewide contract, so those services are being sought by many and delays may occur. Fingerprinting must be done prior to final license. Applicants should not seek a waiver from the requirement, but it may be a condition put on Provisional License approvals.

- The Executive director noted that the Commission is still seeing a surge in patient applications, 72,502 certified active patients in April, which is a 14% increase over the 63,720 number in March. Because of technological advancements, the Commission has been able to process those applications in a timely manner.

b. Update: Progress on Executive Director Goals

- The Executive Director went over the progress to date on the goals set by the Commission in November 2019.
 - 3 100% complete
 - 2 75% complete
 - 3 50% complete
 - 1 25% complete
 - 1 not yet started.
- Commissioner McBride asked with respect to the Employee Handbook how the Commission is anticipating changes that might come about with regard to the office and potential social distancing measures, potential COVID 19 concerns, and how those changes might be integrated into the handbook.
 - The Executive Director said that the handbook will be the overarching document for the Commission's overall employee relations scheme, but operating procedures and other documents will supplement the handbook.
 - The Executive Director further noted that the Commission is currently working with the City of Worcester, the Commission's landlord, and other sources of guidance with respect to when employees can return to the offices. Fortunately, many of the workspaces are 6 feet apart, but that does not necessarily ensure appropriate social distancing, so there's a lot to still work out.
 - Commissioner McBride asked, in addition to the physical workspace, how the Commission is planning to accommodate schedules and work hours in light of the pandemic. Some folks are going to have a lot of responsibilities they didn't anticipate a few months ago. Commissioner McBride said she does not expect answers now, but to the extent folks are having conversations to shape the policies, she expressed her interest in the development of those policies. Commissioner McBride noted that there is a tricky balance to be struck between putting people first but also running a state agency. Commissioner McBride also thanked the Executive Director for his work in this respect.
 - The Executive Director noted that Commissioner McBride's concerns about work hours and schedules is important given that in addition to working remotely a lot of people's home lives have been impacted by the pandemic. The handbook discussed does accommodate alternative work schedules, something the Commission was considering previously, but may be leveraged to address these concerns. The Executive Director said there is an internal operations group sorting through the logistics of the safest and most efficient way to return to work.



- The Chairman said the practice of a mid-term update on the Executive Director's goals is appropriate and that this 6-month check in shows a strong performance toward accomplishing all of the goals. The Chairman noted that the goals should be a "living list" and this midpoint check-in is helpful to determine if the goals are still relevant and attainable.
 - The Executive Director said they are all attainable. With respect to relevant, these are goals that are engrained in the Commission's day to day operations and are discussed weekly. That being said, given the change in circumstances have required adjustments, such as working from home and drafting bulletins and orders in response to COVID-19, but those fit within these goals. With respect to the employment goals, those are crucial to the culture that the Commission is trying to build with respect to employee satisfaction.

c. Update: Inspections

- The Executive Director noted that at previous meetings the idea of virtual inspections and how the Commission might get back to "normal" inspections was discussed. The Commission has developed a plan for virtual inspections and will launch a pilot of the program, to test the plan. The Commission and licensee will mutually agree to the virtual inspection, using a real-time video conferencing mechanism. Some will be a hybrid between virtual and in person. All virtual inspections will require an in-person follow up inspection when safe to do so. There will be two inspectors on the virtual inspection, one as a lead and the other as a witness. There may be a "reinspection" if there were deficiencies that needed to be corrected. In such an instance, notices will be given as a result of the virtual inspection and inspectors will follow up with the in-person inspection. Currently vehicle inspections are being prioritized because medical home delivery is currently being relied on heavily.
- Post final license inspections are the last inspection before commencing operations. Two of the key things looked at in that inspection are (1) compliance with Metrc by reconciling inventory physically at the location with what is entered into the system and (2) ensuring that background checks for agents has been completed. This is something Commission staff can likely do virtually for now, but in the ordinary course of business, it would be done in person. Staff is currently working with licensees to determine the feasibility of virtual inspections at that time, because there may be instances where a virtual inspection cannot substitute an in-person inspection.
- The Chairman asked the Executive Director to amplify the status and anticipated start date.
 - The Executive Director said that one virtual inspection has been done and others are being scheduled. With respect to the outdoor cultivation piece, the Commission is aware that this is the growing season, so the Commission is underway in scheduling those, including a virtual inspection and an in person.
- The Chairman thanked the Executive Director and staff for their work on this initiative and asked the Executive Director to discuss the timing and status for implementing this plan.



- The Executive Director said that one virtual inspection happened, and more are scheduled. The Executive Director also acknowledged that the Commission is aware that this is the growing season and the Commission wants to do what it can to ensure that that season is not missed.

5) Staff Recommendations on Changes of Ownership

a. Baked Bean, LLC

- Licensing Manager Defoe presented the staff recommendation for Change of Ownership.
- The Chairman asked for question and comments and then for a motion to approve the Change of Ownership.
- Commissioner Flanagan moved to approve the Change of Ownership.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved the Change of Ownership.

b. Caregiver-Patient Connection, LLC

- Licensing Manager Defoe presented the staff recommendation for Change of Ownership.
- The Chairman asked for question and comments and then for a motion to approve the Change of Ownership.
- Commissioner Title moved to approve the Change of Ownership.
- Commissioner Doyle seconded the motion.
- The Commission unanimously approved the Change of Ownership.

c. Grass Appeal, LLC

- Licensing Manager Defoe presented the staff recommendation for Change of Ownership.
- The Chairman asked for question and comments and then for a motion to approve the Change of Ownership.
- Commissioner Flanagan moved to approve the Change of Ownership.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved the Change of Ownership.

d. Mass Yield Cultivation, LLC

- Licensing Manager Defoe presented the staff recommendation for Change of Ownership.
- The Chairman asked for question and comments and then for a motion to approve the Change of Ownership.
- Commissioner Doyle moved to approve the Change of Ownership.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the Change of Ownership.

e. Nova Farms, LLC

- Licensing Manager Defoe presented the staff recommendation for Change of Ownership.
- The Chairman asked for question and comments and then for a motion to approve the Change of Ownership.
- Commissioner McBride moved to approve the Change of Ownership.



- Commissioner Flanagan seconded the motion.
- The Commission unanimously approved the Change of Ownership.

6) Staff Recommendations on Changes of Location

a. Liberty Compassion, Inc.

- Licensing Manager Defoe presented the staff recommendation for Change of Location.
- The Chairman asked for question and comments and then for a motion to approve the Change of Location.
- Commissioner Title moved to approve the Change of Location.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved the Change of Location.

7) Staff Recommendations on Renewals

- The Chairman noted that it is the Commission's practice to consider renewals as a roster. There has been no request for a specific consideration, though Commissioner Flanagan requested two universal conditions on Renewals.
 - Proposed Conditions: For all adult use renewals (1) within 90 days of removal of state of emergency declaration, all applicants must notify the Commission of updated actions on the plans to positively impact disproportionately harmed people and (2) within 90 days of removal of the state of emergency declaration, all applicants must notify the Commission on updated actions taken on diversity plans.
- Commissioner Title asked to read the additional condition already in the staff recommendation with respect to Medical Marijuana Treatment Centers: within the 60 days the licensee shall submit its program to provide reduced cost or free marijuana to patients with documented, verified financial hardship, as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
- The Chairman asked for additional question and comments and then for a motion to approve the full roster of Renewals, subject to the conditions requested by Commissioner Flanagan and Title.
- Commissioner Title moved to approve the roster of renewals subject to the conditions requested by Commissioners Flanagan and Title.
- Commissioner Doyle seconded the motion.
- The Commission unanimously approved the roster of renewals, subject to the conditions requested by Commissioners Flanagan and Title.

a. Native Sun Wellness, Inc. (#MP281433)

b. Native Sun Wellness, Inc. (#MR281800)

c. Nature's Remedy of Massachusetts, Inc. (#MR282049)

d. Eagle Eyes Transport, Inc. (#MT281320)



- e. Mayflower Medicinals, Inc. (#MC281343)
- f. Mayflower Medicinals, Inc. (#MP281480)
- g. In Good Health, Inc. (#MR282468)
- h. Mayflower Medicinals, Inc. (#MR281256)
- i. Solar Therapeutics (#MR281817)
- j. Bud's Goods & Provisions Corp. (#MR281774)
- k. Bud's Goods & Provisions Corp. (#MR282319)
- l. The Botanist, Inc. (#RMD-1225)
- m. Silver Therapeutics, Inc.
- n. Briarleaf, LLC
- o. New England Treatment Access, LLC (#RMD-185)
- p. New England Treatment Access, LLC (#RMD-125)
- q. Fidelity Wellness Center, Inc.
- r. Ermont, Inc. (#RMD-225)
- s. Healthy Pharms (#RMD-285)

8) Staff Recommendations on Final Licenses

- The Chairman noted that the Commission considers Final Licenses as a roster, unless a Commissioner requests otherwise. No Commissioner requested individual consideration.
- The Chairman asked for question and comments and then for a motion to approve the roster of final licenses.
- Commissioner McBride moved to approve the roster of final licenses.
- Commissioner Title seconded the motion.
- The Commission Unanimously approved the roster of final licenses.

- a. Caregiver-Patient Connection, LLC. (#MC282237) Cultivation, Tier 2/Indoor
- b. Ipswich Pharmaceutical Associates, Inc. d/b/a Fine Fettle (#MC281749) Cultivation, Tier 2/Outdoor
- c. Silver Therapeutics, Inc. (#MR281910), Retail
- d. Alternative Therapies Group (#RMD-1528)
- e. Alternative Therapies Group (#RMD-1530)

9) Staff Recommendations on Provisional Licenses

- The Chairman noted that the Commission considers provisional licenses separately but will group together applications from the same entity for the sake of the remote meeting.
- a. Atlantic Farms, LLC. (#MCN281975) Cultivation, Tier 7/Outdoor
 - The Chairman noted that this is an expedited application based on license type.
 - Licensing Manager Defoe presented the staff recommendation for Provisional License.
 - Commissioner Title requested a condition.
 - Proposed condition: revise the goal of having 10% of the staff being women to be objectively reasonable.



- The Chairman asked for question and comments and then for a motion to approve the Provisional License, subject to the condition requested by Commissioner Title.
 - Commissioner Flanagan moved to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner McBride seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.
- b. B Leaf Wellness Centre, LLC. (#MRN281356), Retail
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license.
 - Commissioner Doyle moved to approve the provisional license.
 - Commissioner Title seconded the motion.
 - The Commission unanimously approved the provisional license.
- c. Cypress Tree Management, Inc. (#MRN282803), Retail
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license.
 - Commissioner Doyle moved to approve the provisional license.
 - Commissioner Title seconded the motion.
 - The Commission unanimously approved the provisional license.
- d. EOS-Bittersweet, LLC. (#MCN282296) Cultivation, Tier 2/Indoor
- The Chairman noted that this was an expedited application based on DBE Status.
 - Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition
 - Revise diversity plan to hire one individual from the targeted groups to be objectively reasonable.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Flanagan moved to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner McBride seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.
- e. Fernway, LLC. (#MPN281661), Product Manufacturing
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition.
 - Proposed condition: revise diversity plan goal that 25% of staff be women or other specified groups to be objectively reasonable.



- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Doyle moved to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.

f. Galil Greenery, LLC (#MRN281978), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition.
 - Revise diversity plan goal to hire 20% of staff to be women and/or veterans to be objectively reasonable.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner McBride moved to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Doyle seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.

g. Ganesh Wellness, Inc. (#MPN281634), Product Manufacturing

h. Ganesh Wellness, Inc. (#MRN282519), Retail

- The Chairman noted that this was an expedited application based on DBE status.
- Licensing Manager Defoe presented the staff recommendation for both provisional licenses of Ganesh Wellness.
- The Chairman asked for question and comments and then for a motion to approve both of the provisional licenses.
- Commissioner Title moved to approve both of the provisional licenses.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved both of the provisional licenses.

i. Green Meadows Farm, LLC (#MRN282316), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- The Chairman asked for question and comments and then for a motion to approve the provisional license.
- Commissioner Doyle moved to approve the provisional license.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the provisional license.

j. Green Stratus Corp (#MRN282256), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.



- The Chairman asked for question and comments and then for a motion to approve the provisional license.
 - Commissioner McBride moved to approve the provisional license.
 - Commissioner Doyle seconded the motion.
 - The Commission unanimously approved the provisional license.
- k. Green World, LLC. d/b/a Green Heart (#MRN281939), Retail
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition.
 - Proposed condition: Revise diversity plan goal of hiring 15% women to be objectively reasonable.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Doyle moved to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Title seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by the Commissioner Title.
- l. Grow Team Gardens (#MBN281521), Microbusiness
- The Chairman noted that this is an expedited application based on license type.
 - Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Flanagan requested a condition.
 - Proposed condition: provide additional information on the seminar topics to be presented.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Flanagan.
 - Commissioner Flanagan moved to approve the provisional license, subject to the condition requested by Commissioner Flanagan.
 - Commissioner McBride seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Flanagan.
- m. Heal Provincetown, Inc. (#MRN282621), Retail
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license.
 - Commissioner Title moved to approve the provisional license.
 - Commissioner Doyle seconded the motion.
 - The Commission unanimously approved the provisional license.
- n. High Hawk Farm, LLC (#MCN282412), Cultivation, Tier 11/Outdoor
- The Chairman noted that this was an expedited application based on license type.



- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner McBride requested two conditions, noting that the applicant stated that they could be ready to commence operations in two months' time, but in reviewing of the summary of the Management Operation Profiles, the summaries did not seem detailed enough to demonstrate they've contemplated the Commission's requirements sufficiently to be ready in two months' time. While these elements may be addressed as part of the final license inspection, it would be helpful to see that they've thought this through prior to that.
 - Proposed conditions: within 30 days of provisional licensure, (1) submit a detailed description of the facilities for storage and/or vault for harvested cannabis and (2) present a detailed description of the topography for the location and whether it presents any unique challenges for perimeter fences or surveillance, and if so, how the applicant will address them.
 - Commissioner Title also requested a condition.
 - Proposed condition: update diversity plan to hire 20% women to be objectively reasonable.
 - Commissioner Title also commented that the positive impact plan is inadequate. They plan simply consists of donating \$2,500 to the United Way in Fitchburg, which might technically satisfy the plan, but a licensee of this size should be putting more thought and effort into the plan.
 - Commissioner Flanagan stated that she agreed whole heartedly with Commissioner Title. Commissioner Flanagan stated that the Commission has provided enough guidance to write a sufficient positive impact plan. Commissioner Flanagan has noted that she has commented that writing a check is an easy way out.
 - Proposed condition: redraft and resubmit the positive impact plan so that it more closely fulfills the goals behind the positive impact plan requirement.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the conditions requested by Commissioners McBride, Title, and Flanagan.
 - Commissioner Flanagan moved to approve the provisional license, subject to the conditions requested by Commissioners McBride, Title, and Flanagan.
 - Commissioner McBride seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the conditions requested by Commissioners McBride, Title, and Flanagan.
- o. HumboldtEast, LLC (#MCN282004), Cultivation, Tier 3/Indoor
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition.
 - Proposed condition: revise diversity plan goal to hire 20% from two or more of the groups identified to be objectively reasonable.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.



- Commissioner McBride moved to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Flanagan seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.
- p. Hyecorp, LLC d/b/a Green Star (#MRN282460), Retail
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition
 - Proposed condition: revise diversity plan goal to hire 15% women to be objectively reasonable.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Doyle moved to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Title seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.
- q. Jamaco, LLC (#MCN282136), Cultivation, Tier 2/Indoor
- Licensing Manager Defoe presented the staff recommendation for provisional license.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license.
 - Commissioner Flanagan moved to approve the provisional license.
 - Commissioner McBride seconded the motion.
 - The Commission unanimously approved the provisional license.
- r. LMCC, LLC (#MRN282796), Retail
- This is an expedited applicant based on the applicants Social Equity Program participant status.
 - Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition.
 - Proposed Condition: revise diversity plan goal of hiring 15% women to be objectively reasonable
 - Flanagan requested a condition and stated her concerns with respect going into elderly homes to host seminars, given that some of these residents may have powers of attorney or health proxy. Perhaps this would be more appropriate for senior centers rather than elderly home.
 - Proposed condition: provide more specifics on the workshop seminars that will be presented to elderly homes and how those seminars will work.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the conditions requested by Commissioners Title and Flanagan.



- Commissioner Title moved to approve the provisional license, subject to the conditions requested by Commissioners Title and Flanagan.
 - Commissioner Doyle seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the conditions requested by Commissioners Title and Flanagan.
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- The Chairman asked for a motion to recess until noon.
 - Commissioner Doyle moved
 - Flanagan seconded the motion.
 - The Commission unanimously voted to recess.
-

s. Lynn Organics, LLC (#MRN282618), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition.
 - Proposed condition: revise diversity plan goal to hire 10% of people from certain demographics, including women to be reasonably objective
- Commissioner Title also noted her concern, without requesting a condition, with the word “organics” in the name.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Doyle moved to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.

t. Major Bloom, LLC (#MRN283033), Retail

- The Chairman noted that this was an Economic Empowerment Application.
- Licensing Manager Defoe presented the staff recommendation for provisional license.
- The Chairman asked for question and comments and then for a motion to approve the provisional license.
- Commissioner McBride moved to approve the provisional license.
- Commissioner Doyle seconded the motion.
- The Commission unanimously approved the provisional license.

u. Mantis Management Group, LLC (#MCN281390), Cultivation, Tier 1/Indoor

v. Mantis Management Group, LLC (#MPN281550), Product Manufacturing

- The Chairman noted that this was an expedited applicant based on DBE status.



- Licensing Manager Defoe presented the staff recommendation for both provisional license applications for Mantis Management Group, LLC.
- Commissioner Title requested a condition to apply to both applications.
 - Proposed demographics: revise diversity plan to hire 10% individuals falling into certain categories, including women, to be objectively reasonable.
- Commissioner McBride requested a condition to apply to both applications.
 - Proposed condition: Provide additional information regarding the \$10,000 startup capital for cannabis businesses stated as a major component of its positive impact plan.
- The Chairman asked for question and comments and then for a motion to approve both of the provisional licenses, subject to the conditions requested by Commissioners Title and McBride.
- Commissioner Flanagan moved to approve both of the provisional licenses, subject to the conditions requested by Commissioners Title and McBride.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved both of the provisional licenses, subject to the conditions requested by Commissioners Title and McBride

w. Mederi, Inc. (#MCN282059), Cultivation, Tier 2/Indoor

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition.
 - Proposed condition: revise the diversity plan goal of targeting 15% women to be objectively reasonable.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner McBride moved to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Flanagan seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.

x. Munro Associates, LLC d/b/a The Vault (#MRN282527), Retail

y. Munro Associates, LLC d/b/a The Vault (#MRN282604), Retail

z. Munro Associates, LLC d/b/a The Vault (#MRN282814), Retail

- Licensing Manager Defoe presented the staff recommendation for all three provisional licenses for Munro Associates LLC.
- Commissioner Title requested a condition.
 - Proposed condition: revise the diversity plan goal to recruit 15% women to be objectively reasonable.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Title moved to approve all three of the provisional licenses, subject to the condition requested by Commissioner Title.



- Commissioner Doyle seconded the motion.
- The Commission unanimously approved all three of the provisional licenses, subject to the Condition requested by Commissioner Title.

aa. Nature's Embrace, Inc. (#MRN282669), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- The Chairman asked for question and comments and then for a motion to approve the provisional license.
- Commissioner Doyle moved to approve the provisional license.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved the provisional license.

bb. Northampton Enterprises, Inc. (#MRN282356), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition.
 - Proposed condition: revise the diversity plan goal to maintain a staff of 20% women to be objectively reasonable.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner McBride moved to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.

cc. Ocean Breeze Cultivators, LLC (#MCN281908), Cultivation, Tier 3/Indoor

dd. Ocean Breeze Cultivators, LLC (#MPN281663), Product Manufacturing

- Licensing Manager Defoe presented the staff recommendation for both provisional licenses for Ocean Breeze Cultivators, LLC.
- The Chairman asked for question and comments and then for a motion to approve both of the provisional licenses.
- Commissioner Flanagan moved to approve both of the provisional licenses.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved both of the provisional licenses.

ee. Peak Limited, LLC (#MCN281941), Cultivation, Tier 2/Indoor

ff. Peak Limited, LLC (#MPN281400), Product Manufacturing

- Licensing Manager Defoe presented the staff recommendation for both of provisional licenses for Peak Limited LLC.
- Commissioner Title requested a condition.
 - Proposed condition: revise diversity plan goal to hire 10% from targeted groups, including women, or 1 job to be objectively reasonable.



- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner McBride moved to approve both of the provisional licenses, subject to the condition requested by Commissioner Title.
- Commissioner Flanagan seconded the motion.
- The Commission unanimously approved both of the provisional licenses, subject to the condition requested by Commissioner Title.

gg. Spencer House, LLC d/b/a Canna Corner (#MRN281885), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition.
 - Proposed condition: review guidance and resubmit positive impact plan. It is not clear how a \$500 donation to the Becket Police Department will positively impact disproportionately harmed people.
- Flanagan requested a condition and noted that there were a lot of pieces that need to be reconsidered, which is why the condition requires that the plan be rewritten and resubmitted. With respect to goal 1, safe practices are a requirement, and not an element of a positive impact plan. Also, the mentoring sessions seem to be similar to the educational sessions that can happen at Marijuana Establishment, so there needs to be clarification about how the mentoring program is different. It is unclear how giving money to a town holiday party translates into giving educational materials to residents of the host community.
 - Proposed condition: rewrite and resubmit positive impact plan with respect to: (1) goal 1 - safe practices, that is a requirement not a positive impact plan element; (2) provide information on education sessions versus mentoring sessions; (3) how will Spencer House provide educational materials to residents when the plan says it will be donating to a town holiday party for kids.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the conditions requested by Commissioners Flanagan and Title.
- Commissioner Doyle moved to approve the provisional license, subject to the conditions requested by Commissioners Flanagan and Title.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the provisional license, subject to the conditions requested by Commissioners Flanagan and Title.

hh. The High End Chocolate Company, LLC d/b/a The High End (#MCN281364), Cultivation, Tier 4/Indoor

- The Chairman noted that this is an expedited application based on DBE status.
- Licensing Manager Defoe presented the staff recommendation for provisional license.
- The Chairman asked for question and comments and then for a motion to approve the provisional license.
- Commissioner Flanagan moved to approve the provisional license.



- Commissioner McBride seconded the motion.
- The Commission unanimously approved the provisional license.

ii. Top Shelf Cannaseurs, LLC (#MCN281604), Cultivation, Tier 3/Indoor

- The Chairman noted that this was an expedited application based on Social Equity Program participant status.
- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition and also wanted to flag that more documentation and specificity should be required when we have an SEP participant that is donating to an organization that is also a vendor under the SEP.
 - Proposed condition: resubmit positive impact plan to provide more detail on how donations will be used to positively impact disproportionately impacted people.
- Commissioner Flanagan requested a condition.
 - Proposed condition: rewrite positive impact plan to describe the targeted Area of Disproportionate Impact and how the donation to C3N will positively impact that area.
- Commissioner McBride requested a condition, noting that there appears to be a copy and paste error. This may be indicative of not taking sufficient care in drafting these documents, and if so, what impact will that have down the line.
 - Proposed condition: prior to final licensure, revise security plan to note the correct business name.
- Commission Flanagan echoed the concerns Commissioner Title stated with respect to donations to SEP vendors. The Commission works to maintain the highest ethical standards and Commissioner Flanagan requested a more in-depth conversation of this topic at a future meeting.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the conditions requested by Commissioners Title, Flanagan, and McBride.
- Commissioner McBride moved to approve the provisional license, subject to the conditions requested by Commissioners Title, Flanagan, and McBride.
- Commissioner Flanagan seconded the motion.
- The Commission unanimously approved the provisional license, subject to the conditions requested by Commissioners Title, Flanagan, and McBride.

jj. Top Shelf Cannaseurs, LLC (#MPN281435), Product Manufacturing

- Licensing Manager Defoe presented the staff recommendation for provisional licenses.
- Commissioner Title requested a condition but also wanted to flag that more documentation should be required when we have an SEP participant that is donating to an organization that is also vendors under the SEP.
 - Proposed condition: resubmit positive impact plan to provide more detail on how donations will be used to positively impact disproportionately impacted people.
- Commissioner Flanagan requested a condition.



- Proposed Condition: redraft the positive impact plan to describe the targeted Area of Disproportionate Impact and how the donation to C3N will positively impact that area.
- Commissioner McBride requested a condition, noting that there appears to be a copy and paste error. This may be indicative of not taking sufficient care in drafting these documents, and if so, what impact will that have down the line.
 - Proposed condition: prior to final licensure, revise security plan to note the correct business name.
- Commissioner McBride asked for an additional condition.
 - Proposed condition: prior to final licensure provide detailed information about the viscosity enhancing agent, including the type of agent and where it will be procured that it intends to use to produce solventless rosin hash oil cartridges.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the conditions requested by Commissioners Title, Flanagan, and McBride.
- Commissioner Doyle moved to approve the provisional license, subject to the conditions requested by Commissioners Title, Flanagan, and McBride.
- Commissioner Title seconded the motion.
- The Commission unanimously approved the provisional license, subject to the conditions requested by Commissioners Title, Flanagan, and McBride.

kk. ToroVerde (Massachusetts) III, Inc. (#MRN282629), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition.
 - Proposed condition: revise diversity plan goal of hiring 20% of women and veterans to be clearer and objectively reasonable.
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Title moved to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Doyle seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.
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ll. ToroVerde (Massachusetts) II, Inc. (#MRN282320), Retail

- Licensing Manager Defoe presented the staff recommendation for provisional license.
- Commissioner Title requested a condition. e
 - Proposed condition: revise diversity plan goal of hiring 20% of women and veterans to be clearer and objectively reasonable
- The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
- Commissioner Doyle moved to approve the provisional license, subject to the condition requested by Commissioner Title.



- Commissioner McBride seconded the motion.
- The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.
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- mm. ToroVerde (Massachusetts), Inc. (#MRN282601), Retail
 - Licensing Manager Defoe presented the staff recommendation for provisional license.
 - Commissioner Title requested a condition.
 - Proposed condition: revise diversity plan goal of hiring 20% of women and veterans to be clearer and objectively reasonable.
 - The Chairman asked for question and comments and then for a motion to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner McBride moved to approve the provisional license, subject to the condition requested by Commissioner Title.
 - Commissioner Title seconded the motion.
 - The Commission unanimously approved the provisional license, subject to the condition requested by Commissioner Title.

10) Commission Discussion and Votes

a. Economic Relief for Adult-Use Licensees

- The Chairman gave an overview of the considerations previously discussed for how to provide economic relief for adult-use licensees.
- The Chairman thanked staff, namely the Executive Director, Chief Operating Officer, and Chief Financial Officer.
- The Chairman noted the staff recommended options:
 - Extend license renewals for 60 days, and the associated fees.
 - One motion is adult retailers only.
 - Second motion is for all adult-use licensees.
- Commissioner Title asked whether, if the governor's order were amended to allow adult-use operations to reopen, either completely or only to Massachusetts residents, the Commission would be able to oversee those operations as we do with medical-use operations.
- The Chairman noted his support for this.
- The Executive Director said the Commission could take steps to support this, if the Governor were to modify his order. This might include facilitating curbside purchases and other modifications to encouraging social distancing the Commission has allowed through a series of bulletins and administrative orders.
- Commissioner Flanagan clarified that the motion being considered covers adult-use business that are currently operating.
 - The Chairman confirmed this.
- Commissioner Doyle moved to provide relief to adult-use Marijuana Establishments, the Commission relies on General Law c. 94G, § 6(a) to move to extend automatically the



term for adult-use establishments expiring in June, July or August 2020 and to waive the regulatory provisions requiring renewal on an annual basis in 935 CMR 500.103(4). Each license will be valid for one (1) year plus the maximum extension term, an additional sixty (60) days. Renewal applicants may seek renewal anytime during the maximum extension term, so long as they pay the renewal fees required under 935 CMR 500.005 and submit their application in accordance with 935 CMR 500.103(4)(a). On seeking renewal, applicants must demonstrate compliance with the remaining regulatory requirements or obtain a waiver under 935 CMR 500.850. This extension does not relieve licensees of their associated legal obligations, including obligations to the municipality or other state agencies.

- Commissioner Title seconded the motion.
- The Commission approved the motion by a vote of four in favor (Doyle, McBride, Hoffman, Title) and one against (Flanagan).
- The Chairman echoed Commissioner Title's comments that the Commission is aware that this is not enough to fully provide relief, but hopefully it provides some help.

b. Policy Vote & Update: Delivery & Pre-certification

- The Chairman gave an overview of the topic and thanked the Executive Director and the staff for bringing this to fruition.
- The Executive Director noted that staff has been working on the delivery application. What makes this unique is a pre-certification, aspect followed by a full license application as a follow up. The licensing team, technology team, and vendor are prepared to roll this out this month, as of May 28th. In order to do that, however, staff wanted to update the Commission and seek delegation and certain decisions to put final steps in place.
- The Precertification process will be in the MassCIP, priority and expedited reviews will apply. The first question is with respect to the contents of the pre-certification. The suitability review for the pre-certification will be based on the disclosures of the applicants rather than a full background check and fingerprint check.
- The staff is asking that pre-certifications can be approved based on the disclosure suitability review.
- The second request is delegation to the Executive Director to approve precertification, as is done with agent applications. This would allow for an efficient process, and not require review by the Commission, knowing that the full application will become before the Commission with a full background check later in the process.
- Commissioner McBride asked the Executive Director to talk the Commission through what precertification will entail.
 - The Executive Director explained that precertification will consist predominantly of the business information, similar to what is included in the application of intent, such as business plans, insurance plans, as well as some operating procedures, knowing that some of these procedures will be location dependent. The precertification will not require HCA, Diversity Plan, Bond/Escrow requirements, Positive Impact Plan.



- Commissioner McBride asked with respect to delegating approval authority, whether the Commission will still be able to review all the information provided as part of the precertification as they would normally as part of the regular commission review.
 - The Executive Director confirmed this.
 - Commissioner McBride followed up to ask how to avoid redundancy through this process
 - The Executive Director said that the new auto filling element of Mass CIP will allow things to be updated but avoid duplication when filling out the complete full application for provisional license. Based on this plan, the Commission will still have the opportunity to review and comment. The Executive Director likened this process to a mortgage pre-qualification.
- Commissioner Title thanked staff and noted that it that it may be hard for folks to know what to include in a self-disclosure and asked if the Commission could provide a guidance to help people to know how to request their own information and make a disclosure to help ensure people are providing the information they should, and not be caught off guard.
 - The Executive Director said that staff would explore providing additional resources on this matter.
- Commissioner Title said she supports the delegation, but it might limit information that the Commission has with respect to issues that come up over time. She requested a cross-functional team to look at all the issues that the Commission cannot predict, modeled after the regulations process and to ensure the interpretations are being recorded and disclosed as appropriated. Lastly, Commissioner Title asked, as decisions are being made and questions are being answered, that the Commission publish those answers as a resource to industry.
 - The Executive Director said he thinks a cross functional team makes sense, but the licensing process stays within licensing, and in certain instances, licensing has been firewalled from other divisions, but knowing that this is a new process, staff can consider how to use cross functional communication to ensure the process considers many aspects and informs the Commission. The Executive Director also noted that the plan for the roll out will include a living document of frequently asked questions.
- Commissioner Doyle first thanked the staff for all the work and with respect to outreach, there needs to be a municipal outreach to make sure municipalities understand this new, unique process to help licensees engender positive relationships as they move forward.
 - The Executive Director acknowledged the importance of municipalities as important partners in this process.
- Commissioner McBride asked Commissioner Title about her recommendation with respect to the cross functional team she referenced and what issues it would be addressing.
 - Commissioner Title said that if there was a question that is not addressed in the regulations, that group can work to develop an answer and take a recommendation to the Executive Director or Commission as appropriate.



- Commissioner Flanagan thanked the staff for the work that went into this. Commissioner Flanagan expressed her timing concern given the current crisis, having delivery starting under these circumstances.
 - Commissioner Title expressed her view that this is a time when Delivery is all the more relevant. Commissioner Title expressed that this was already delayed in order to (1) ensure that all the public health and safety concerns, and (2) conduct outreach to municipalities.
 - Commissioner McBride said that when social distancing started, Commissioner McBride said she would be loathe to issue a new license in the midst of this crisis. Commissioner McBride said that there will be issues that arise that no one foresaw. But given the thought put into these applications by staff, Commissioner McBride said she has renewed confidence with respect to moving forward with pre-certification, understanding that the Commission needs to do municipal and public outreach and answering all of the questions that municipalities, the public, and future applicants may have. Commissioner McBride acknowledged the concerns raised by Commissioner Flanagan and Title, but we have the raw information to answer questions. Commissioner McBride also noted that while some people may be staying at home, the illicit market is not staying home, and delivery provides the Commission with a tool to chip away at the illicit market.
 - Commissioner McBride moved that the suitability application for pre-certification be based on applicant disclosures.
 - Commissioner Doyle seconded the motion.
 - The Commission voted to approve the motion by a vote of four in favor (Doyle, McBride, Hoffman, Title) and one against (Flanagan).
 - Commissioner Title moved that to delegate the decision to approve precertification applications to the Executive Director, provided that the Executive Director provide a monthly update on the precertification as part of application data.
 - Commissioner McBride seconded the motion.
 - The Commission unanimously approved the motion.
- c. Minimum Equity Threshold for Economic Empowerment
- The Chairman gave an overview of the topic there has been a broader communication of staff interpretation of what equity level an Economic Empowerment Applicant must maintain in order to retain that status.
 - As that interpretation became more widely discussed, it spurred feedback and has caused the Commission to want to have a discussion
 - Commissioner McBride provided context for how the Commission got to where it is today. This isn't really a matter of interpretation. There is a regulation that states "an applicant who demonstrated and continues to demonstrate three or more of the following criteria." Looking back at the Commissions previous regulations, the definition of Economic Empowerment Applicant is different than today. The previous regulations did not have a requirement of a continuing demonstration of Economic Empowerment Applicant status. This conversation raises issues about when the Commission changes policy, how is it infiltrating the entire agency and how is it being communicated outward.



Commissioner McBride expressed that this background allayed some of her concerns, but this stresses the importance of having a cohesive perspective and voice.

- Commissioner Doyle recalled that in the spring of 2018, the Commission discussed what needed to be in place for an ongoing evaluation of Economic Empowerment Applicant status.
- Commission Title echoed her support for Commissioner McBride's comments and proposed that the Commission vote to undo the interpretation in question and reaffirm that entities must maintain 51% ownership and control in order to take advantage of benefits related to EEA status, until the Commission decides otherwise with appropriate process and opportunity for public input.
- The Chairman said he agrees with Commissioner Title's recommendation but did express his understanding that Economic Empowerment Applicants can be benefited by flexibility with respect to capital structure. He also said that in addition to the recommendation, he would recommend that there be grandfathering of three entities who are now below 51% due to the previous change.
- Commissioner McBride asked for clarity with respect to whether it was three applications or licensees. Commissioner McBride asked what was the trigger event that would have changed the status of the applicants.
- The Chairman said the event was this vote and discussion.
- The Executive Director said the three referenced were licensees, some of which have multiple licenses. The license dates range from November 2019 through March of 2020.
- Commissioner McBride expressed she wants to be sure that no one in the application queue that would be negatively affected.
- The Executive Director said that staff would have to research if there would be a negative impact on applicants. The Executive Director also noted that a notice went out to all applicants/licensees saying that 10% ownership of is sufficient, so a contrary decision by the Commission would require sending a new notice.
- Commissioner Doyle said that an evaluation needs to be done with respect to how this could impact contracts.
- Commissioner Title noted that with respect to grandfathering, there are 3 licensees with 8 licenses that have received the benefit of EEA and suggested that while they already received priority review, they should not receive any other benefits related to EEA status from this point forward.
- Commissioner Title moved to direct the Executive Director to reissue the bulletin with a plain reading interpretation of the regulations with respect to the required ownership threshold for Economic Empowerment Applicants.
- Commissioner McBride seconded the motion.
- The Commission unanimously approved the motion.

11) New Business that the Chairman did not anticipate at time of posting

- The Chairman recognized that this was the last meeting with Commissioner Doyle and each Commissioner took time to express appreciation and admiration for Commissioner Doyle.



12) Next Meeting Date

- June 4, 2020 – Location TBD

13) Adjournment

- The Chairman asked for a motion to adjourn.
- Commissioner McBride moved to adjourn.
- Commissioner Flanagan seconded the motion.
- The Commission unanimously voted to adjourn.







***Cannabis Control Commission
Job Description***

Department: Technology

Reports to: Chief Technology Officer

Job Title: Data Manager

FLSA Status: Exempt

I. PURPOSE OF THE JOB

The Data Manager, under the direction of the Chief Technology Officer (CTO), will provide quantitative data analysis and be responsible for managing, manipulating, analyzing, and modeling data to support the Commission's research agenda, licensing and compliance decisions.

II. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Integrates, cleans, and manipulates large datasets from varying data sources;
- Applies advanced statistical and predictive modeling techniques to construct syntax and run analyses for research interpretation purposes;
- Utilizes standard testing measures and/or algorithms to test and analyze large amounts of data;
- Designs and develops data collection measures, instruments, databases, and procedure manuals based on detailed knowledge of data files, related databases, and systems integration;
- Provides expertise in the design and implementation of data management strategies/techniques/ best practices and quality control procedures, including writing technical requirements and documentation of data sets;
- Supports the Chief of Investigations and Enforcement with analysis of energy use reporting from marijuana establishments;
- Works with the Executive Office of Environmental Affairs, Department of Energy Resources, Department of Environmental Protection, Department of Agricultural Resources, Department of Public Health, and others to monitor environmental and health trends in the cannabis industry; and
- Collaborates with Commission staff as well as other state agencies and stakeholders to monitor and interpret data and assists in editing the quantitative components of written reports, white papers, briefs, and statistical graphics for research topics and projects with an emphasis on energy and environmental sustainability in the cannabis industry.



III. OTHER DUTIES AND RESPONSIBILITIES

- Maintain the highest standards of personal, professional and ethical conduct and support the Commission's goals for a diverse and culturally aware workforce;
- Provides support for quantitative research needs;
- Contributes to technical and research discussions utilizing data and analyses; and
- Performs related duties as assigned.

IV. KNOWLEDGE AND SKILLS

- Excellent quantitative statistical knowledge and methodology;
- Experience in Key Performance Indicators (KPIs) and dashboarding;
- Advanced experience with at least one high-level statistical software program (R, SAS, Stata, SPSS etc.);
- Experience with SQL, Machine Learning and text searching experience;
- Ability to develop and query databases and perform statistical analysis;
- Ability to identify metrics, create data syntax, and execute advanced statistical and predictive modeling techniques to answer quantitative research questions;
- Adept at presenting information in an accurate and concise format;
- Ability to think critically and strategically;
- Ability to build constructive working relationships characterized by a high level of acceptance, integrity, cooperation, and mutual regard;
- Ability to accept personal responsibility for the quality and timeliness of work, and for meeting expectations;
- Ability to seek opportunities to resolve problems, achieve goals, or otherwise advance the Commission's mission; and
- Ability to work out of the Worcester headquarters.

V. EDUCATION AND EXPERIENCE

- Bachelor's Degree in Computer Science, Data Science, Statistics, Mathematics, Environmental Science, Engineering, or related field; advanced degree preferred;
- Minimum of 3-5 years of related work and/or graduate experience in Research, Statistics, Mathematics, Engineering, Environmental Science, or related field;
- Experience working with complex, multiple datasets;
- Solid background in informational technology and/or quantitative data analysis;
- Knowledge of cannabis regulatory environment and/or research; and
- Experience working with people from diverse cultural and ethnic backgrounds.

VI. SALARY RANGE: \$70,000- \$80,000





BOUNTIFUL FARMS, INC.

CHANGE OF LOCATION APPLICATION REVIEW

1. Name and current address of the licensee:

Bountiful Farms, Inc.
200 Kenneth Welch Drive, Lakeville, MA 02347

2. Type of license(s), and affected license number(s), that will be relocated if the change of location is approved:

MTC – RMD1485 (Dispensing)

3. The licensee has requested to relocate its operations to the following location:

13 Mercer Road, Natick, MA 01760

4. The licensee has paid the applicable fees for this change of location request.

5. The licensee submitted certification that they executed a Host Community Agreement with the new municipality.

6. The Commission received a municipal response from the municipality on April 29, 2020 stating the licensee was in compliance with all local ordinances or bylaws.

RECOMMENDATION

Commission staff recommend review and decision on the request for change of location, and if approved, request that the approval be subject to the following conditions:

1. The licensee may not perform activities associated with its licenses at the new location, until upon inspection, demonstrating full compliance with the Commission's regulations;
2. The licensee shall submit an Architectural Plan Review request to the Commission for the building or remodeling of the facility at the new location, if applicable; and
3. The applicant shall cooperate with and provide information to Commission staff.

Change of Location Executive Summary 1



GREENCARE THERAPEUTICS, INC.

CHANGE OF LOCATION APPLICATION REVIEW

1. Name and current address of the licensee:

GreenCare Therapeutics, Inc.
53 Airport Park Drive, Rockland, MA 02370

2. Type of license(s), and affected license number(s), that will be relocated if the change of location is approved:

MTC Provisional License – (Cultivation, Product Manufacturing, and Dispensing)

3. The licensee has requested to relocate its operations to the following location:

12 Latti Farm Road, Millbury, MA 01527

4. The licensee has paid the applicable fees for this change of location request.
5. The licensee submitted certification that they executed a Host Community Agreement with the new municipality.
6. The Commission received the municipal response from Millbury on April 26, 2020 stating the licensee was in compliance with local ordinances or bylaws.

RECOMMENDATION

Commission staff recommend review and decision on the request for change of location, and if approved, request that the approval be subject to the following conditions:

1. The licensee may not perform activities associated with its license at the new location, until upon inspection, demonstrating full compliance with the Commission's regulations;
2. The licensee shall submit an Architectural Plan Review request to the Commission for the building or remodeling of the facility at the new location, if applicable; and
3. The applicant shall cooperate with and provide information to Commission staff.

Change of Location Executive Summary 1



1CONNECTION CORPORATION

ESTABLISHMENT OVERVIEW

1. Name, license number(s), and types of license(s) affected by the change in ownership and control request:

1Connection Corporation
MTC – Provisional License

BACKGROUND OVERVIEW

2. The individual(s) requesting to acquire ownership or control interests over the license include the following:

John Belsan – Board Member
Michael Westort – Board Member

3. There were no entities disclosed in the application as acquiring ownership or control interests over the license.
4. Background checks were conducted on all individuals disclosed within the application, as applicable. No suitability issues were discovered.
5. The individuals that are requesting ownership and control over the license do not appear to have exceeded any ownership and control limits over any particular license type or cultivation canopy.

RECOMMENDATION

Commission staff recommend review and decision on the request for change of ownership and control, and if approved, request that the approval be subject to the following conditions:

1. The licensee and the individual associated with this change in ownership and control may now effectuate any outstanding business agreements related to the change. The licensee will notify the Commission when the change in ownership and control has occurred.
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;

COO Executive Summary 1



4. The licensee shall cooperate with and provide information to Commission staff; and
5. The licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) after effectuating the change in ownership and control, if applicable, and shall give Commission staff adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.



BERKSHIRE ROOTS, INC

ESTABLISHMENT OVERVIEW

1. Name, license number(s), and types of license(s) affected by the change in ownership and control request:

Berkshire Roots, Inc
MC281590 – Cultivation (Tier 02: 5,001 to 10,000 sq. ft.)
MP281427 – Product Manufacturing
MR281585 – Retail
MR281845 – Retail
MX281322 – Transportation
RMD585 – MTC

BACKGROUND OVERVIEW

2. The individual(s) requesting to acquire ownership or control interests over the licenses include the following:

James Winokur – Chief Executive Officer

3. There were no entities disclosed in the application as acquiring ownership or control interests over the licenses.
4. Background checks were conducted on the individual disclosed within the application, as applicable. No suitability issues were discovered.
5. The individual that is requesting ownership and control over the licenses does not appear to have exceeded any ownership and control limits over any particular license type or cultivation canopy.

RECOMMENDATION

Commission staff recommend review and decision on the request for change of ownership and control, and if approved, request that the approval be subject to the following conditions:

COO Executive Summary 1



1. The licensee and the individual associated with this change in ownership and control may now effectuate any outstanding business agreements related to the change. The licensee will notify the Commission when the change in ownership and control has occurred.
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. The licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) after effectuating the change in ownership and control, if applicable, and shall give Commission staff adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.



BOUNTIFUL FARMS, INC

ESTABLISHMENT OVERVIEW

1. Name, license number(s), and types of license(s) affected by the change in ownership and control request:

Bountiful Farms, Inc.
RMD1485 – MTC

BACKGROUND OVERVIEW

2. The individual requesting to acquire ownership or control interests over the license include the following:

Michael DeAgelis – Chief Financial Officer

3. There were no entities disclosed in the application as acquiring ownership or control interests over the license.
4. Background checks were conducted on the individual disclosed within the application, as applicable. No suitability issues were discovered.
5. The individual that is requesting ownership and control over the license do not appear to have exceeded any ownership and control limits over any particular license type or cultivation canopy.

RECOMMENDATION

Commission staff recommend review and decision on the request for change of ownership and control, and if approved, request that the approval be subject to the following conditions:

1. The licensee and the individual associated with this change in ownership and control may now effectuate any outstanding business agreements related to the change. The licensee will notify the Commission when the change in ownership and control has occurred.
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and

COO Executive Summary 1



5. The licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 501.105(1) after effectuating the change in ownership and control, if applicable, and shall give Commission staff adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.



LDE HOLDINGS, LLC

ESTABLISHMENT OVERVIEW

1. Name, license number(s), and types of license(s) affected by the change in ownership and control request:

LDE Holdings, LLC
MC281262 – Cultivation (Tier 02: 5,001 to 10,000 sq. ft)
MR281689 - Retail
MP281436 – Product Manufacturing

BACKGROUND OVERVIEW

2. The individual requesting to acquire ownership or control interests over the license(s) include the following:

Gregory Wirsén – Owner, Board Member

3. The entity requesting to acquire ownership or control interests over the license(s) include the following:

Wirsén Holdings IVXX, LLC

4. Background checks were conducted on the individual and entity disclosed within the application, as applicable. No suitability issues were discovered.
5. The individual and entity that are requesting ownership and control over the license(s) do not appear to have exceeded any ownership and control limits over any particular license type or cultivation canopy.
6. Commission staff conducted an organizational and financial inspection into the individual and entity associated with this change of ownership and control request. Commission staff found no issues or inconsistencies with the information provided to the Commission in the application.



RECOMMENDATION

Commission staff recommend review and decision on the request for change of ownership and control, and if approved, request that the approval be subject to the following conditions:

1. The licensee and the individual/entity associated with this change in ownership and control may now effectuate any outstanding business agreements related to the change. The licensee will notify the Commission when the change in ownership and control has occurred.
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. The licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) after effectuating the change in ownership and control, if applicable, and shall give Commission staff adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.



PHYTOTHERAPY, INC

ESTABLISHMENT OVERVIEW

1. Name, license number(s), and types of license(s) affected by the change in ownership and control request:

Phytotherapy, Inc.
MTC – Provisional License

BACKGROUND OVERVIEW

2. The individuals requesting to acquire ownership or control interests over the license include the following:

Angelo Frangoulidis – Owner
Dale Buckman – Owner
George Deligiannides – Owner
George Frangiadakis – Owner

3. The entity requesting to acquire ownership or control interests over the license include the following:

D&F Holdings, LLC – Holding Company

4. Background checks were conducted on all individuals and entity disclosed within the application, as applicable. No suitability issues were discovered.
5. The individuals and entity that are requesting ownership and control over the license do not appear to have exceeded any ownership and control limits over any particular license type or cultivation canopy.
6. Commission staff conducted an organizational and financial inspection into the individuals and entity associated with this change of ownership and control request. Commission staff found no issues or inconsistencies with the information provided to the Commission in the application.

RECOMMENDATION

COO Executive Summary 1



Commission staff recommend review and decision on the request for change of ownership and control, and if approved, request that the approval be subject to the following conditions:

1. The licensee and the individuals/entity associated with this change in ownership and control may now effectuate any outstanding business agreements related to the change. The licensee will notify the Commission when the change in ownership and control has occurred.
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. The licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 501.105(1) after effectuating the change in ownership and control, if applicable, and shall give Commission staff adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.



SIRA NATURALS, INC

ESTABLISHMENT OVERVIEW

1. Name, license number(s), and types of license(s) affected by the change in ownership and control request:

Sira Naturals, Inc
MC281252 – Cultivation (Tier 03: 10,001 to 20,000 sq. ft)
MC282015 – Cultivation (Tier 03: 10,001 to 20,000 sq. ft)
MP281303 – Product Manufacturing
MX281310 - Transportation
RMD245 – MTC
RMD325 – MTC
RMD625 – MTC

BACKGROUND OVERVIEW

2. The individual requesting to acquire ownership or control interests over the licenses include the following:

Jason Griffith – Chief Integration Officer

3. There were no entities disclosed in the application as acquiring ownership or control interests over the licenses.
4. Background checks were conducted the individual disclosed within the application, as applicable. No suitability issues were discovered.
5. The individual that is requesting ownership and control over the licenses does not appear to have exceeded any ownership and control limits over any particular license type or cultivation canopy.

RECOMMENDATION

Commission staff recommend review and decision on the request for change of ownership and control, and if approved, request that the approval be subject to the following conditions:

COO Executive Summary 1



1. The licensee and the individual associated with this change in ownership and control may now effectuate any outstanding business agreements related to the change. The licensee will notify the Commission when the change in ownership and control has occurred.
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. The licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) after effectuating the change in ownership and control, if applicable, and shall give Commission staff adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.



MARIJUANA ESTABLISHMENT RENEWALS

EXECUTIVE SUMMARY

COMMISSION MEETING: JUNE 4, 2020

RENEWAL OVERVIEW

1. Name, license number, renewal application number, host community, and funds deriving from a Host Community Agreement allocated for the municipality for each Marijuana Establishment presented for renewal:

Marijuana Establishment Name	License Number	Renewal Application Number	Location	Funds
MISSION MA, INC.	MC281288	MCR139876	WORCESTER	\$60,000.00
MISSION MA, INC.	MP281312	MPR243519	WORCESTER	\$60,000.00
MISSION MA, INC.	MR281259	MRR205581	WORCESTER	\$60,000.00
MISSION MA, INC.	MR282028	MRR205582	BROOKLINE	\$0.00
COMMCAN, INC.	MR282205	MRR205584	MILLIS	\$80,046.37
SIRA NATURALS, INC.	MC282015	MCR139878	MILFORD	\$250,000.00
INSA, INC.	MR281892	MRR205583	SALEM	\$183,040.68
THEORY WELLNESS INC.	MR281835	MRR205590	CHICOPEE	\$46,054.01
CRESCO HHH, LLC	MR281337	MRR205585	FALL RIVER	\$239,241.35
CRESCO HHH, LLC	MC281478	MCR139877	FALL RIVER	\$239,241.35
CRESCO HHH, LLC	MP281361	MPR243520	FALL RIVER	\$239,241.35

2. All licensees have submitted renewal applications pursuant to 935 CMR 500.103(4) which include the licensee's disclosure of their progress or success towards their Positive Impact and Diversity Plans.
3. All licensees have submitted documentation of good standing from the Secretary of the Commonwealth, Department of Revenue, and Department of Unemployment Assistance, if applicable.
4. All licensees have paid the appropriate annual license fee.
5. The licensees, when applicable, have been inspected over the previous year. Commission staff certify that, to the best of our knowledge, no information has been found that would prevent renewal of the licenses mentioned above pursuant to 935 CMR 500.450.

ME Renewal Executive Summary 1



RECOMMENDATION

Commission staff recommend review and decision on the above-mentioned licenses applying for renewal, and if approved, request that the approval be subject to the licensee remaining in compliance with the Commission regulations and applicable law.

The following licensees must comply with additional conditions:

1. Mission MA, Inc. (MC281288/MP281312/MR281259/MR282028)
 - a. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Plan to Positively Impact Disproportionately Harmed People.
 - b. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Diversity Plan.
2. Commcan, Inc. (MR282205)
 - a. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Plan to Positively Impact Disproportionately Harmed People.
 - b. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Diversity Plan.
3. Sira Naturals, Inc. (MC282015)
 - a. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Plan to Positively Impact Disproportionately Harmed People.
 - b. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Diversity Plan.
4. Insa, Inc. (MR281892)
 - a. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Plan to Positively Impact Disproportionately Harmed People.
 - b. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Diversity Plan.
5. Theory Wellness Inc. (MR281835)
 - a. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Plan to Positively Impact Disproportionately Harmed People.



- b. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Diversity Plan.
- 6. Cresco HHH, LLC (MR281337/MC281478/MP281361)
 - a. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Plan to Positively Impact Disproportionately Harmed People.
 - b. Within 90 days of the removal of the State of Emergency declaration, the licensee shall notify the Cannabis Control Commission of updated actions taken on their Diversity Plan.



MEDICAL MARIJUANA TREATMENT CENTER RENEWALS

EXECUTIVE SUMMARY

COMMISSION MEETING: JUNE 4, 2020

RENEWAL OVERVIEW

1. Name, license number, location(s), for each Medical Marijuana Treatment Center presented for renewal:

Medical Marijuana Treatment Center Name	License Number	Location (Cultivation & Processing)	Location (Dispensing)
4BROS, INC.	N/A	HOLYOKE	HOLYOKE
THE BOTANIST, INC.	RMD905	STERLING	WORCESTER
ALTERNATIVE THERAPIES GROUP, INC.	RMD065	AMESBURY	SALEM
GARDEN REMEDIES, INC.	RMD202	FITCHBURG	NEWTON
IN GOOD HEALTH, INC.	RMD105	BROCKTON	BROCKTON
SIRA NATURALS, INC.	RMD245	MILFORD	SOMERVILLE
DEBILITATING MEDICAL CONDITION TREATMENT CENTERS, INC.	N/A	AGAWAM	AGAWAM
PHARMACANNIS MASSACHUSETTS, INC.	RMD805	HOLLISTON	WAREHAM
SIRA NATURALS, INC.	RMD325	MILFORD	CAMBRIDGE
ALTERNATIVE THERAPIES GROUP, INC.	N/A	AMESBURY	SALISBURY
TEMESCAL WELLNESS OF MA INC.	RMD965	WORCESTER	FRAMINGHAM
TEMESCAL WELLNESS OF MA INC.	RMD705	WORCESTER	HUDSON
TEMESCAL WELLNESS OF MA INC.	RMD985	WORCESTER	PITTSFIELD

2. All licensees have submitted renewal applications pursuant to 935 CMR 501.103(4).
3. All licensees have paid the appropriate annual license fee, where applicable.

MTC Renewal Executive Summary 1



4. The licensees, when applicable, have been inspected over the previous year. Commission staff certify that, to the best of our knowledge, no information has been found that would prevent renewal of the licenses mentioned above pursuant to 935 CMR 501.450.

RECOMMENDATION

Commission staff recommend review and decision on the above-mentioned licenses applying for renewal, and if approved, request that the approval be subject to the licensee remaining in compliance with the Commission regulations and applicable law.

The following conditions apply to specific licensees:

1. 4Bros, Inc. (MTC)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
2. The Botanist, Inc. (RMD905)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
3. Alternative Therapies Group, Inc. (RMD065/MTC)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
4. Garden Remedies, Inc. (RMD202)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
5. In Good Health, Inc. (RMD105)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
6. Sira Naturals, Inc. (RMD245/RMD325)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.

MTC Renewal Executive Summary 2



7. Debilitating Medical Condition Treatment Centers, Inc. (MTC)
 - a. The licensee shall, within 60 days, provide an updated timeline as to when its MTC license will become operational.
 - b. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
8. Pharmacannis Massachusetts, Inc. (RMD805)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.
9. Temescal Wellness of MA Inc. (RMD965/RMD705/RMD985)
 - a. Within 60 days, the licensee shall submit their program to provide reduced cost or free marijuana to patients with documented verified financial hardship as required under 501.050(1)(h). The submission shall include a progress update on implementing the plan, if applicable, and the website where the plan is posted, if applicable.



27 BROOM STREET, LLC
MC281723

ESTABLISHMENT OVERVIEW

1. Name and address of the Marijuana Establishment:

27 Broom Street, LLC
27 Broom Street, Plainfield, MA 01070

2. Type of final license sought (if cultivation, its tier level and outside/inside operation):

Cultivation, Tier 10/Outdoor (80,001 – 90,000 sq. ft.)

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

Type	Status	Location
Product Manufacturing	Provisional License	Plainfield
Cultivation, Tier 2/Indoor (5,001 – 10,000 sq. ft.)	Provisional License	Plainfield

LICENSING OVERVIEW

4. The licensee was approved for provisional licensure for the above-mentioned license(s) on January 1, 2020.
5. The licensee has paid all applicable license fees.
6. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license(s).
7. No new information has been discovered by Commission staff regarding the suitability of the licensees previously disclosed since the issuance of the provisional license(s).

INSPECTION OVERVIEW

8. Commission staff inspected the licensee's facility on the following date(s): May 12, 2020 and May 14, 2020.

Final License Executive Summary 1



9. The licensee's facility was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 500.105 through 935 CMR 500.160 as applicable.
10. No evidence was discovered during the inspection(s) that indicated the Marijuana Establishment was not in compliance with all applicable state laws and local bylaws or ordinances.
11. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Enforcement staff verified that all cultivation operations were in compliance with the Commission's regulations. Some of the requirements verified include the following:

- i. Seed-to-sale tracking;
- ii. Compliance with applicable pesticide laws and regulations; and
- iii. Best practices to limit contamination.

- d. Product Manufacturing Operation

Not applicable.

- e. Retail Operation



Not applicable.

f. Transportation

The licensee will not be performing transportation activities at this time.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may cultivate, harvest, possess, and otherwise acquire marijuana, but shall not sell, or otherwise transport marijuana to other Marijuana Establishments, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



ATLANTIC MEDICINAL PARTNERS, INC.

MC281476

MP281630

MR281471

ESTABLISHMENT OVERVIEW

1. Name and address of the Marijuana Establishment:

Atlantic Medicinal Partners, Inc.
774 Crawford Street, Fitchburg, MA 01420

2. Type of final license sought (if cultivation, its tier level and outside/inside operation):

Cultivation, Tier 2/Indoor (5,001 – 10,000 sq. ft.)
Product Manufacturing
Retail

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

Type	Status	Location
Retail	Provisional License	Salem
Retail	Application Submitted	Brockton
MTC	Provisional License	Fitchburg - Fitchburg

LICENSING OVERVIEW

4. The licensee was approved for provisional licensure for the above-mentioned license(s) on November 20, 2018.
5. The licensee has paid all applicable license fees.
6. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license(s).
7. No new information has been discovered by Commission staff regarding the suitability of the licensees previously disclosed since the issuance of the provisional license(s).

Final License Executive Summary 1



INSPECTION OVERVIEW

8. Commission staff inspected the licensee's facility on the following date(s): February 27, 2020.
9. The licensee's facility was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 500.105 through 935 CMR 500.160 as applicable.
10. No evidence was discovered during the inspection(s) that indicated the Marijuana Establishment was not in compliance with all applicable state laws and local bylaws or ordinances.
11. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Enforcement staff verified that all cultivation operations were in compliance with the Commission's regulations. Some of the requirements verified include the following:

- i. Seed-to-sale tracking;
- ii. Compliance with applicable pesticide laws and regulations; and
- iii. Best practices to limit contamination.



d. Product Manufacturing Operation

Enforcement staff verified that all manufacturing-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Proposed product compliance; and
- ii. Safety, sanitation, and security of the area and products.

e. Retail Operation

Enforcement staff verified that all retail-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Verification of identifications for access;
- ii. Layout of the sales floor;
- iii. Availability and contents of adult-use consumer education materials;
- iv. Appropriate patient consultation area (co-location); and
- v. Plan to ensure 35% of its inventory is preserved for patients (co-location)

f. Transportation

The licensee will not be performing transportation activities at this time.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may cultivate, harvest, possess, prepare, produce, and otherwise acquire marijuana, but shall not dispense, sell, or otherwise transport marijuana to other Marijuana Establishments, or to consumers, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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



As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



ATLANTIC MEDICINAL PARTNERS, INC.

RMD1506

ESTABLISHMENT OVERVIEW

1. Name and address(es) of the Medical Marijuana Treatment Center:

Atlantic Medicinal Partners, Inc.

Cultivation: 774 Crawford Street, Fitchburg, MA 01420

Product Manufacturing: 774 Crawford Street, Fitchburg, MA 01420

Dispensary: 774 Crawford Street, Fitchburg, MA 01420

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

Type	Status	Location
Cultivation, Tier 2/Indoor (5,000 – 10,000 sq. ft.)	Provisional License	Fitchburg
Product Manufacturing	Provisional License	Fitchburg
Retail	Provisional License	Fitchburg
Retail	Provisional License	Salem
Retail	Application Submitted	Brockton

LICENSING OVERVIEW

3. The licensee was approved for provisional licensure on April 2, 2018.
4. The licensee has paid all applicable license fees.
5. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license.
6. No new information has been discovered by Commission staff regarding the suitability of the licensee(s) previously disclosed since the issuance of the provisional license.

INSPECTION OVERVIEW

MTC Final License Executive Summary 1



7. Commission staff inspected the licensee's Medical Marijuana Treatment Center on the following date(s): February 27, 2020.
8. The licensee's Medical Marijuana Treatment Center was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 501.000, as applicable.
9. No evidence was discovered during the inspection(s) that indicated the Medical Marijuana Treatment Center was not in compliance with all applicable state and local bylaws or ordinances.
10. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Enforcement staff verified that all cultivation operations were in compliance with the Commission's regulations. Some of the requirements verified include the following:

- i. Seed-to-sale tracking;
- ii. Compliance with applicable pesticide laws and regulations; and
- iii. Best practices to limit contamination.

- d. Product Manufacturing Operation



Enforcement staff verified that all manufacturing-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Proposed product compliance; and
- ii. Safety, sanitation, and security of the area and products.

e. Retail Operation

Enforcement staff verified that all retail-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Verification of identifications for access;
- ii. Layout of the sales floor;
- iii. Availability and contents of patient education materials; and
- iv. Policies to ensure dispensing limits are followed.

f. Transportation

The licensee will not be performing transportation activities at this time.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may cultivate, harvest, possess, prepare, produce, and otherwise acquire marijuana, but shall not dispense, sell, or otherwise transport marijuana to other Medical Marijuana Treatment Centers, or to patients, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 501.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



BERKSHIRE ROOTS, INC.

MR281845

ESTABLISHMENT OVERVIEW

1. Name and address of the Marijuana Establishment:

Berkshire Roots, Inc.
253 Meridian St., Boston, MA 02128

2. Type of final license sought (if cultivation, its tier level and outside/inside operation):

Retail

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

Type	Status	Location
Cultivation, Tier 2/Indoor (5,001 – 10,000 sq. ft.)	Commence Operations	Pittsfield
Product Manufacturing	Commence Operations	Pittsfield
Retail	Commence Operations	Pittsfield
Transporter with Other ME License	Commence Operations	Pittsfield
MTC	Commence Operations	Pittsfield - Pittsfield

LICENSING OVERVIEW

4. The licensee was approved for provisional licensure for the above-mentioned license(s) on August 8, 2019
5. The licensee has paid all applicable license fees.
6. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license(s).
7. No new information has been discovered by Commission staff regarding the suitability of the licensees previously disclosed since the issuance of the provisional license(s).

Final License Executive Summary 1



INSPECTION OVERVIEW

8. Commission staff inspected the licensee's facility on the following date(s): February 24, 2020.
9. The licensee's facility was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 500.105 through 935 CMR 500.160 as applicable.
10. No evidence was discovered during the inspection(s) that indicated the Marijuana Establishment was not in compliance with all applicable state laws and local bylaws or ordinances.
11. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Not applicable.

- d. Product Manufacturing Operation

Not applicable.

- e. Retail Operation

Final License Executive Summary 2



Enforcement staff verified that all retail-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Verification of identifications for access;
- ii. Layout of the sales floor; and
- iii. Availability and contents of adult-use consumer education materials.

f. Transportation

The licensee will be utilizing its transportation activities from its Pittsfield location.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may possess and otherwise acquire marijuana, but shall not dispense, sell, or otherwise transport marijuana to other Marijuana Establishments, or to consumers, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



RESINATE, INC.
MR281249

ESTABLISHMENT OVERVIEW

1. Name and address of the Marijuana Establishment:

Resinate, Inc.
1191 Millbury Street, Worcester, MA 01607

2. Type of final license sought (if cultivation, its tier level and outside/inside operation):

Retail

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

Type	Status	Location
Cultivation, Tier 3/Indoor (10,001 – 20,000 sq. ft.)	Provisional License	Douglas
Product Manufacturing	Provisional License	Douglas
Retail	Provisional License	Northampton
Retail	Provisional License	Grafton
MTC	Commence Operations	Douglas-Worcester

LICENSING OVERVIEW

4. The licensee was approved for provisional licensure for the above-mentioned license(s) on February 6, 2020.
5. The licensee has paid all applicable license fees.
6. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license(s).
7. No new information has been discovered by Commission staff regarding the suitability of the licensees previously disclosed since the issuance of the provisional license(s).

Final License Executive Summary 1



INSPECTION OVERVIEW

8. Commission staff inspected the licensee's facility on the following date(s): March 10, 2020.
9. The licensee's facility was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 500.105 through 935 CMR 500.160 as applicable.
10. No evidence was discovered during the inspection(s) that indicated the Marijuana Establishment was not in compliance with all applicable state laws and local bylaws or ordinances.
11. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Not applicable.

- d. Product Manufacturing Operation

Not applicable.

- e. Retail Operation



Enforcement staff verified that all retail-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Verification of identifications for access;
- ii. Layout of the sales floor;
- iii. Availability and contents of adult-use consumer education materials; and
- iv. Appropriate patient consultation area (co-location).

f. Transportation

The licensee will not be performing transportation activities from this location at this time.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may possess and otherwise acquire marijuana, but shall not dispense, sell, or otherwise transport marijuana to other Marijuana Establishments, or to consumers, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



SANCTUARY MEDICINALS, LLC

MR281950

ESTABLISHMENT OVERVIEW

1. Name and address of the Marijuana Establishment:

Sanctuary Medicinals, LLC
1351 Beacon St., Brookline, MA 02446

2. Type of final license sought (if cultivation, its tier level and outside/inside operation):

Retail

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

Type	Status	Location
Cultivation, Tier 5/Indoor (30,001 - 40,000 sq. ft.)	Commence Operations	Littleton
Product Manufacturing	Commence Operations	Littleton
Retail	Commence Operations	Gardner
MTC	Commence Operations	Littleton – Woburn
MTC	Commence Operations	Littleton – Danvers
MTC	Commence Operations	Littleton – Gardner

LICENSING OVERVIEW

4. The licensee was approved for provisional licensure for the above-mentioned license(s) on December 13, 2018.
5. The licensee has paid all applicable license fees.
6. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license(s).
7. No new information has been discovered by Commission staff regarding the suitability of the licensees previously disclosed since the issuance of the provisional license(s).

Final License Executive Summary 1



INSPECTION OVERVIEW

8. Commission staff inspected the licensee's facility on the following date(s): February 19, 2020.
9. The licensee's facility was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 500.105 through 935 CMR 500.160 as applicable.
10. No evidence was discovered during the inspection(s) that indicated the Marijuana Establishment was not in compliance with all applicable state laws and local bylaws or ordinances.
11. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Not applicable.

- d. Product Manufacturing Operation

Not applicable.



e. Retail Operation

Enforcement staff verified that all retail-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Verification of identifications for access;
- ii. Layout of the sales floor; and
- iii. Availability and contents of adult-use consumer education materials.

f. Transportation

The licensee will utilize its transportation activities from its Littleton location.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may possess and otherwise acquire marijuana, but shall not dispense, sell, or otherwise transport marijuana to other Marijuana Establishments, or to consumers, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure; and
4. The licensee shall cooperate with and provide information to Commission staff.
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



WISEACRE FARMS, INC.
MCN281406

ESTABLISHMENT OVERVIEW

1. Name and address of the Marijuana Establishment:

Wiseacre Farms, Inc.
276 Great Barrington Road, West Stockbridge, MA 01266

2. Type of final license sought (if cultivation, its tier level and outside/inside operation):

Cultivation, Tier 1/Outdoor (up to 5,000 sq. ft.)

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

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

LICENSING OVERVIEW

4. The licensee was approved for provisional licensure for the above-mentioned license(s) on January 16, 2020.
5. The licensee has paid all applicable license fees.
6. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license(s).
7. No new information has been discovered by Commission staff regarding the suitability of the licensees previously disclosed since the issuance of the provisional license(s).

INSPECTION OVERVIEW

8. Commission staff inspected the licensee's facility on the following date(s): May 8, 2020.



9. The licensee's facility was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 500.105 through 935 CMR 500.160 as applicable.
10. No evidence was discovered during the inspection(s) that indicated the Marijuana Establishment was not in compliance with all applicable state laws and local bylaws or ordinances.
11. Specific information from Commission staff's inspection is highlighted below:

- a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

- b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

- c. Cultivation Operation

Enforcement staff verified that all cultivation operations were in compliance with the Commission's regulations. Some of the requirements verified include the following:

- i. Seed-to-sale tracking;
- ii. Compliance with applicable pesticide laws and regulations; and
- iii. Best practices to limit contamination.

- d. Product Manufacturing Operation

Not applicable.

- e. Retail Operation



Not applicable.

f. Transportation

The licensee will not be performing transportation activities at this time.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may cultivate, harvest, possess, and otherwise acquire marijuana, but shall not sell, or otherwise transport marijuana to other Marijuana Establishments, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure; and
4. The licensee shall cooperate with and provide information to Commission staff.
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 500.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



4 BROS, INC.
RMD1325

ESTABLISHMENT OVERVIEW

1. Name and address(es) of the Medical Marijuana Treatment Center:

4 Bros, Inc.
d/b/a East Coast Pharms

Cultivation: 630 Beaulieu St., Holyoke, MA 01040

Product Manufacturing: 630 Beaulieu St., Holyoke, MA 01040

Dispensary: 630 Beaulieu St., Holyoke, MA 01040

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

Type	Status	Location
Cultivation, Tier 4/Indoor (20,000 – 30,000 sq. ft.)	Application Submitted	Holyoke
Product Manufacturing	Application Submitted	Holyoke
Retail	Application Submitted	Holyoke

LICENSING OVERVIEW

3. The licensee was approved for provisional licensure on April 9, 2018.
4. The licensee has paid all applicable license fees.
5. No new information has been reported to Commission staff regarding the organizational structure of the entity since the issuance of the provisional license.
6. No new information has been discovered by Commission staff regarding the suitability of the licensee(s) previously disclosed since the issuance of the provisional license.

INSPECTION OVERVIEW

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7. Commission staff inspected the licensee's Medical Marijuana Treatment Center on the following date(s): December 12, 2019 and January 15, 2020.
8. The licensee's Medical Marijuana Treatment Center was inspected by Commission staff and found to be in full compliance with the requirements listed in 935 CMR 501.000, as applicable.
9. No evidence was discovered during the inspection(s) that indicated the Medical Marijuana Treatment Center was not in compliance with all applicable state and local bylaws or ordinances.

10. Specific information from Commission staff's inspection is highlighted below:

a. Security

Enforcement staff verified that all security-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. The security of all entrances and exits;
- ii. Visitor procedures;
- iii. Limited access areas;
- iv. Verification of a primary and back-up security company;
- v. Presence of perimeter and duress alarms; and
- vi. All cameras complied with Commission requirements.

b. Inventory and Storage

Enforcement staff verified that all inventory-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Secure storage of marijuana and marijuana products;
- ii. Sanitation and pest control measures; and
- iii. Inventory controls and procedures.

c. Cultivation Operation

Enforcement staff verified that all cultivation operations were in compliance with the Commission's regulations. Some of the requirements verified include the following:

- i. Seed-to-sale tracking;
- ii. Compliance with applicable pesticide laws and regulations; and
- iii. Best practices to limit contamination.

d. Product Manufacturing Operation



Enforcement staff verified that all manufacturing-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Proposed product compliance; and
- ii. Safety, sanitation, and security of the area and products.

e. Retail Operation

Enforcement staff verified that all retail-related requirements were in full compliance with Commission regulations. Some of the requirements verified include the following:

- i. Verification of identifications for access;
- ii. Layout of the sales floor;
- iii. Availability and contents of patient education materials; and
- iv. Policies to ensure dispensing limits are followed.

f. Transportation

The licensee will not be performing transportation activities at this time.

RECOMMENDATION

Commission staff recommend final licensure with the following conditions:

1. The licensee may cultivate, harvest, possess, prepare, produce, and otherwise acquire marijuana, but shall not dispense, sell, or otherwise transport marijuana to other Medical Marijuana Treatment Centers, or to patients, until upon inspection, receiving permission from the Commission to commence full operations;
2. The licensee is subject to inspection to ascertain compliance with Commission regulations;
3. The licensee remains suitable for licensure;
4. The licensee shall cooperate with and provide information to Commission staff; and
5. Licensure is subject to notification to the Commission of any update to written operations plans required by 935 CMR 501.105(1) prior to the issuance of a commencement of operations and that Commission staff be given adequate opportunity to review said plans at the business location or the location where any such plans are maintained in the normal course of business.

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

As part of the approval of final licensure, the Commission authorizes staff to take all necessary actions to review compliance with the above-referenced conditions and to approve the commencement of operations.



ACK NATURAL, LLC

MCN281850

MPN281557

MRN282038

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

ACK Natural, LLC

17-19 Spearhead Drive, Nantucket, MA 02554

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

Cultivation, Tier 1/Indoor (up to 5,000 sq. ft.)

Product Manufacturing

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
MTC	Provisional License	Nantucket - Nantucket

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

Individual	Role
Michael Sullivan	Executive/Officer
Douglas Leighton	Executive/Officer
Zachary Harvey	Executive/Officer

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

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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 May 1, 2019.

8. The applicant conducted a community outreach meeting on June 28, 2019 and provided documentation demonstrating compliance with Commission regulations.

9. The Commission sent the municipal notice to Nantucket on March 27, 2020. To date, no response has been received.

10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Donate \$7,500 annually to CultivatED.

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 six (6) months of receiving the provisional license(s).

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

Monday – Sunday: 8:00 a.m. – 8:00 p.m. (Cultivation and Product Manufacturing)

Monday – Sunday: 10:00 a.m. – 7:00 p.m. (Retail)

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 and hire individuals who identify as minorities (20%), women (50%), veterans (10%), persons with disabilities (10%) and persons identifying as LGBTQ+ (10%).
2	Source 15% of its supply chain and ancillary services to individuals who identify as minorities, women, veterans, persons with disabilities and persons 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):

#	Product
1	Flower
2	Shatter
3	Distillate
4	Vaporizer cartridges
4	Lozenges (Mint, Grape, Berry and Watermelon in square shapes)
5	Fruit chews (Watermelon, Berry and Grape in square shapes)
6	Chocolate bars (White or Dark chocolate)
7	Salves
8	Ointments
9	Capsules
10	Tinctures

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

ACK Natural, LLC plans to obtain marijuana or marijuana products from its affiliated licenses.

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations;

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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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
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; and
6. 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.

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.



ANALYTICS LAB, LLC
ILN281280

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Analytics Lab, LLC
28C Appleton Street, Suite 3, Holyoke, MA 01045

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

Independent Testing Laboratory

The application was reopened three (3) 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
Gerald Guidera	Executive/Officer
Tiffany Madru	Owner/Partner
Ted Madru	Owner/Partner
Tina Wae	Manager

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

Entity	Role
Hampden Management, LLC	Capital Contributor

6. Applicant's priority status:

Expedited Applicant (License Type)

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7. The applicant and municipality executed a Host Community Agreement on October 8, 2019.
8. The applicant conducted a community outreach meeting on September 19, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 8, 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 minimum donation of \$5,000 and 50 volunteer hours annually to Margaret's Pantry of Holyoke.
2	Source 20% of its contractors and vendors to individuals who are past or present residents of an area of disproportionate impact, specifically Holyoke; Commission-designated Economic Empowerment Priority applicants; Commission-designated Social Equity Program participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.
3	Provide economic savings and support to Marijuana Establishments that are Commission-designated Economic Empowerment Priority applicants.

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 five (5) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 8:00 a.m. – 6:00 p.m.
Saturday – Sunday: 9:00 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	Give hiring preference to individuals identifying as women (50%), minorities, veterans, people with disabilities and people identifying as LGBTQ+ (30%).
2	Provide a \$10,000 line of credit to five (5) Licensed Marijuana Establishments whose ownerships consists of at least 51% of minorities, women, veterans, people with disabilities and/or people identifying as LGBTQ+

17. Summary of cultivation plan (if applicable):

Not Applicable.

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.

20. ISO 17025:2017 Certification (if applicable):

The applicant is not yet accredited to the most current International Organization for Standardization (ISO) 17025 by a third-party accrediting body that is a signatory to the International Laboratory Accreditation Cooperation (ILAC) Mutual Recognition Arrangement. Staff recommend that this accreditation be required prior to final licensure.

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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
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; and



6. Final licensure is subject to the applicant being accredited to the most current ISO 17025 by a third-party accrediting body that is a signatory to the ILAC Mutual Recognition Arrangement.

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.



ARIES LABORATORIES, LLC
ILN281325

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Aries Laboratories, LLC
d/b/a Indo Laboratories
257 Simarano Drive, Suite 100, Marlborough, MA 01752

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

Independent Testing Laboratory

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
Nicholas Masso	Executive/Officer
Nicholas Bilotti	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 (License Type)



7. The applicant and municipality executed a Host Community Agreement on December 20, 2019.
8. The applicant conducted a community outreach meeting on September 23, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 8, 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	Donate at least \$75,000, annually, to the Dimas House located in Worcester to assist convicted felons reintegrate back into society.

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 seven (7) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 9:00 a.m. – 5:30 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	Source 25% of its vendors or contractors with businesses owned by minorities, veterans, women, people with disabilities and people identifying as LGBTQ+.

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2	Recruit women (55%), minorities (40%), veterans (25%), people with disabilities (10%) and people identifying as LGBTQ+ (10%) for its hiring initiatives.
3	Develop female leadership from within its own ranks of employees increasing the number of female managers by at least 50% year-over-year.

17. Summary of cultivation plan (if applicable):

Not Applicable.

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.

20. ISO 17025:2017 Certification (if applicable):

The applicant is not yet accredited to the most current International Organization for Standardization (ISO) 17025 by a third-party accrediting body that is a signatory to the International Laboratory Accreditation Cooperation (ILAC) Mutual Recognition Arrangement. Staff recommend that this accreditation be required prior to final licensure.

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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
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; and
6. Final licensure is subject to the applicant being accredited to the most current ISO 17025 by a third-party accrediting body that is a signatory to the ILAC Mutual Recognition Arrangement.

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.



ASCEND MASS, LLC
MRN282837

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Ascend Mass LLC
1089 Washington Street, Newton, MA 02465

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Retail	Provisional License	Boston
MTC	Application Submitted	Not disclosed
MTC	Application Submitted	Not disclosed
MTC	Application Submitted	Not disclosed

Additionally, individuals and entities associated with this application are also associated with other adult-use licenses/applications under MassGrow, LLC and Southcoast Apothecary, LLC.

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

Individual	Role
Andrea Cabral	Executive/Officer
Francis Perullo	Executive/Officer
Jason Stirling	Executive/Officer
Steven Rohlfing	Executive/Officer

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Emily Paxhia	Manager
Scott Swid	Manager
Christopher Leavy	Manager

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

Entity	Role
Ascend Mass Inc.	Parent Company
Ascend Wellness Holdings, LLC	Capital Contributor

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on July 8, 2019.
8. The applicant conducted a community outreach meeting on July 18, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 20, 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	Recruit six (6) ex-offenders from the Suffolk County, House of Corrections for its hiring initiatives.
2	Establish an independent charitable foundation in partnership with Ascend Wellness Holdings Inc.
3	Contribute .5 % of its net revenue to WeGrow foundation.

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 seven (7) months of receiving its provisional license(s).

Provisional License Executive Summary 2



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

Monday – Sunday: 9:00 a.m. – 9:00 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 45% of minorities, women, veterans, people with disabilities, and people who identify as LGBTQ+ for its hiring initiatives.
2	Utilize 40% of suppliers who are committed to diversity and inclusion.

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Ascend Mass, LLC plans to obtain marijuana or marijuana products from its affiliated marijuana cultivator establishment. If the need arises, Ascend Mass, 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



BARE NAKED GREENS LLC

MCN282404

MPN281761

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Bare Naked Greens LLC
290 Millville Rd., Uxbridge, MA 01569

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 to 20,000 sq. ft)
Product Manufacturing

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. However, the individual associated with this application is connected with applications under the name Neamat, LLC.

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

Individual	Role
John Sahagian	Owner/Partner

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:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on August 26, 2019.
8. The applicant conducted a community outreach meeting on August 15, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 16, 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	Complete at least two (2) community clean-up events in communities that were disproportionately affected by marijuana laws.

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 five (5) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 24 hours per day
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 50% women, 20% minorities, 10% veterans, and 5% persons with disabilities and LGBTQ+ for its hiring initiatives.



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	Flower
2	Vapor Cartridges
3	Concentrates (Wax, Shatter, Sugar, Live Resin, and Sauce)
4	Gummies (Grape, Lemon, Orange, Lime, Watermelon, Mixed Berry, Raspberry, and Strawberry)
5	Mints (square, circle, or triangle shaped)
6	Chocolates (square, circle, or triangle shaped)
7	Baked Goods (Brownies and Cookies)
8	Hard Candies (Grape, Lemon, Orange, Lime, Watermelon, Mixed Berry, Raspberry, and Strawberry)

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. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
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; and
6. 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.

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.

Provisional License Executive Summary 3





BLUE COLLAR BOTANY CORP.

MCN281751

MPN281520

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Blue Collar Botany Corp.
644 River Street, Fitchburg, MA 0142

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

Cultivation, Indoor Tier 1/Indoor (up to 5,000 sq. ft.)
Product Manufacturing

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

Individual	Role
Hal Melanson	Owner/Partner
James Lunay	Owner/Partner
James Parker	Owner/Partner

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

Entity	Role
Hal J Melanson TTEE Harold A Melanson Irrevocable Trust	Capital Contributor
James Cresswell Lunay Revocable Trust	Capital Contributor

6. Applicant's priority status:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on November 21, 2018.
8. The applicant conducted a community outreach meeting on November 14, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The municipal notice was sent to Fitchburg on March 12, 2020. To date, no response has been received.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Make a minimum donation of \$4000, annually, to Fitchburg-based Montachusett Opportunity Council.
2	Recruit 40% of its employees from the City of Fitchburg and 10% Massachusetts residents who have past drug convictions for its hiring initiatives.
3	Give preference to at least one contract from Fitchburg.

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 five (5) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 9:00 a.m. – 5:00 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	Recruit a workforce of at least 30% women, 10% minorities, 10% veterans and 10% people of the LGBTQ+ community.
2	Contribute \$3,000, annually, to Veteran Services at Mount Wachusett Community College.
3	Provide 20% of Commission approved diversity groups one-on-one mentoring and training for a minimum of three (3) months.

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	Sublingual Tinctures
2	Topicals (Gels, Lotions, Salves and Balms)
3	Brown Bites (Chocolate)
4	Chews (Cherry, Lemon, Lime, and Orange)
5	Hard Candies (Cherry, Lemon, Lime, and Orange)
6	Concentrates (Oil, Rosin, Wax, Shatter, and Bubble Hash)
7	Vape Pen Cartridges

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. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
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;

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6. 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; and
7. Final licensure is subject to the applicant ensuring that all required individuals are fingerprinted.

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.



BOSTICA, LLC

MCN282139

MPN281664

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Bostica, LLC
71 Linden Street, Lynn, MA 01905

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

Cultivation, Tier 4/Indoor (20,001 - 30,000 sq. ft.)
Product Manufacturing

The application was reopened one (1) time 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
Raymond Falite	Manager
Jarrold Falite	Manager
Allen Schweitzer	Close Associate
Fredrick Jaffe	Close Associate

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

Entity	Role
Bostica Holdings, LLC	Holding company with controlling interest in Bostica LLC.

Provisional License Executive Summary 1



6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on July 17, 2019.
8. The applicant conducted a community outreach meeting on February 11, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 10, 2020 (Cultivation) and May 14, 2020 (Product Manufacturing) 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	Donate \$5,000, annually, to My Brother's Table.
2	Provide employees with six (6) hours per employee of annual paid time to participate and volunteer at My Brother's Table.

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 seven (7) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:
- Monday – Sunday: 24 hours per day
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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Provisional License Executive Summary 2



1	Recruit and hire a workforce made up of at least 50% women and 25% minorities, veterans, people with disabilities, and LGBTQ+ individuals.
2	Work with businesses in its supply chain and ancillary services that are owned and/or managed by minority groups; women, veterans, people with disabilities, and LGBTQ+ individuals.

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	Vape oils and distillates
2	Concentrates
3	Combustibles
4	Flower
5	Gummies (Watermelon, Cherry, Black Cherry, Raspberry, and Strawberry)
6	Chocolates (Chocolate bars, brownies, or single serving pieces containing cannabinoid extract) (Dark and Milk Chocolate)
7	Lozenges (Watermelon, Cherry, Black Cherry, Raspberry, and Strawberry)

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. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
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; and
6. 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.

Provisional License Executive Summary 3



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.



BUD'S GOODS & PROVISIONS CORP.

MRN282410

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Bud's Goods & Provisions Corp.
1540 Bedford Street, Abington, MA, 02351

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Cultivation, Tier 3/Indoor (10,001 - 20,000 sq. ft.)	Provisional License	Lakeville
Product Manufacturing Operations	Provisional License	Lakeville
Retail	Provisional License	Lakeville
Retail	Provisional License	Worcester
Cultivation, Tier 9/Outdoor (70,001 - 80,000 sq. ft.)	Application Submitted	Halifax

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

Individual	Role
Alexander Mazin	Director
Nellie Israel	Director
John Nadolny	Close Associate

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

Provisional License Executive Summary 1



Entity	Role
Green Peak LLC	Capital Contributor

6. Applicant's priority status:

General Applicant
7. The applicant and municipality executed a Host Community Agreement on August 1, 2019.
8. The applicant conducted a community outreach meeting on September 18, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 13, 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	Offer two (2) Industry-Awareness seminars per year for staff and students at Quinsigamond Community College
2	Participate one (1) career service event, per quarter, at Quinsigamond Community College.

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 ten (10) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 10:00 p.m.
Sunday: 10:00 a.m. – 8:00 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.

Provisional License Executive Summary 2



16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
1	Recruit 25% minority employees and a minimum of 40% women employees for its hiring initiatives.

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Bud's Goods & Provisions Corp. plans to obtain marijuana or marijuana products from its affiliated licenses. If the need arises, Bud's Goods & Provisions Corp 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. The applicant shall cooperate with and provide information to Commission staff;
4. Provisional licensure is subject to the payment of the appropriate license fee;
5. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



BUDDA BROTHERS, LLC

MCN281939

MPN281585

MRN282225

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Buudda Brothers, LLC
604 Main Street, 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 1/Indoor (up to 5,000 sq. ft.)
Product Manufacturing
Retail

The cultivation and product manufacturing applications were reopened one (1) time and the retail application was reopened three (3) 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. However, individuals in these applications are associated with an additional application under Buudda Brother 90 Sargeant St, LLC.

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

Individual	Role
Justin Pagan	Board Member
Joshua Pagan	Board Member
John Toro	Board Member
Jason Pagan	Employee

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

Provisional License Executive Summary 1



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

6. Applicant's priority status:

Expedited Applicant (Disadvantaged Business Enterprise)

7. The applicant and municipality executed a Host Community Agreement on April 16, 2019.
8. The applicant conducted a community outreach meeting on January 28, 2019 for its retail application and on June 17, 2019 for its cultivation and product manufacturing applications and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 19, 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 at least one (1) internship per semester to a Cannabis Education Center student who lives in Holyoke and is 21 years of age or older.
2	Provide one scholarship (a donation up to \$4,000) for a CEC student who lives in Holyoke and is 21 years of age or older.
3	Volunteer at a minimum of four OneHolyoke CDC events annually.
4	Donate and support the efforts of local organizations such as, but not limited to, OneHolyoke CDC, a non-profit organization whose focus is dedicated to improving housing for low-and moderate-income Holyoke residents.

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 three (3) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Provisional License Executive Summary 2



Monday – Sunday: 8:00 a.m. – 8:00 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	Maintain a workforce made up of, at least, 50% of women, minorities, veterans, disabled, and LGBTQ+.
2	Maintain a workforce made up of, at least, 25% women (or, those that identify as female).

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	Brownies (Semi-sweet double chocolate chip)
2	Cookies (Chocolate Chip, Peanut Butter, Sugar Coated, and/or Oatmeal Raisin)
3	Hard-candy (Cherry, Orange, Lemon-lime, Strawberry, and Berry)
4	Brittle (Pecans, Almonds, and/or Peanuts)
5	Cereal Bars (Peanut butter, Chocolate Chip, Cinnamon Sugar, Marshmallow Cookie, and/or Dark Chocolate)
6	Hello Dolly Bars (Semi-sweet Chocolate, Butterscotch Chips, Coconut Chips, and Graham Cracker Crumbs.
7	Lotions and Balms (Vanilla, Rosemary, Mint, and/or Lavender)
8	Liquid Tinctures (Cherry, Orange, Lemon-lime, Strawberry, and Berry)
9	Kief
10	Bubble Hash
11	Pressed Hash
12	Rosin
13	Resin/Live Resin

Provisional License Executive Summary 3



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

Buudda Brothers, LLC plans to obtain marijuana or marijuana products from its affiliated licenses. If the need arises, Buudda Brothers, 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. 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 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.

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.



CCE CAT, LLC

MPN281673

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

CCE CAT, LLC
d/b/a Spirited Extractions
800 Falmouth Rd, Unit B-1, Mashpee, MA 02649

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

Product Manufacturing

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
Robert Catania	Owner/Partner
William Catania	Owner/Partner
Jordan Catania	Close Associate
Michael Lahart	Close Associate
Lionel Pinnsonneault	Close Associate

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.

Provisional License Executive Summary 1



6. Applicant's priority status:

General Applicant
7. The applicant and municipality executed a Host Community Agreement on May 28, 2019.
8. The applicant conducted a community outreach meeting on June 18, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission sent the municipal notice to Mashpee on March 5, 2020. To date, no response has been received.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Provide past or present residents of the geographic ADI, defined by the Commission, Commission-designated Economic Empowerment Priority applicants, Commission-designated Social Equity Program Participants, Massachusetts residents who have past drug convictions, and Massachusetts residents with parents or spouses who have drug convictions access to industry-specific training, educational and mentorship resources.

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 five (5) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 10:00 a.m. – 7:00 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	Employ 20% or more women and/or veterans in retail and management positions.

17. Summary of cultivation plan (if applicable):

Not applicable

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):

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;
5. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications; and
6. 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.

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.



CLEAN TECHNIQUE, LLC

MPN281479

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Clean Technique LLC
32 Char Drive, Westfield, MA 01085

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

Product Manufacturing

The application was reopened one (1) time 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
Kevin Wong	Owner/Partner
Robert Pervere	Owner/Partner
Tymofey Wowk	Owner/Partner
Lana Wong	Investor
Irene Lachance	Investor
Cyson Wong	Close Associate

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

Entity	Role
LWIL Properties, LLC	Capital Contributor
32 Char Drive, LLC	Entity with Direct or Indirect Authority

Provisional License Executive Summary 1



6. Applicant's priority status:

Expedited Applicant (Disadvantaged Business Enterprise)

7. The applicant and municipality executed a Host Community Agreement on September 10, 2019.
8. The applicant conducted a community outreach meeting on January 7, 2020 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 6, 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 at least two (2) start-up companies, owned by individuals from one of the designated Springfield Census Tracts Areas with industry-specific educational resources 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 twelve (12) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:
- Monday – Saturday: 7:00 a.m. – 10:00 p.m.
Sunday: 7:00 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:

Provisional License Executive Summary 2



#	Goal
1	Recruit at least 20% minorities and 20% women for its hiring initiatives.

17. Summary of cultivation plan (if applicable):

Not applicable

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

#	Product
1	Oils
2	Vape Cartridges
3	Concentrates

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;
5. 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; and
6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



COMMONWEALTH FARM 1761, INC.

MCN281922

MPN281571

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Commonwealth Farm 1761, Inc.
1062 Edmands Road, Framingham, MA 01701

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 to 100,000 sq. ft)
Product Manufacturing

The application was reopened twice (2), 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
Jonathan Tucker	Owner / Partner
Arthur White	Director
Tara Tucker	Capital Contributor

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

Entity	Role
Schultheis Strauss 2002 Revocable Trust	Capital Contributor

6. Applicant's priority status:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on October 31, 2019.
8. The applicant conducted a community outreach meeting on July 24, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 17, 2020 stating the applicant was in compliance with local ordinances or bylaws.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Hosting two (2) industry-specific educational seminars in the City of Lowell or the City of Boston to at least 25 people per seminar.

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

Monday – Sunday: 8:00 a.m. – 8:00 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 15% of individuals that are women and/or minorities and 10% individuals that identify as veterans, LGBTQ+, or with a disability.



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	Chocolate covered blueberries, coffee beans, pretzels, strawberries, and cherries.
2	Pressed Mints (Spearmint and Cinnamon)
3	Tea bags (Citrus Honey, Lemon, Raspberry Hibiscus and Mango Orange)
4	Granola bars (Dark Chocolate, Peanut Butter, Caramel Apple and Oatmeal Raisin)
5	Flavored Nuts (BBQ, Sweet Thai, Salt n Vinegar, and Wasabi Soy)
6	Square Gummies (Strawberry, Orange, Blue Raspberry, Lime, Grape, Green Apple, Mango, Pineapple, and Lemon).
7	Chocolate bars (White, Milk, and Dark Chocolate)
8	Lozenges (Starlight Fruit, Classic Fruit, Root Beer, Butterscotch, Key Lime, Strawberry, Bon Bons, Cinnamon, and Sugar-free Assorted).
9	Popcorn (Kettle Corn, Buttered, White Cheddar)
10	Oils
11	Waxes
12	Shatters
13	Budders
14	Live Resin
15	Saps
16	Taffies
17	Crumbles
18	Moon Rocks
19	Creams
20	Salves
21	Lotions
22	Body Butters
23	Topicals
24	Dermal Patches
25	Dissolving Tablets



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;
5. 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; and
6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



COMMUNITY CARE COLLECTIVE, INC.
MRN282974

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Community Care Collective, Inc.
4 Republic Road, Billerica, MA 01862

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

Retail

The application was reopened one (1) time 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
David Giannetta	Owner/Partner

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 August 19, 2019.
8. The applicant conducted a community outreach meeting on October 15, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 14, 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	Recruit at least 10% of individuals that are past or present residents of the City of Lowell and 10% of individuals that are Massachusetts residents who have past drug convictions or whose parents or spouses have drug convictions for its hiring initiatives.

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 ten (10) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Thursday and Sunday: 10:00 a.m. – 10:00 p.m.
Friday – Saturday: 10:00 a.m. – 11:00 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 and maintain a staff of individuals with diverse backgrounds consisting of 25% veterans, 10% women, and 10% individuals identifying as LGBTQ+
2	Participate in at least one (1) annual, free workshop to assist minorities, women, veterans, persons with disabilities, and individuals identifying as LGBTQ+

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Community Care Collective, Inc. plans to 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



DM DISTRIBUTION, LLC
MXN281355

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

DM Distribution LLC
d/b/a Diem
207 Daniel Shays Highway, Orange, MA 01634

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

Transporter with Other ME License

The application was reopened one (1) time 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. However, the individuals and entities linked to this application are associated with licenses/applications under TDMA, LLC, TDMA Orange, LLC, Diem, LLC, and Diem Lynn, LLC.

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

Individual	Role
Christopher Mitchem	Executive/Officer
Franklin Kanekoa	Executive/Officer

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

Entity	Role
TDMA Holdings, LLC	Parent Company
RLTY Development MA 1, LLC	Capital Contributor

6. Applicant's priority status:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on September 16, 2019.
8. The applicant conducted a community outreach meeting on September 5, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 6, 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	Donate at least \$5,000 to the CultivatED program to help promote participation in the cannabis industry.
2	Volunteer eight (8) hours per employee, annually, with a goal of 85% participation in the neighborhood clean-up program.

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 three (3) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 9:00 a.m. – 10:00 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
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Provisional License Executive Summary 2



1	Recruit a workforce that is made up of at least 50% women and 10% described as minorities, veterans, people with disabilities, and LGBTQ+ individuals.
2	Work with at least 10% of businesses who are minorities, women, veterans, LGBTQ+, and people with disabilities.

17. Summary of cultivation plan (if applicable):

Not applicable

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; and
4. 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.



ELEVATED ROOTS, LLC

MRN283092

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Elevated Roots LLC
44 William C. Gould Jr. Way, Kingston, MA 02364

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

Retail

The application was reopened one (1) time 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
Vivekanand Patel	Owner / Partner
Barznab Khan	Owner / Partner
Robert Palma	Owner / Partner

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

Entity	Role
BAMA Holdings, LLC	Entity with Direct or Indirect Authority
BKVP 420 Holding, LLC	Entity with Direct or Indirect Authority

Provisional License Executive Summary 1



6. Applicant's priority status:
Expedited Applicant (Disadvantaged Business Enterprise)
7. The applicant and municipality executed a Host Community Agreement on July 10, 2019.
8. The applicant conducted a community outreach meeting on August 7, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 22, 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	Recruit at least 25% of employees from target areas including Brockton, and/or Massachusetts residents who have, or have parents or spouses who have, past drug convictions, or who are participants in the Commissions Social Equity Program ("SEP").
2	Contribute a minimum of ten thousand dollars (\$10,000.00) to charitable groups serving the target areas, including areas of disproportionate impact, and servicing individuals across Massachusetts, including Brockton, Abington, and Wareham; and/or Massachusetts residents who have, or have parents or spouses who have, past drug convictions.
3	Provide industry-specific educational programs and informational sessions at least two (2) times per year.

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 seven (7) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 8:00 a.m. – 8:00 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 50% of individuals who are minorities, women, veterans, people with disabilities, and LGBTQ+ for its hiring initiatives.
2	Provide 100% of the Company's opportunities for advancement to management and executive positions internally.

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Elevated Roots, 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



EMERALD GROVE, INC.
MRN282808

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Emerald Grove, Inc.
3 Main Street, Unit 1, Eastham, MA 02642

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Cultivation, Tier 1/Indoor: (up to 5,000 square feet)	Application Submitted	Middleborough
Product Manufacturing	Application Submitted	Middleborough
MTC	Provisional License	Middleborough - Eastham

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

Individual	Role
Alexander Jamoulis	Owner / Partner
Timothy Jamoulis	Owner / Partner
Demetra Jamoulis	Owner / Partner
Kyle Bazon	Person with Direct or Indirect Authority

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

Provisional License Executive Summary 1



Entity	Role
Moonshine, Inc.	Capital Contributor
Moonshine Trust	Capital Contributor

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on April 8, 2019.

8. The applicant conducted a community outreach meeting on March 26, 2019 and provided documentation demonstrating compliance with Commission regulations.

9. The Commission sent a municipal notice to the City/Town of Eastham on March 27, 2020. To date, the Commission has not received a response.

10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Donate \$1,000 to the Onset Bay Association in Wareham.
2	Provide at least three (3) volunteers to support two (2) Onset Bay Association fundraising events each year.
3	Recruit 10% of individuals that have previous resided or currently resides in Wareham.
4	Provide two (2) training program sessions, annually, to employees who are past or present residents of Wareham.

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 ten (10) months of receiving the provisional license(s).

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

Monday – Sunday: 9:00 a.m. – 9:00 p.m.

Provisional License Executive Summary 2



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 15% of individuals that are women, 10% minorities, and 5% of veterans for its hiring initiatives.
2	Provide two (2) Cannabis Training University (CTU) training program sessions on an annual basis.

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Emerald Grove plans to obtain marijuana or marijuana products from its affiliated licenses.

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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



FROZEN 4 CORPORATION

MPN281749

MRN282881

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Frozen 4 Corporation
985 Plain Street, Marshfield, MA 02050

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

Product Manufacturing
Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Product Manufacturing	Provisional License	Bellingham
Transporter with Other ME License	Application Submitted	Bellingham

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

Individual	Role
Candace Kattar	Executive / Officer
David Morgan	Executive / Officer
Lukasz Marut	Executive / Officer
Benjamin Virga	Executive / Officer

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

Provisional License Executive Summary 1



Entity	Role
Bud & Mary's, LLC	Capital Contributor

6. Applicant's priority status:

Economic Empowerment Applicant
Candace Kattar (EE201961) (51% ownership)

7. The applicant and municipality executed a Host Community Agreement on July 16, 2019.
8. The applicant conducted a community outreach meeting on August 6, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 11, 2020, for the applicant's product manufacturing operations, stating the applicant was in compliance with all local ordinances or bylaws. The Commission sent a municipal notice to the City/Town of Marshfield on March 19, 2020 for the applicant's retail operations. To date, the Commission has not received a response.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Hire and retain a staff comprised of 50% of Massachusetts residents who have had past drug convictions.
2	Conduct no less than four (4) industry-specific job training programs for individuals expressing interest in the commercial adult-use cannabis industry.
3	Conduct no less than four (4) seminars designed to promote financial literacy in the cannabis sector.
4	Allocate at least 60% of proceeds from the financial assistance fund to applicants from human services or economic development organizations.

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:

Product Manufacturer

Monday – Friday: 8:00 a.m. – 7:00 p.m.

Saturday – Sunday: 8:00 a.m. – 5:00 p.m.

Retail

Monday – Friday: 10:00 a.m. – 10:00 p.m.

Saturday – Sunday: 9:00 a.m. – 10:00 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 50% of its employees who represent women, minorities, veterans, LGBTQ+, and people with disabilities.
2	Offer business-relevant seminars two (2) times per year.
3	Contract with suppliers that demonstrate a commitment to diversity and inclusion.

17. Summary of cultivation plan (if applicable):

Not applicable

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

#	Product
1	Pre-rolled Joints
2	Flower
3	Oils
4	Cartridges
5	Concentrates
6	Chocolates
7	Fruit Chews (Strawberry, Watermelon, Cherry, and Grape)
8	Lozenges (Strawberry, Watermelon, Cherry, and Grape)

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



Frozen 4 Corporation plans to obtain marijuana from its affiliated licenses. If the need arises, Frozen 4 Corporation 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. 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 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.

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.



FROZEN 4 CORPORATION MXN281357

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Frozen 4 Corporation
24 Williams Way, Bellingham, MA 02019

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

Transporter with Other ME License

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Product Manufacturing	Application Submitted	Marshfield
Product Manufacturing	Provisional License	Bellingham
Retail	Application Submitted	Marshfield

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

Individual	Role
Candace Kattar	Executive / Officer
David Morgan	Executive / Officer
Lukasz Marut	Executive / Officer
Benjamin Virga	Executive / Officer

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

Provisional License Executive Summary 1



Entity	Role
Bud & Mary's, LLC	Capital Contributor

6. Applicant's priority status:

Economic Empowerment Applicant
Candace Kattar (EE201961) (51% ownership)

7. The applicant and municipality executed a Host Community Agreement on February 5, 2019.
8. The applicant conducted a community outreach meeting on September 17, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 23, 2020, for the applicant's product manufacturing operations, 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	Hire and retain a staff comprised of 50% of Massachusetts residents who have had past drug convictions.
2	Conduct no less than four (4) industry-specific job training programs for individuals expressing interest in the commercial adult-use cannabis industry.
3	Conduct no less than four (4) seminars designed to promote financial literacy in the cannabis sector.
4	Allocate at least 60% of proceeds from the financial assistance fund to applicants from human services or economic development organizations.

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 three (3) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Provisional License Executive Summary 2



Monday – Friday: 8:00 a.m. – 7:00 p.m.
Saturday – Sunday: 8:00 a.m. – 5:00 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 50% of its employees who represent women, minorities, veterans, LGBTQ+, and people with disabilities.
2	Offer business-relevant seminars two (2) times per year.
3	Contract with suppliers that demonstrate a commitment to diversity and inclusion.

17. Summary of cultivation plan (if applicable):

Not applicable

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; and
4. 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.



GLACIER ROCK FARM, INC.

MCN282137

MPN281710

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Glacier Rock Farm, Inc.
506 Stage Road, Cummington, MA 01026

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.)
Product Manufacturing

The application was reopened one (1) time 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
Robert Levitt	Owner / Partner
Timothy Kenefick	Owner / Partner
Roy Szymkowicz	Owner / Partner
Ryan Levitt	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:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on April 18, 2019.
8. The applicant conducted a community outreach meeting on May 29, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 16, 2020 (product manufacturing) and April 17, 2020 (cultivation) 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 monetary donations to the United Way of Greenfield. \$250.00 upon receipt of Final License; \$1,000.00 after the first year of operations; \$5,000.00 after the second year of operations; \$10,000.00 after the third year of operations; and \$20,000.00 after the fourth year of operations and annually thereafter.
2	Provide monetary donations to the Amherst Survival Center of Amherst. \$250.00 upon receipt of Final License; \$1,000.00 after the first year of operations; \$5,000.00 after the second year of operations; \$10,000.00 after the third year of operations; and \$20,000.00 after the fourth year of operations and annually thereafter.
3	Host one (1) educational seminar annually on marijuana cultivation, product manufacturing and business operations specifically targeted towards Massachusetts residents with prior drug convictions and past or present residents of Greenfield, Amherst and Pittsfield.

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 thirteen (13) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Provisional License Executive Summary 2



Monday – Sunday: 8:00 a.m. – 10:00 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	Give hiring preference to individuals identifying as women (40%), minorities and individuals who identify as LGBTQ+ (10%)
2	Source 5% or more of Glacier Rock’s contractors, suppliers and vendors to minority-owned businesses and women-owned businesses.

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	Dissolving tablets and strips
2	Tinctures
3	Nasal/oral sprays
4	Suppositories
5	Ready-to-use extracted cannabis
6	Hash distillates
7	Oils
8	Waxes
9	Shatters
10	Live resins
11	Saps
12	Crumbles
13	Moon rocks
14	Whole-plant cannabis and terpene extracts
15	Creams
16	Salves
17	Lotions
18	Body butter
19	Topicals
20	Dermal patches



21	Spray dried nano dispersive powders; flavorless, beverage additive.
22	Brownie powder; chocolate.
23	Fast release tablets; mints, flavorless.
24	Time release tablets; mint, flavorless.
25	Fruit gummies (cube shaped); watermelon, blue raspberry, orange and lemon.
26	Marshmallow rice treats (rectangular shaped); chocolate, Oreo and original.
27	Lozenges (cylindrical shaped); mint, fruit punch, sour fruit, cinnamon.

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 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.

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.



GREEN GOLD GROUP, INC.

MCN281649

MPN281456

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Green Gold Group, Inc.
60 Prospect Street, North Brookfield, MA 0135

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

Cultivation, Tier 7/Indoor (50,001 – 60,000 sq. ft.)
Product Manufacturing

The application was reopened three (3) times for additional information.

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

Type	Status	Location
Retail	Application Submitted	Charlton
MTC	Commence Operations	North Brookfield - Charlton

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

Individual	Role
Rafael Aronov	Board Member
Jacob Aronov	Board Member
Zhana Aronov	Board Member
Frank Pasatieri	Executive/Officer
Daniel Aronov	Manager

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

Provisional License Executive Summary 1



Entity	Role
Aronov Development LTD	Capital Contributor

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on August 7, 2018.
8. The applicant conducted a community outreach meeting on April 2, 2018 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 13, 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	Give hiring preference to at least 40% of individuals who are past or present residents of an area of disproportionate impact, specifically Spencer and Southbridge; Commission-designated Economic Empowerment Priority Applicants, Commission-designated Social Equity Program Participants, Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.
3	Source 30% of its contractors, suppliers and wholesale partners to individuals who are past or present residents of an area of disproportionate impact; Commission-designated Economic Empowerment Priority Applicants; Commission-designated Social Equity Program Participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.

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 two (2) months of receiving the provisional license(s).

Provisional License Executive Summary 2



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

Cultivation

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

Product Manufacturing

Monday – Friday: 9:00 a.m. – 6:00 p.m.

Saturday – Sunday: 9:00 a.m. – 3:00 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	Give hiring preference to individuals identifying as women (50%), veterans, people with disabilities and people identifying as LGBTQ+ (30%).
2	Source 30% of suppliers, contractors and wholesale partners to individuals identifying as women, veterans, minorities, people with disabilities and people 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):

#	Product
1	Rosin
2	Ice water hash
3	Shatter
4	Wax
5	Vaporizer cartridges
6	Chocolate bars (rectangular shape)
7	Lozenges (lemon and cherry)
8	Gummies (lemon and cherry)
9	Cookies (chocolate)
10	Brownies (rectangular shape)

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;
5. 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; and
6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



GREEN GOLD GROUP, INC.

MRN281791

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Green Gold Group, Inc.
46 Worcester Road, Charlton, MA 01507

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

Retail

The application was reopened three (3) times for additional information.

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

Type	Status	Location
Cultivation, Tier 7/Indoor (50,001 – 60,000 sq. ft.)	Application Submitted	North Brookfield
Product Manufacturing	Application Submitted	North Brookfield
MTC	Commence Operations	North Brookfield - Charlton

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

Individual	Role
Rafael Aronov	Board Member
Jacob Aronov	Owner/Partner
Zhana Aronov	Owner/Partner
Frank Pasatieri	Executive/Officer
Daniel Aronov	Manager

Provisional License Executive Summary 1



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

Entity	Role
Aronov Development	Investor/Contributor

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on April 27, 2017 which was amended on August 14, 2018.
8. The applicant conducted a community outreach meeting on April 5, 2018 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 12, 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	Give hiring preference to individuals who are past or present residents of an area of disproportionate impact, specifically Spencer and Southbridge; Commission-designated Economic Empowerment Priority Applicants, Commission-designated Social Equity Program Participants, Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions (40%).
3	Source 30% of its contractors, suppliers and wholesale partners to individuals who are past or present residents of an area of disproportionate impact; Commission-designated Economic Empowerment Priority Applicants; Commission-designated Social Equity Program Participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.

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

Provisional License Executive Summary 2



13. The applicant states that it can be operational within two (2) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 9:00 p.m.
Sunday: 12:00 p.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	Give hiring preference to individuals identifying as women, veterans, people with disabilities and people identifying as LGBTQ+.
2	Green Gold Group, Inc. intends to hire 50% women and 30% minorities, veterans, people with disabilities and people identifying as LGBTQ+.
3	Source 30% of suppliers, contractors and wholesale partners to individuals identifying as women, veterans, minorities, people with disabilities and people identifying as LGBTQ+.

17. Summary of cultivation plan (if applicable):

Not Applicable.
18. Summary of products to be produced and/or sold (if applicable):

Not Applicable.
19. Plan for obtaining marijuana or marijuana products (if applicable):

Green Gold Group, Inc. plans to obtain marijuana from its affiliated licenses. If the need arises, Green Gold Group, Inc. 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;

Provisional License Executive Summary 3



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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



GREEN RIVER CANNABIS COMPANY, INC.

MRN282175

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Green River Cannabis Company, Inc.
398 Deerfield Street, Greenfield, MA 01301

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Retail	Application Submitted	Attleboro

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

Individual	Role
Constant Poholek	Director
Ryan Poholek	Close Associate
Ernest Poholek	Close Associate
Wayne Staltare	Close Associate

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:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on February 14, 2019.
8. The applicant conducted a community outreach meeting on February 14, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 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 industry-specific training to individuals who are past or present residents of the geographic areas of disproportionate impact as defined by the Commission, Commission-designated Economic Empowerment Priority applicants, Commission-designated Social Equity Program participants, Massachusetts residents who have past drug convictions, and Massachusetts residents with parents or spouses who have drug convictions.

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. 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 nine (9) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 9:00 a.m. – 9:00 p.m.
Saturday: 9:00 a.m. – 9:30 p.m.
Sunday: 9:00 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.

Provisional License Executive Summary 2



16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
1	Recruit 20% or more women and/or veterans in retail and management positions.

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Green River Cannabis Company, Inc. 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. 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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



HENNEP CULTIVATION, LLC

MCN282282

MPN281766

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Hennep Cultivation, LLC
160 Grove Street, Franklin, MA 02038

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)
Product Manufacturing

The application was reopened one (1) time 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. However, an individual associated with this application is also associated with Hennep, LLC.

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

Individual	Role
Andrew Koudijs	Owner / Manager
Colin Noel	Manager
Alexander Koudijs	Owner / Voting Member
Laura Amato	Manager

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

Entity	Role
AKA Holdings, LLC	Parent Company

Provisional License Executive Summary 1



6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on March 29, 2019.
8. The applicant conducted a community outreach meeting on April 30, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 15, 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 industry-specific training to individuals who are past or present residents of the geographic areas of disproportionate impact as defined by the Commission, Commission-designated Economic Empowerment Priority applicants, Commission-designated Social Equity Program participants, Massachusetts residents who have past drug convictions, and Massachusetts residents with parents or spouses who have drug convictions.

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 – Sunday: 24 hours per day
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 20% or more women and/or veterans in retail and management positions.

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	Milk Chocolate Bars (Rectangular, 20 servings, 5mg each)
2	Dark Chocolate Bars (Rectangular, 20 servings, 5mg each)
3	Gummy "Cubes" Assorted Flavor Packs (Orange, Lemon and Raspberry)
4	Lozenges (Cherry)
5	Hard Candy (Maple)
6	Topicals
7	Lotions
8	Salves
9	Oils
10	Sprays
11	Waxes
12	Shatter
13	Vape Oil
14	Tinctures
15	Keif
16	Pre-Rolled Cannabis Joints

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;

Provisional License Executive Summary 3



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;
5. 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; and
6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



HOLISTIC HEALTH GROUP, INC

MCN282431

MCN282488

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Holistic Health Group Inc
477 Wareham Street, Middleborough, MA 02344

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)
Cultivation, Tier 5/ Outdoor (30,001 to 40,000 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):

Type	Status	Location
Retail	Application Submitted	Middleborough
MTC	Final License	Middleborough - Middleborough

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

Individual	Role
Colonel Boothe	Owner / Partner
Tim McNamara	Owner / Partner
Paul Ofria	Owner / Partner
Kenneth Ofria	Board Member

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

Entity	Role
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Provisional License Executive Summary 1



Frankie Investments LLC	Capital Contributor
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6. Applicant's priority status:

MTC Priority (Indoor Cultivation Application)
Expedited Applicant (Outdoor Cultivation Application)

7. The applicant and municipality executed a Host Community Agreement on September 16, 2019.
8. The applicant conducted a community outreach meeting on October 18, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 30, 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	Recruit 10% of employees who are Massachusetts residents that have had past drug convictions for its hiring initiatives.

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 six (6) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:
- Monday – Sunday: 10:00 a.m. – 8:00 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 10% of employees who are Massachusetts residents and are minorities, persons with disabilities, or women for its hiring initiatives.

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; and
4. 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.



IRON EXPRESS, INC.
MRN282424

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Ironstone Express, Inc.
454 Quaker Highway, Uxbridge, MA, 01569

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

Retail

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
Barry Desruisseaux	Owner / Partner

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 May 14, 2019.
8. The applicant conducted a community outreach meeting on June 5, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 8, 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	Complete at least two (2) annual beach or city clean-up events in communities that were disproportionately affected by marijuana laws.

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 seven (7) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 10:00 a.m. – 10:00 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	Hire and retain at least (50%) of staff comprising of minorities, women, veterans, people with disabilities, and individuals who identify as LGBTQ+.

17. Summary of cultivation plan (if applicable):



Not applicable.

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

Not applicable.

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

Ironstone Express Inc. 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



J-B.A.M., INC.
MCN282510

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

J - B.A.M., Inc.
71 Downing Pkwy, Bldg A, Pittsfield, MA 01201

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

Cultivation, Tier 1/Indoor (up to 5,000 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
Monique Palazzi	Owner / Partner
Brian Palazzi	Owner / Partner

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

Provisional License Executive Summary 1



7. The applicant and municipality executed a Host Community Agreement on November 19, 2019.
8. The applicant conducted a community outreach meeting on July 5, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 21, 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	Host at least two (2) educational seminars and two (2) job training sessions that will be open to at least 30 individuals from Pittsfield.
2	Hire a workforce from the disproportionately impacted area of Pittsfield.

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 one (1) year of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 9:00 a.m. – 7:00 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	Hire a majority of diverse candidates in the company, roughly 5 to 10 individuals representing 40% women, 30% minorities, 10% disabled persons, 10% Veterans, and 10% LGBTQ+.



2	Hold education and career training to all employees though aim to specifically support the groups under-represented in the industry.
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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; and
4. 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.



LIFE ESSENCE, INC.
MCN281999
MPN281624

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Life Essence, Inc.
d/b/a Trulieve
56 Canal Street, 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 9/Indoor (70,001 -80,000 sq. ft.)
Product Manufacturing

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):

Type	Status	Location
Retail	Application Submitted	Northampton
MTC	Provisional License	Holyoke - Holyoke
MTC	Provisional License	Holyoke - Northampton
MTC	Provisional License	Holyoke - Cambridge

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

Individual	Role
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Provisional License Executive Summary 1



Kimberly Rivers	CEO / President
Raymond Powers	Secretary
Thad Beshears	Director of Parent Company
George Hackney	Close Associate
Michael O'Donnell	Close Associate
Richard May	Close Associate
Kyle Landrum	Close Associate
Peter Healy	Close Associate
Timothy Morey	Close Associate
Thomas Millner	Close Associate
Susan Thronson	Close Associate

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

Entity	Role
Telogia Pharm LLC	Entity with Direct or Indirect Authority
Trulieve Cannabis Corporation	Entity with Direct or Indirect Authority
Kopus LLC	Entity with Direct or Indirect Authority
Shade Leaf Holdings LLC	Entity with Direct or Indirect Authority
Trulieve, Inc.	Capital Contributor

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on December 14, 2018.
8. The applicant conducted a community outreach meeting on April 22, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 21, 2019 (Product Manufacturing) and on May 4, 2020 (Cultivation) 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	Build a workforce in Northampton comprising of 70% of Holyoke residents in nonexecutive positions.

Provisional License Executive Summary 2



2	Participate in at least 3 jobs fairs in either Holyoke or nearby areas.
3	Donate \$10,000 to the Cannabis Education Center to assist efforts of the Center to support Social Equity participants.
4	Partner with the OneHolyoke Community Development Corporation to provide community service outreach to residents of Holyoke, Springfield, West Springfield and individuals who have marijuana-related CORIs and/or parents or spouses with drug convictions.

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 six (6) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 8:00 a.m. – 11:00 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 50% diverse individuals comprising of Latinos, African Americans, women, veterans, and people who identify as LGBTQ+ for its hiring initiative.
2	Participate in at least three (3) jobs fairs in either Northampton or Holyoke.
3	Offer promotions, career counseling, and training to provide all employees with equal opportunity for growth and to decrease turnover.

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	Chocolate (bars, drops, peanut butter cups)
2	Caramel Drops
3	Sour Gummies (Mango, Raspberry, Rruit, Watermelon, Tangerine, Lemonade, Grape, Orange, Crème, Berries, Blueberry, Black Cherry, Pineapple, Apple, and Assorted)
4	Gummies (Peach, Pina Colada, Strawberry, Mango, Raspberry, Fruit, Watermelon, Tangerine, Lemonade, Grape, Orange, Cree, Berries, Blueberry, Black Cherry, Pineapple, Cinnamon, and Assorted)
5	Chewy Bites (square)
6	Fruit pieces (circular)
7	Tarts (circular)
8	Mints (circular)
9	Lozenges (square)

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;
5. 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; and
6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.



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.



LIFE ESSENCE, INC.
MRN282981

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Life Essence, Inc.
d/b/a Trulieve
216 North King Street, Northampton, MA, 01060

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

Retail

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):

Type	Status	Location
Cultivation, Tier 9/Indoor (70,001 -80,000 sq. ft.)	Application Submitted	Holyoke
Product Manufacturing	Application Submitted	Holyoke
MTC	Provisional License	Holyoke - Holyoke
MTC	Provisional License	Holyoke - Northampton
MTC	Provisional License	Holyoke - Cambridge

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

Individual	Role
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Provisional License Executive Summary 1



Kimberly Rivers	CEO / President
Raymond Powers	Secretary
Thad Beshears	Director of Parent Company
George Hackney	Close Associate
Michael O'Donnell	Close Associate
Richard May	Close Associate
Kyle Landrum	Close Associate
Peter Healy	Close Associate
Timothy Morey	Close Associate
Thomas Millner	Close Associate
Susan Thronson	Close Associate

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

Entity	Role
Telogia Pharm LLC	Entity with Direct or Indirect Authority
Trulieve Cannabis Corporation	Entity with Direct or Indirect Authority
Kopus LLC	Entity with Direct or Indirect Authority
Shade Leaf Holdings LLC	Entity with Direct or Indirect Authority

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on October 3, 2018.
8. The applicant conducted a community outreach meeting on July 9, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 16, 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	Build a workforce in Northampton comprising of 30% of Holyoke residents in nonexecutive positions.



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 six (6) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 8:00 a.m. – 11:00 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	Build a workforce in the company's Northampton retail facility of at least 50% diverse individuals comprising of Latinos, African Americans, women, veterans, and people who identify as LGBTQ+.
2	Participate in at least 3 jobs fairs in either Northampton or Holyoke.
3	Offer promotions, career counseling, and training to provide all employees with equal opportunity for growth and to decrease turnover.

17. Summary of cultivation plan (if applicable):

Not applicable.
18. Summary of products to be produced and/or sold (if applicable):

Not applicable.
19. Plan for obtaining marijuana or marijuana products (if applicable):



Life Essence, Inc. plans to obtain marijuana from its affiliated licenses. If the need arises, Life Essence, Inc. 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. 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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



MAJOR BLOOM, LLC

MRN281759

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Major Bloom, LLC
20 John Williams Street, Attleboro, MA 02703

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

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):

Type	Status	Location
Retail	Provisional License	Worcester
MTC	Application Submitted	Not disclosed

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

Individual	Role
Laury Lucien	Owner / Partner
Ulysess Youngblood	Owner / Partner
Tyrone Gomes	Owner / Partner
Valentin Faybushevich	Owner / Partner
Jerome Hanley	Employee

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

Entity	Role
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Provisional License Executive Summary 1



Hildr Group, LLC	Security Company
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6. Applicant's priority status:

Economic Empowerment Applicant
 Laury Lucien (EE202093) (44% ownership)
 Ulysses Youngblood (EE202093) (44% ownership)

7. The applicant and municipality executed a Host Community Agreement on October 26, 2018.

8. The applicant conducted a community outreach meeting on December 12, 2018 and provided documentation demonstrating compliance with Commission regulations.

9. The Commission sent a municipal notice to the City/Town of Attleboro on March 23, 2020. To date, the Commission has not received a response.

10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Provide mentoring, professional, and technical services to individuals and businesses facing systemic barriers by hosting two (2) workshops a year.
2	Give hiring preference to individuals who are past or present residents of an area of disproportionate impact, specifically the Roxbury neighborhood of Boston (census tract #: 804.01 Suffolk County); the Mattapan neighborhood of Boston (census tract #: 1010.01 Suffolk County); and the Green Island neighborhood in Worcester (census tract #: 7317 Worcester County); Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions (80%).

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 four (4) months of receiving the provisional license(s).

Provisional License Executive Summary 2



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

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

Saturday: 10:00 a.m. – 6:00 p.m.

Sunday: 11:00 a.m. – 5:00 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	Give hiring preference to individuals who identify as minorities, women, veterans, people with disabilities and people who identify as LGBTQ+ to comprise a diverse workforce of at least 60% of the listed demographics.
2	Source 60% of its contractors, vendors and suppliers to individuals who identify as minorities, women, veterans, people with disabilities and people identifying as LGBTQ+.

17. Summary of cultivation plan (if applicable):

Not Applicable.

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

Not Applicable.

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

Major Bloom, 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



MASSBIOLYTICS CORP.

ILN281290

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Massbiolytics Corp.
20 Commercial Drive, Dracut, MA 01826

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

Independent Testing Laboratory

The application was reopened two (2) 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
Craig Sockol	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 (License Type)

Provisional License Executive Summary 1



7. The applicant and municipality executed a Host Community Agreement on November 14, 2018.
8. The applicant conducted a community outreach meeting on November 26, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 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 internships to two (2) residents who are past or present residents of an area of disproportionate impact, specifically Lawrence, Haverhill and Lowell; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.
2	Provide two (2) residents with both university education credits and a certificate of cannabis testing training from the impacted population group.
3	Obtain five (5) residents from the impacted population group to attend a cannabis lab testing seminar and provide a certificate of completion.
4	Obtain at least 33% job placement in any analytical testing lab for the residents who have completed the internship or the educational seminar.
5	Hire at least 15% of the laboratory scientist or technical staff from the impacted population group.

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 nine (9) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 8:00 a.m. – 10:00 p.m.
 Saturday: 9:00 a.m. – 6:00 p.m.
 Sunday: Closed

Provisional License Executive Summary 2



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	Give hiring preference for couriers, office workers and managers to individuals who identify as minorities, women and people with disabilities (40%).
2	Give hiring preference for technicians, scientists and lab directors to individuals who identify as minorities, women and people with disabilities (40%).
3	Post 50% of all job announcements with the local Massachusetts Department of Unemployment Assistance and utilize three (3) different newspaper and/or online classified sections.
4	100% of all Human Resources staff hired after 30 days will be trained in Diversity practices in hiring.
5	100% of all managers and supervisors hired after 30 days shall be trained to create and maintain a workplace free of bias, harassment, prejudice or discrimination.
6	Reduce systemic barriers for two (2) employees of diverse backgrounds

17. Summary of cultivation plan (if applicable):

Not Applicable.

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.

20. ISO 17025:2017 Certification (if applicable):

The applicant is ISO 17025:2017 accredited (#103201) by Perry Johnson Laboratory Accreditation, Inc.

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

Provisional License Executive Summary 3



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; and
4. 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.



MAYFLOWER MEDICINALS, INC.

MRN282155

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Mayflower Medicinals, Inc.
450 Chelmsford Street, Unit 7, Lowell, MA 01851

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

Retail

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):

Type	Status	Location
Retail	Provisional License	Worcester
Cultivation, Tier 2/Indoor (5,001 – 10,000 sq. ft.)	Commence Operations	Holliston
Product Manufacturing	Commence Operations	Holliston
MTC	Commence Operations	Holliston - Boston
MTC	Provisional License	Holliston - Lowell

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

Individual	Role
John Henderson	Director
Hadley Ford	Director
Randy Maslow	Director
Andrew Plante	Close Associate

Provisional License Executive Summary 1



Caleb Johnson	Close Associate
Holly Alberti	Close Associate

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

Entity	Role
iAnthus Capital Management, LLC	Capital Contributor
iAnthus Capital Holdings, Inc.	Parent Company

6. Applicant's priority status:

MTC Priority

7. The applicant and municipality executed a Host Community Agreement on December 20, 2019.
8. The applicant conducted a community outreach meeting on July 18, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 18, 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 training, skills and education in industry and business-applicable areas to facilitate in resume building and employment seeking. The program will focus on making opportunities available to individuals who are past or present residents of an area of disproportionate impact; Commission-designated Economic Empowerment Priority Applicants; Commission-designated Social Equity Program Participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.
2	Provide a fellowship to two (2) individuals who are past or present residents of an area of disproportionate impact; Commission-designated Economic Empowerment Priority Applicants; Commission-designated Social Equity Program Participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions.
3	Promoting sustainable, socially and economically reparative practices in the Cannabis Industry in Massachusetts.

SUITABILITY REVIEW

Provisional License Executive Summary 2



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 nine (9) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Saturday: 9:00 a.m. – 9:00 p.m.
Sunday: 12:00 p.m. – 9:00 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	Give hiring preference to individuals who identify as women and/or minorities (15%), veterans, people with disabilities and people identifying as LGBTQ+ (10%).
2	Host two (2) career fairs annually with preference for hiring qualified diverse individuals who identify as minorities, women, veterans, people with disabilities and people who identify as LGBTQ+.

17. Summary of cultivation plan (if applicable):

Not Applicable.
18. Summary of products to be produced and/or sold (if applicable):

Not Applicable.
19. Plan for obtaining marijuana or marijuana products (if applicable):

Mayflower Medicinals, Inc. 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



METRO HARVEST, INC.
MRN282659

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Metro Harvest, Inc.
606 Tarklin Road, New Bedford, MA 02745

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Retail	Application Submitted	Seekonk
Retail	Application Submitted	Fairhaven

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

Individual	Role
Stephen LaBelle	Executive / Officer
Thomas Gosselin	Executive / Officer
Jill Stucchie	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:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on October 3, 2019.
8. The applicant conducted a community outreach meeting on October 9, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 23, 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	Recruit individuals who are past or present residents of an area of disproportionate impact, specifically Fall River, New Bedford and Taunton; and Massachusetts residents who have past drug convictions.

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 ten (10) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 10:00 p.m.
Sunday: 12:00 p.m. – 10:00 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
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1	Recruit individuals that identify as women (20%), minorities (20%), veterans (20%), people with disabilities (5%) and people who identify as LGBTQ+ (10%) for its hiring initiatives.
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17. Summary of cultivation plan (if applicable):

Not Applicable.

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

Not Applicable.

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

Metro Harvest, Inc. 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. 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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



METRO HARVEST, INC.
MRN282743

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Metro Harvest, Inc.
1903 Fall River Avenue, Seekonk, MA 02771

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Retail	Application Submitted	New Bedford
Retail	Application Submitted	Fairhaven

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

Individual	Role
Stephen LaBelle	Executive / Officer
Thomas Gosselin	Executive / Officer
Jill Stucchie	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:

Provisional License Executive Summary 1



General Applicant

7. The applicant and municipality executed a Host Community Agreement on September 23, 2019.
8. The applicant conducted a community outreach meeting on September 23, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 30, 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	Recruit individuals who are past or present residents of an area of disproportionate impact, specifically Fall River, New Bedford and Taunton; and Massachusetts residents who have past drug convictions. Metro Harvest will also advertise and host job fairs that clearly indicate interest in hiring Massachusetts residents with past drug convictions.

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 ten (10) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 10:00 p.m.
Sunday: 12:00 p.m. – 10:00 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 individuals that identify as women (20%), minorities (20%), veterans (20%), people with disabilities (5%) and people who identify as LGBTQ+ (10%) for its hiring initiatives.

17. Summary of cultivation plan (if applicable):

Not Applicable.

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

Not Applicable.

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

Metro Harvest, Inc. 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. 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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



PHA INDUSTRIES, INC.
MPN281383

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

PHA Industries, Inc.
153 Quabbin Blvd, Orange, MA 01364

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

Product Manufacturing

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
Joseph Carbone	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:

General Applicant



7. The applicant and municipality executed a Host Community Agreement on October 29, 2018.
8. The applicant conducted a community outreach meeting on February 19, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 6, 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	Remove barriers to entry in the commercial adult-use cannabis industry to a minimum of four (4) individuals per year who are past or present residents of an area of disproportionate impact; and Massachusetts residents with past drug convictions.
2	Provide training, guidance and mentorship to a minimum of four (4) qualifying individuals which will allow the opportunity to study multiple areas of expertise.
3	Provide job opportunities in the adult-use cannabis industry to a minimum of four (4) qualifying individuals per year.

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 six (6) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 8:00 a.m. – 5:00 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	Give hiring preference to women (25%), minorities, veterans, people with disabilities and people identifying as LGBTQ+ (15%).
2	Comprise management and executive positions of women (10%), minorities, veterans, people with disabilities and people identifying as LGBTQ+ (10%)

17. Summary of cultivation plan (if applicable):

Not Applicable.

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

#	Product
1	Cannabis Concentrate; Ethanol Distillate

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;
5. 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; and
6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



PURE BOTANICALS, LLC

MCN281770

MRN281951

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Pure Botanicals, LLC
239 West Street, Pittsfield, MA 01201

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

Cultivation, Tier 1/Indoor (up to 5,000 sq. ft.)
Retail

The application was reopened three (3) 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
Devin Bajardi	Owner / Partner
Mark Penna	Owner / Partner

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

Entity	Role
Turnbuckle Consulting, LLC	Capital Contributor

6. Applicant's priority status:

General Applicant

Provisional License Executive Summary 1



7. The applicant and municipality executed a Host Community Agreement on January 24, 2019.
8. The applicant conducted a community outreach meeting on September 28, 2018 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 1, 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	Host quarterly training seminars for individuals who are past or present residents of an area of disproportionate impact; Commission-designated Economic Empowerment Priority Applicants; Commission-designated Social Equity Program Participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions. Pure Botanicals seeks 25% participation from the listed demographics

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 nine (9) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 7:00 p.m.
Sunday: 12:00 p.m. – 5:00 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.

Provisional License Executive Summary 2



16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
1	Giving hiring preferences for retail and management positions to individuals identifying as women and veterans (20%).

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):

Pure Botanicals, LLC plans to obtain marijuana from its affiliated licenses.

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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



QPS MASSACHUSETTS HOLDINGS, INC,

MCN281517

MPN281696

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

QPS Massachusetts Holdings Inc
105 Constitution Blvd, Franklin, MA 02038

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

Cultivation, Tier 4/ Indoor (20,001 - 30,000 sq. ft)
Product Manufacturing

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
Vishal Rungta	Executive / Officer
Ankur Rungta	Executive / Officer
Joel Ruggiero	Executive / Officer

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

Entity	Role
C3 Industries, Inc.	Capital Contributor

6. Applicant's priority status:

General Applicant

Provisional License Executive Summary 1



7. The applicant and municipality executed a Host Community Agreement on July 23, 2018.
8. The applicant conducted a community outreach meeting on March 26, and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 27, 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 at least \$5,000 per year in financial support to Nueva Esperanza Inc.
2	Provide mentorship and entrepreneurial training to individuals facing systemic barriers by employing at least one (1) individual, per year, in its internship program, provided the individual is a past or present resident of Mansfield, Holyoke, and/or those areas of Boston identified as areas of disproportionate impact by the Cannabis Control Commission.

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 – Friday: 8:00 a.m. – 8:00 p.m.
Saturday – Sunday: 8:00 a.m. – 8:00 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:

Provisional License Executive Summary 2



#	Goal
1	Recruit at least 20% of women and minorities for its hiring initiative.

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	Dried Marijuana Flower
3	Wax
4	Shatter
5	Live Resin
6	Honeycomb
7	Sauce
8	Diamonds
9	Vaporizing Products
10	Tinctures
11	Capsules/Gel Capsules
12	Topicals (Lotions/Salves)
13	Kief
14	Dry Sift
15	Rosin

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;
5. 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; and

Provisional License Executive Summary 3



6. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



RESINATE, INC.

MRN282399

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Resinate, Inc.
135 Westborough Road, Grafton, MA 01519

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

Retail

The application was reopened one (1) time for additional information.

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

Type	Status	Location
Cultivation, Tier 3/Indoor (10,001 to 20,000 sq. ft)	Provisional License	Douglas
Product Manufacturing	Provisional License	Douglas
Retail	Provisional License	Worcester
Retail	Provisional License	Northampton
MTC	Commence Operation	Douglas - Worcester

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

Individual	Role
James Hollenback	Board Member
Peter DeCaro	Executive/Officer
Rocco Falcone	Board Member
Lisa Gibbs	Board Member
Diane Frydrych	Close Associate
Jillian Williamson	Close Associate

Provisional License Executive Summary 1



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

Entity	Role
Springfield Investment Group, LLC	Investor / Owner
Mass Flower Power, LLC	Investor / Owner
Polman Investments, LLC	Owner

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on May 3, 2019.
8. The applicant conducted a community outreach meeting on October 16, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 8, 2019 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 business assets (time and organizational skills) to Jeremiah's Inn.

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

Monday – Thursday: 8:00 a.m. – 11:00 p.m.
Friday - Saturday: 8:30 a.m. – 11:00 p.m.
Sunday: 8:00 a.m. – 11:00 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 45% or more of minorities, women, veterans, individuals with disabilities, and individuals of LGBTQ+ for its hiring initiative.
2	Assess the baseline vendor diversity data within 3 months of receiving our preliminary licensure. Increase this baseline data to at least 20% in the first year of operations by prioritizing vendors who have a diversity plan in place.

17. Summary of cultivation plan (if applicable):

Not applicable

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

Not applicable

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

Resinate, Inc. intends to obtain marijuana or marijuana products from its affiliated licenses. If the need arises, Resinate, Inc. 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. The applicant shall cooperate with and provide information to Commission staff; and
4. 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.



STAFFORD GREEN, INC.
MCN281964

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Stafford Green, Inc.
80 Stafford Hill Rd, Cheshire, MA, 01225

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

Cultivation, Tier 5/Outdoor (30,001 - 40,000 sq. ft.)

The application was reopened one (1) time 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
Francis D. Maguire	Owner / Partner
Francis G. Maguire	Owner / Partner

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 (License Type)

Provisional License Executive Summary 1



7. The applicant and municipality executed a Host Community Agreement on January 22, 2019.
8. The applicant conducted a community outreach meeting on January 23, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 28, 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 communities within Pittsfield, MA with quarterly training, educational and mentorship resources, with a goal of attracting 25% of attendees from areas of disproportionate impact.

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 four (4) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 7:00 a.m. – 9:00 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	Employ at least 20% or more women and or veterans in retail and management positions.



2	Distribute internal workplace information sheets, bi-annually, aimed at encouraging current employees to recommend women and veterans for employment.
3	Participate in job and recruitment fairs- no less than annually when employees are needed- that specifically target women and veterans.
4	Offer supervisor shadowing opportunities to women and veteran employees.

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; and
4. 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.



THE HAVEN CENTER, INC.
MRN282581

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

The Haven Center, Inc.
1435 Pleasant Street, Fall River, MA, 02723

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

Retail

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):

Type	Status	Location
Cultivation, Tier 2/Indoor (5,001 – 10,000 sq. ft.)	Provisional License	Wareham
Product Manufacturing	Provisional License	Wareham
Retail	Provisional License	Brewster
Retail	Provisional License	Provincetown
MTC	Provisional License	Bourne - Brewster
MTC	Provisional License	Bourne - Fall River
MTC	Provisional License	Bourne - Bourne

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

Individual	Role
Christopher Taloumis	Owner / Partner

Provisional License Executive Summary 1



Jill Taloumis	Director
Seth Bock	Close Associate
James Ehrhart	Close Associate
James Barnes	Close Associate

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:

MTC Priority

7. The applicant and municipality executed a Host Community Agreement on April 4, 2019.
8. The applicant conducted a community outreach meeting on April 26, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on August 6, 2019 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	Donate a minimum \$5,000 annually to the Flint Neighborhood Association a 501(c)(3) nonprofit in Fall River.
2	Collect, on an ongoing basis at the Haven Center's facilities, food for the Flint Community Center Food Drive.
3	Conduct quarterly employee volunteer days to assist at events for the Flint Neighborhood Association.

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 six (6) months of receiving the provisional license(s).

Provisional License Executive Summary 2



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

Monday – Sunday: 8:00 a.m. – 8:00 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	Hire and retain at least 15% of individuals who identify as minorities.
2	Develop relationships with organizations serving minorities, women, people of all gender identities and sexual orientations, veterans, and persons with disabilities for employment referrals.
3	Advertise employment opportunities in diverse publications or other mediums.
4	Implement quarterly professional development trainings related to the operations of a marijuana establishment.

17. Summary of cultivation plan (if applicable):

Not applicable.

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

Not applicable.

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

The Haven Center, Inc. plans to obtain marijuana from its affiliated licenses. If the need arises, The Haven Center, Inc. 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. 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

Provisional License Executive Summary 3



5. Final licensure is subject to the applicant submitting to Commission staff, upon inspection, an updated timeline as to when its MTC licenses will become operational.

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.



WELLMAN FARM, INC.
MCN282513

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Wellman Farm, Inc.
108 West Leyden Road, Colrain, MA, 01340

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

Cultivation, Tier 10/Outdoor (80,001 - 90,000 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):

Type	Status	Location
Cultivation, Tier 2/Indoor (5,001 - 10,000 sq. ft.)	Provisional License	Lowell
Product Manufacturing	Provisional License	Lowell

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
Julianne Shelzi	Owner / Partner
Joseph Shelzi	Owner / Partner
Dominic Shelzi	Executive / Officer

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

Provisional License Executive Summary 1



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

6. Applicant's priority status:

Expedited Applicant (License Type/Disadvantaged Business Enterprise)

7. The applicant and municipality executed a Host Community Agreement on February 24, 2020.
8. The applicant conducted a community outreach meeting on January 7, 2020 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 30, 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	Hire at least 50% of the company's job positions with individuals who represent the Commission-approved areas of disproportionate impact.
2	Source 50% of the company's contractors, suppliers and vendors from businesses and individuals who represent the Commission-approved areas of disproportionate impact.

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 two (2) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Friday: 7:00 a.m. – 5:00 p.m.

Saturday: 8:00 a.m. – 4:00 p.m.

Sunday: 9:00 a.m. – 3:00 p.m.

Provisional License Executive Summary 2



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	Hire at least 50% of the company's job positions with females and 30% with minorities, veterans, people with disabilities, and people who identify as LGBTQ+.
2	Retain 80% of the company's workforce, annually.
3	Source 50% of the company's contractors, suppliers and vendors from businesses and individuals who represent women, minorities, veterans, people with disabilities, and people who identify 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; and
4. 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.



WITCH CITY GARDENS, LLC

MCN281615

MRN281663

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Witch City Gardens LLC
36-38 Jefferson Ave, Salem, MA, 01970

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.)
Retail

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
Elizabeth Childs	Owner / Partner
Kevin Talbot	Owner / Partner
Tim Haigh	Executive / Officer
Rock Davis	Director
Art Crow	Director

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

Entity	Role
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Provisional License Executive Summary 1



Oppaset Security Consulting	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 December 20, 2018 .
8. The applicant conducted a community outreach meeting on October 29, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 14, 2020 (cultivation) and March 23, 2020 (retail) 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	Hire at least 20% of the company's employee workforce from residents of Lynn, MA and/or other areas of disproportionate impact.
2	Secure at least 20% of the company's business service contracts from businesses located in Lynn, MA and/or other areas of disproportionate impact.

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

Cultivation

Monday – Friday: 8:00 a.m. – 5:00 p.m.

Saturday - Sunday: 10:00 a.m. – 4:00 p.m.

Provisional License Executive Summary 2



Retail

Monday – Saturday: 8:00 a.m. – 11:00 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	Hire and retain a workplace demographic that is comprised of 10 – 15% of persons with disabilities, 40% persons who identify as minorities, veterans, and people of non-normative gender identities, and LGBTQ+, and 50% women.

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):

Witch City Gardens, LLC plans to obtain marijuana from its affiliated licenses.

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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

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.



GUIDANCE ON EQUITY PROGRAMS

Revised by the Commission: June 2020

PURPOSE

The purpose of this amended guidance is to assist stakeholders in understanding Cannabis Control Commission benefits directly intended for disproportionately harmed people (known as the Social Equity Program), for businesses that economically empower disproportionately harmed people (known as Economic Empowerment Priority), and for minority-owned, women-owned, and veteran-owned businesses. These benefits currently apply to adult-use applicants and licensees only.

This guidance is not legal advice. If you have legal questions related to these programs, we encourage you to consult an attorney. We also encourage you to sign up for the Commission's general notification list and Social Equity Program Newsletter [here](#) if you wish to be notified of updates.

OVERVIEW AND LEGAL BASIS

Social Equity Program

The [Social Equity Program](#) (SEP) is a free, statewide, technical assistance and training program that provides education, skill-based training, tools, and licensing benefits for success in the cannabis industry for those most impacted by the War on Drugs, marijuana prohibition, and disproportionate arrests and incarceration. The program, which is not a license or license type, is designed to give participants the tools and training necessary to apply for and obtain a license and the skills-based training for employment in the industry. Completion of the program does not guarantee licensure. The program stems from the requirement for the Commission to ensure that people from communities that have been disproportionately harmed by marijuana law enforcement are included in the new legal marijuana industry, under St. 2017, c.55.

Economic Empowerment Priority

Separate from the requirement to include disproportionately harmed people, St. 2017, c. 55 also required the Commission to prioritize review and licensing decisions for “applicants seeking retail, manufacturing, or cultivation licenses who were able to demonstrate experience in – or business practices that promote – economic empowerment in disproportionately impacted communities.” The law required the Commission to “identify all applications subject to prioritization . . . submitted between April 1, 2018 and April 15, 2018 and grant or deny such applications prior to reviewing any other applications for licenses.” Pursuant to these provisions, the Commission created an application process to certify applicants who successfully applied during that window as [Economic Empowerment Priority Applicants](#). In addition to the priority review required by law, the Commission has chosen to make several additional benefits available to these 122 certified applicants.



Minority-Owned, Women-Owned, and Veteran-Owned Businesses

Under St. 2017, c. 55, the Commission is required to track and pursue meaningful participation by minority, women, and veteran business enterprises. Along with other types of businesses, certified minority-owned, women-owned, and veteran-owned businesses are eligible to have their licensing applications expedited.

For more information on licensing, priority review, and expedited review, please consult the Commission's [Guidance on Licensure](#).

HOW TO APPLY AND MAINTAIN ELIGIBILITY

Social Equity Program

The SEP focuses on those most impacted by the War on Drugs, marijuana prohibition, disproportionate arrests and incarceration, and provides education and entry across four areas: entrepreneurship, entry- and managerial-level workforce development, and ancillary business support. These tracks are designed based on an applicant's specific interest in the cannabis industry, their current skills, and the outcomes they are seeking from the program.

Applicants are eligible for the SEP if they demonstrate at least one of the following criteria:

- Applicant income does not exceed 400% of [Area Median Income](#) and residency in an [Area of Disproportionate Impact](#), as defined by the Commission, for at least five of the preceding 10 years;
- Applicant residency in Massachusetts for at least the preceding 12 months and a conviction or continuance without a finding for a M.G.L. c. 94C offense under M.G.L. c. 94C or an equivalent conviction in other jurisdictions; or
- Applicant residency in Massachusetts for at least the preceding 12 months and proof that the individual was either married to or the child of an individual convicted or continuance without a finding for a M.G.L. c. 94C offense or an equivalent conviction in other jurisdictions.

The professional training and technical assistance services to support Social Equity Participants are provided by vendors who are selected as part of a state procurement process. Commission staff reviewed submissions over several phases and scored them based on: curriculum framework; experience working with minorities, veterans, women, farmers, or other disproportionately impacted communities; experience developing digital content; a timeline for deliverables; and budget. The Commission then entered into a Master Agreement with the selected vendors to provide training and technical assistance.

The SEP application is digitally accessible through the [Massachusetts Cannabis Industry Portal](#) (MassCIP). The first cohort of the Social Equity Program completed the program in April 2020, and the application deadline to be considered for the second cohort was May 1, 2020.

To receive updates on the application deadline to be considered for the third cohort, subscribe to the Social Equity Program Newsletter [here](#), watch the Commission meetings, or follow the Commission on social media (see links [here](#)).

The following resources are available on the Cannabis Control Commission Equity Programs page:



- [Program Tracks and Helpful Application Tips](#)
- [Frequently Asked Questions \(March 2020\)](#)
- [Social Equity Program Application Preview](#)
- [Tutorial: How to Sign up for MassCIP](#)
- [Overview of Eligibility Criteria](#)
- [How to Apply Under Qualification 1](#)
- [How to Apply Under Qualifications 2 and 3](#)
- [Webinar Clinic: Applying to the Social Equity Program for Reopened Applications \(May 2020\)](#)
- [Guidance on Areas of Disproportionate Impact](#)
- [Guidance on Income Limits](#)
- [Guidance on Municipal Equity](#)

In order to access the Social Equity Program’s technical assistance and trainings, a participant must be designated as a Social Equity Participant by the Commission, based on meeting the eligibility criteria.

For details on maintaining eligibility to participate in the Social Equity Program, please consult the Commission at Equity@CCCMass.com for information on your specific program track.

Economic Empowerment Priority

As dictated by statute, the Commission identified all applications eligible for Economic Empowerment Priority Review between April 1, 2018 and April 15, 2018. Applications for Economic Empowerment Priority Review are no longer being accepted.

Applicants were certified as Economic Empowerment Priority Applicants if the individual or group of individuals applying met three of the following six criteria:

- Majority of ownership belongs to people who have lived in *areas of disproportionate impact* for 5 of the last 10 years;
- Majority of ownership has held one or more previous positions where the primary population served were disproportionately impacted, or where primary responsibilities included economic education, resource provision or empowerment to disproportionately impacted individuals or communities;
- A majority of the ownership is made up of individuals from Black, African American, Hispanic, or Latino descent;
- At least 51% of current employees/sub-contractors reside in areas of disproportionate impact and will increase to 75% by first day of business;
- At least 51% of employees or sub-contractors have drug-related CORI, but are otherwise legally employable in a cannabis-related enterprise;
- Owners can demonstrate significant past experience in or business practices that promote economic empowerment in areas of disproportionate impact.

In order to remain eligible for Priority Review and any other benefits based on Economic Empowerment Priority Review status, an applicant or licensee must continue to be more than 50% owned and controlled by an individual or group of individuals who meet three of the six criteria. If the qualifications are no



longer met, the applicant or licensee is no longer considered an Economic Empowerment Priority Applicant and is no longer eligible for the related benefits.

Changes in ownership or control relative to Economic Empowerment Priority Review are governed by [935 CMR 500.104\(1\)\(b\)\(3\)](#), which states:

Where a certified Economic Empowerment Priority Applicant seeks approval by the Commission of a change in ownership or control, the applicant must undergo the approval process provided by 935 CMR 500.104 prior to making a change in ownership or control.

- a. In order to maintain its status as an Economic Empowerment Priority Applicant, the Economic Empowerment Priority Applicant in its submission must demonstrate that it continues to qualify as an Economic Empowerment Priority Applicant, as defined in 935 CMR 500.002.*
- b. On receipt of notice and a request for approval under 935 CMR 500.104, the Commission shall review anew the applicant's eligibility for economic empowerment certification status.*
- c. If the qualifications are no longer are met subsequent to the approved change, the applicant will no longer be certified as an Economic Empowerment Priority Applicant and will no longer receive any benefits stemming from that designation.*
- d. The applicant may still seek approval of a change of ownership or control.*

Minority-Owned, Women-Owned, and Veteran-Owned Businesses

Benefits for minority-owned, women-owned, and veteran-owned businesses are based on certification by the Massachusetts Supplier Diversity Office. As stated in the Commission's [Guidance on Licensure](#), minority-owned business, women-owned business, and/or veteran-owned business must disclose this designation in their license application and either (1) be certified as that specific type of business with the Supplier Diversity Office, or (2) signed up for the Supplier Diversity Office's required business class and complete and upload the Expedited Review Affidavit into their license application. Certification as minority-owned business, women-owned business, and/or veteran-owned business by the Supplier Diversity Office will be required prior to obtaining a final license. More information pertaining to obtaining certification from the Supplier Diversity Office can be found [here](#).

BENEFITS

- **Exclusive Ability to Apply for Certain Types of Licenses**

For at least two years, Delivery Endorsements for microbusinesses and Delivery-Only Licenses will be limited exclusively to businesses controlled by and with majority ownership comprised of Economic Empowerment Priority Applicants or Social Equity Participants. The Commission may vote to extend that period if the goal of the exclusivity period – to promote and encourage full participation in the regulated Marijuana industry by people from communities that have previously been disproportionately harmed by marijuana prohibition and enforcement of the law – has not been met. These provisions will also be applicable to Social Consumption Licenses when they become available. For more information about these exclusivity provisions, see [935 CMR 500.050\(10\)\(b\)](#).

- **No application fees for license applications.**
- **50% reduction in annual license fees.**
- **No monthly Metrc program fees.**



All Economic Empowerment Applicants and Social Equity Participants are eligible to receive the benefits above, which are designed to reduce barriers to entry into the adult-use marijuana industry.

In order to receive the fee waivers and discounts above as an *Economic Empowerment Applicant*, an individual or group of individuals who meet three of the six criteria must be listed on the license application as a Person Having Direct or Indirect Control and must continue to meet three of the six criteria, regardless of stage in the licensing process. In order to remain eligible for any benefits based on Economic Empowerment Priority Review status, including the fee waivers and discounts above, an applicant or licensee must continue to be more than 50% owned and controlled by an individual or group of individuals who meet three of the six criteria.

In order to receive the fee waivers and discounts above as a *Social Equity Participant*, that participant must be listed on the license application as a Person Having Direct or Indirect Control and must maintain at least 10% ownership in the marijuana establishment.

- **Priority Review**

Economic Empowerment Applicants who continue to meet the required criteria have priority status for their license applications. The Commission reviews applicants with priority review status before any other applications. Priority status is not available to new applicants, as dictated by statute. More information is available in “Order of Review” section of the Commission’s [Guidance on Licensure](#).

- **Expedited Review**

After priority applicants, the Commission reviews expedited applications by the date and time the application was fully submitted. Expedited applications are those submitted by Social Equity Participants and minority-owned businesses, women-owned businesses, and veteran-owned businesses, along with microbusiness applicants, craft marijuana cooperative applicants, independent testing lab applicants, and outdoor cultivator applicants. More information is available in “Order of Review” section of the Commission’s [Guidance on Licensure](#).

- **Designation as Beneficiaries of Positive Impact Plans**

Every licensee for a marijuana establishment must submit a plan to positively impact people and communities disproportionately harmed by cannabis prohibition, along with goals, programs and measurements that must be tracked and submitted to the Commission upon renewal. Economic Empowerment Applicants and Social Equity Participants are specifically designated among the intended beneficiaries of these plans. For more information about these plans, see the Commission’s [Guidance on Plans to Positively Impact Disproportionately Harmed People](#).

To stay informed about benefits created by the Commission and participate in future discussions, sign up for the Commission’s general notification list and Social Equity Program Newsletter [here](#).

DATA

The Commission continuously publishes extensive data on the participation of marginalized communities in the legal Massachusetts cannabis industry. On the Commission’s [Public Documents](#) page, check the most recent meeting presentation file for up-to-date information on minority-owned businesses, women-



owned businesses, veteran-owned businesses, LGBT-owned and disability-owned businesses, and statistics on the demographics of registered agents.

The Research Department has published the following informative reports for the public, including:

- [A Baseline Review and Assessment of the Massachusetts Adult-Use Cannabis Industry: Market Data and Industry Participation](#) (February 2020)
- [A Baseline Review and Assessment of the Massachusetts Cannabis Industry's Required Positive Impact Plans](#) (October 2019)
- [Part 2: 94C Violations and Social Equity: Literature Review and Preliminary Data in Massachusetts – A Baseline Review and Assessment of Cannabis Use and Public Safety](#) (April 2019)



Massachusetts Public Awareness Campaign, *More About Marijuana:* Summary and Effectiveness

June 2020

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Purpose

This report has been prepared in response to the enabling legislation, Chapter 55 of the Acts of 2017 sections 55 (“Public Awareness Campaign”), specifically to evaluate the effectiveness of the campaign, *More About Marijuana*.

In 2018, the Cannabis Control Commission (“Commission”) and Department of Public Health (DPH) launched the *More About Marijuana* public awareness campaign (“campaign”) and collected pre- and post-implementation survey data to evaluate the campaign.

“The department of public health, in consultation with the Massachusetts cannabis control commission, shall establish the following science-based public awareness campaigns: (i) a campaign to inform the public about responsible use of marijuana, including information on edibles and warnings about the dangers of manufacturing marijuana products at home; and (ii) a campaign to educate youth about marijuana use with a goal of decreasing the youth usage rate. The public awareness campaigns shall be funded from revenues received from the Marijuana Regulation Fund established in section 14 of chapter 94G of the General Laws.” [c. 55(2017), § 55]

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Main Findings

Reach

- Most Massachusetts adults (85%) know someone who uses marijuana ("cannabis"). In conjunction with the Department of Public Health, the Cannabis Control Commission launched "*More About Marijuana*" to educate adults and parents on the new law, provisions, and potential risks to youth. Campaign materials drove viewers to the website, [MoreAboutMJ.org](https://www.moreaboutmj.org).
- During the 28-week campaign, 362,113 users recorded 761,564 pageviews of [MoreAboutMJ.org](https://www.moreaboutmj.org).
- The campaign generated 20,819,743 impressions (the number of times digital media was presented on a target's screen).

Recognition

- In a statewide survey, 50.7% of participants reported seeing any of the *More About Marijuana* campaign messages.
- The message, "*Marijuana is Legal. Know the Laws,*" was the most widely recognized campaign message (49%).
- Participants were most likely to recall seeing campaign creatives on the Internet (38%), TV (38%), and social media (36%).

Knowledge

- Respondents who saw the *More About Marijuana* campaign were more likely to report that people are old enough to use cannabis at age 21 compared to those who reported not seeing the campaign.
- Respondents who saw the *More About Marijuana* campaign were more likely to report that cannabis has greater risk for youths than adults. Those who saw the Parent campaign creatives were even more likely to agree with this statement.
- Respondents who saw the Parent creatives were more likely to report that they would store cannabis in a locked storage area compared to those who reported not seeing the campaign.

I. Campaign Overview

There are inherent challenges to legalizing and regulating a formerly illicit substance.¹ Cannabis policy implementation and regulation requires careful consideration of potential public health effects with special attention to vulnerable cohorts, such as youth. Legalizing and regulating substances with dependence potential are often in juxtaposition to public health policy approaches since the minority of very heavy users (dependent users) account for the majority of consumption, which generates the greatest tax revenue² as evidenced by the tobacco and alcohol industries.³ However, states can actively implement evidence-based processes, including public awareness campaigns, to counter adverse public health outcomes. [See Appendix 1. Public Health Framework]

The Massachusetts Legislature requires the Cannabis Control Commission and Department of Public Health to establish science-based public awareness campaigns informing adults about responsible use of cannabis, reducing youth cannabis use, and warning against the dangers of home manufacturing. As a result, the initial phase of the *More About Marijuana* campaign (“campaign”) consisted of two sub-campaigns: a responsible use awareness campaign for Massachusetts adults ages 21 years old and older (“responsible use campaign”) and a youth prevention campaign targeting parents (“parent campaign”). Content addressing the dangers of home manufacturing was distributed in a subsequent phase of the public awareness campaign. This phase of the *More About Marijuana* campaign had two overarching objectives.

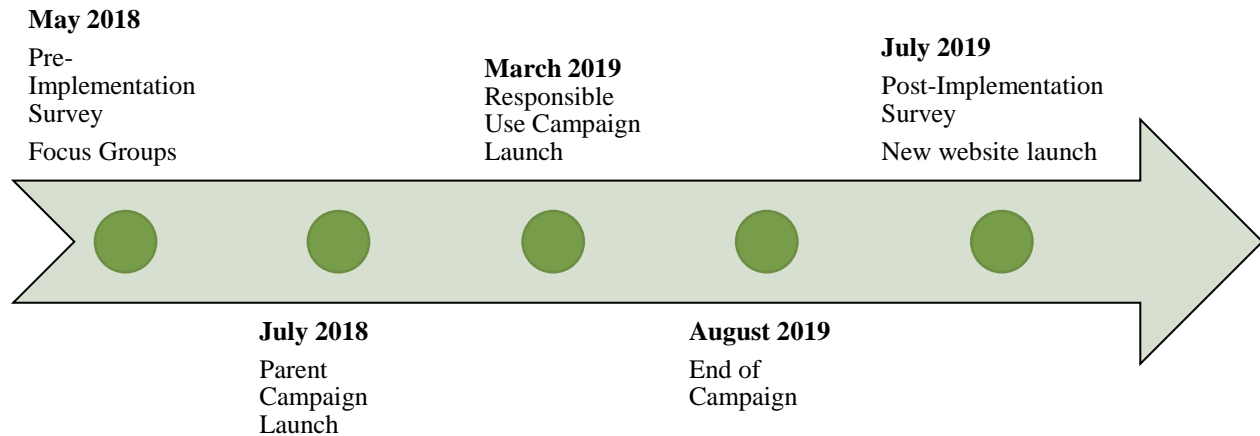
Objectives
1. Inform adults ages 21+ who use, or are interested in using, marijuana about the law to promote safe and responsible use.
2. Educate parents about the risks of marijuana use in youth and provide them with the tools they need to talk openly with their children.

Deliverables and Dissemination

The campaign ran on multiple mediums and outlets. Deliverables included development of a dedicated website, Out-of-Home ads (billboards, transit posters, etc.), HTML 5 ads, 15-second, 30-second, and 90-second animated ads, brochures or “rack cards”, and branded merchandise. [See Appendix 5] The Campaign used multiple platforms to reach a broad and diverse audience. Outlets included: YouTube, Snapchat, Facebook, Twitter, television, radio, billboards, convenience stores posters, public transportation posters, and print brochures.

Dates

The parent sub-campaign launched in July 2018, the responsible use campaign launched in March 2019 and both ran through June 2019, for a total of 28 weeks.



Funding

A total of \$2,000,000 over the course of two fiscal years were allocated to the campaign. The media budget for the parent campaign was \$471,977 and was \$1,211,637 for the responsible use campaign. [see [Appendix 4 for further breakdowns](#)]

II. Campaign Development

1. Partnerships

The Massachusetts Department of Public Health (DPH) and Commission partnered with the vendor, More Advertising, to produce [*More About Marijuana*](#), a statewide public awareness campaign. More Advertising contracted with Survey USA and Luc.id to conduct statewide surveys before (“pre-implementation”) and after (“post-implementation”) the campaign to assess effectiveness.

2. Preliminary Research

To learn from earlier states with legal cannabis, researchers examined the creatives and success of their campaigns. There were several takeaway messages. First, researchers found, in general, constituents lack trust in government agencies to deliver health and medical information, therefore building credibility was a key first step. As a result, *More About Marijuana* focused the campaign content and tone on being straightforward and factual.

Four evidence-based considerations based on her findings from earlier campaigns were presented to the Commission: (1) conduct focus groups with target populations, (2) provide unbiased advice on consumption, storage, accidental ingestion, unexpected highs, and what is and is not legal, (3) build credibility for future messaging, and (4) be an unbiased and authentic source of information.⁴ [See below for findings from the focus groups] With these considerations, *More About Marijuana* used focus groups, objective, and credible information to create the campaign.

3. Focus Groups

To build the campaign, focus groups were conducted with 206 Massachusetts adults around the state. Participants shared their knowledge around cannabis and campaign preferences. [See [Appendix 2 for methodology](#)]. Moderators led groups through the same series of questions. [See [Appendix 2](#)]. Participants included a diverse group of adults ranging in demographic characteristics, such as cannabis users, prospective cannabis users, and parents who may or may not use cannabis.

3.1 Focus Group Results

Knowledge of Law

Focus groups revealed some confusion over whether 18 or 21 is the legal age to use cannabis. Participants were generally aware that possession limits exist and assumed operating under the influence laws apply the same as before legalization. Most participants understood public use is not allowed.

Marijuana Versus Cannabis Terminology

Most focus group participants preferred the term “marijuana” rather than “cannabis.” Participants reported “marijuana” was the more common term, works better for Massachusetts audiences, is the same word in Spanish, and others hadn’t heard of the term “cannabis” prior to focus group.

Brand Testing

Participants were presented various brand designs and asked for critical feedback. Most participants preferred the *More About Marijuana* brand when shown the three options. Participants reported that the *More About Marijuana* brand was factual, straightforward, educational, and eye-catching. Participants offered many comments about the brand and logo design which resulted in a series of design changes.

Website Opinion

Participants preference for domain type (e.g., .gov, .com, or .org) varied. Focus group participants desired a range of website content including information on the law, cannabis products and health effects, quality control and product safety, and growing and selling products. Parent participants also suggested the website include: tips for talking with children, slang words for cannabis, edible warnings, information on the effects of cannabis on youth brain development, consequences of youth use, methods of use, how to tell if a child is using cannabis, secondhand smoke information, and information about “gateway drugs.”

3.2 Focus Group Key Messages

Focus group data collection informed the 10 key messages for the campaign: [See Section V. Campaign Effectiveness Metrics]

- (1) Legal age;
- (2) Places smoking is allowed or not allowed;
- (3) What constitutes operating under the influence;
- (4) Exceptions, including landlords, employers, towns, federal government;
- (5) Amount person/household can carry/grow;
- (6) Penalties for breaking law;
- (7) More information on edibles, including potency and delayed response;
- (8) Side effects/health effect for kids;
- (9) Transporting across state lines; and
- (10) Rules on storing marijuana products at home.

4. Surveys

Two survey instruments aided campaign development. A focus group survey and a statewide pre-implementation survey gauged respondents' cannabis law knowledge, use patterns, and campaign dissemination preferences. [See Appendix 3] Results directly informed the content of the campaign.

4.1 Focus Group Survey

Prior to beginning each focus group, participants completed an anonymous survey ("focus group survey"). It showed nearly all participants (99%) were aware of the new cannabis law. Over half (58%) did not think or were unsure whether driving after cannabis use is as dangerous as driving after alcohol use. Just under half (44%) did not know or were unsure whether cannabis' risks are greater for youth than for adults. Similarly, 43% did not know or were unsure whether youth who use cannabis regularly are more likely to have difficulty with learning, memory issues, and lower math and reading scores.

4.2 Pre-Implementation Representative Survey

Prior to the campaign launch, a statewide survey representative of Massachusetts residents ("pre-implementation survey") (n=3,017) identified knowledge gaps related to the new cannabis law and provisions, and identified education needs around particular risks. The pre-implementation survey also included campaign creative ideas and potential dissemination platforms to assess audience preference(s).

4.3 Post-Implementation Representative Survey

After the campaign ended, SurveyUSA and Luc.id conducted a second representative survey of Massachusetts residents ("post-implementation survey") (n=2,925) to assess constituent behaviors, perceptions of marijuana, and the campaign. The post-implementation survey captured core survey questions from the pre-implementation survey and asked additional questions to see whether participants recalled seeing the campaign.

III. Methods

Campaign Reach and Recognition

The Commission used two sources to evaluate campaign reach, defined as target audience (general Massachusetts adult population and Massachusetts parent population) exposure to the campaign. First, the Commission evaluated the number of interactions with digital campaign creative. Second, Commission researchers examined the percent of post-implementation survey respondents that reported seeing and/or recalling campaign messages and creative.

Campaign Knowledge

The Commission used a pre/post analysis of pre-implementation survey (May 20, 2018 to May 29, 2018) and post-implementation survey (July 8, 2019 to July 21, 2019) to examine whether there were changes in cannabis knowledge in the general population and in specific demographic and cannabis use subgroups. In both surveys, Commission researchers applied statistical weights to match gender, age, and race to the U.S. census target for Massachusetts. Both the pre- and post- surveys included approximately 2,500 unique participants.

To conduct pre/post analysis, the campaign first aligned questions and answers from the pre-survey to questions in the post- survey to ensure data were comparable. Most questions were identical between pre-implementation and post-implementation surveys. We hypothesized there would be significant increases in knowledge among questions that target campaign messages, and no change among knowledge questions that the campaign did not address.

We also examined whether participants who reported campaign visuals or messages had differences in post-survey knowledge compared to those who did not report ever seeing the campaign or recognizing creative. We hypothesized that those who report seeing the campaign would have increased scores on questions that target campaign messages compared to those who did not report seeing the campaign, and that there would be no difference among knowledge questions that the campaign did not address.

IV. Campaign Effectiveness Metrics

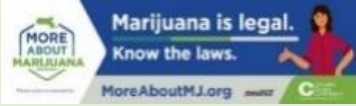
Reach Metrics

Table. V.1. Reach Metrics


Media	Measure(s)
Facebook	Video Views; Clicks; Cost per Click; Cost per Completed View
Google (Responsible Use)	Video Views; Clicks; Cost per Click; Cost per Completed View
Google (Parent)	Video Views; Clicks; Cost per Click; Cost per Completed View
YouTube (Responsible Use)	Video Views; Clicks; Cost per Click; Cost per Completed View
YouTube (Parent)	Video Views; Clicks; Cost per Click; Cost per Completed View
Snapchat	Video Views; Clicks; Cost per Click; Cost per Completed View
Twitter	Video Views; Clicks; Cost per Click; Cost per Completed View
Digital Display	Video Views; Clicks; Cost per Click; Cost per Completed View
Website	Pageviews; Sessions; Users

Recognition Metrics

Table. V.2. Recognition Metrics

Campaign Metrics	Measures
See advertising	In the past 6 months, have you seen any advertising about marijuana in Massachusetts?
Know the laws	Do you recall the message: Marijuana is legal. Know the laws.?
Federal land	Do you recall the message: You can't use it in public or on federal land.?
Can have 1oz	Do you recall the message: You can have up to 1 oz on you.?
Grow plants	Do you recall the message: You can grow up to 6 plants at home.?
Brain development	Do you recall the message: Marijuana can affect brain development in kids.?
Edibles	Do you recall the message: With edibles, start low and go slow.?
Talk about risks	Do you recall the message: Talk to your kids about the risks of marijuana.?
Can be transported	Do you recall the message: Marijuana can be transported to another state where it is legal.?*
None	Does not recall any of the messages above.
Image: Know the laws	In the past 3 months, have you seen this? 
Image: Legal in MA	In the past 3 months, have you seen this?

	
Video 1: Legal in MA	<p>In the past 3 months, have you seen this?</p> 
Video 2: Add to conversation	<p>In the past 3 months, have you seen this?</p> 
Video 3: What you should know	<p>In the past 3 months, have you seen this?</p> 
Image: Start low and go slow	<p>In the past 3 months, have you seen this?</p> 
Image: Can't use in public	<p>In the past 3 months, have you seen this?</p> 
Hear of website	<p>Have you heard of the website MoreAboutMJ.org?</p>

Image: More website	<p>Have you ever visited the website MoreAboutMJ.org?</p> 
See on TV	In the past 6 months, how often have you seen messages for <i>More About Marijuana</i> on TV? Regularly? Occasionally? Or almost never?
See on social media	In the past 6 months, how often have you seen messages for <i>More About Marijuana</i> on social media? Regularly? Occasionally? Or almost never?
See on internet	In the past 6 months, how often have you seen messages for <i>More About Marijuana</i> on the internet? Regularly? Occasionally? Or almost never?
See on public transit	In the past 6 months, how often have you seen messages for <i>More About Marijuana</i> on public transit? Regularly? Occasionally? Or almost never?
See on highway billboards	In the past 6 months, how often have you seen messages for <i>More About Marijuana</i> on highway billboards? Regularly? Occasionally? Or almost never?

Note: *False answer

Knowledge Metrics

The Commission identified the following key campaign messages and relevant survey measures to assess knowledge effectiveness.

Table. V.3. Knowledge Metrics

Key Message	Sample Campaign Messaging	Survey Measure
Legal age	Adults 21 and over can now use cannabis.	<u>Statewide survey</u> At what age are individuals old enough to try or use marijuana?
Places smoking is allowed or not allowed	You cannot use cannabis in any form – smoking, vaping, eating, or otherwise – in public or on federal land.	No specific survey questions.
What constitutes operating under the influence	It is illegal to drive under the influence of cannabis. Instead, use public transportation, ride-shares, or catch a ride with a sober friend.	<u>Statewide survey</u> How does cannabis impaired driving compare to alcohol?
Exceptions, including landlords, employers, towns, federal government	Employers, landlords, cities, and towns may have their own policies about the use of marijuana. Check with them to see what is allowed.	No specific survey questions.
Amount one can carry/grow	You can have up to one ounce of marijuana on you and up to 10 ounces in your home. If you are growing cannabis, you can have up to six plants in your home and up to 12 plants for two or more adults.	No specific survey questions.
Penalties for breaking law	As with alcohol, it is against the law to use marijuana if you are under 21*. If you violate the law, you may need to pay a civil penalty and/or complete a drug awareness program, depending on your age. Beyond that, your school or employer may have policies against using marijuana, and you could lose your job, your position on a sports team, or financial aid for college.	No specific survey questions.
More information on edibles, including potency and delayed response	Compared to smoking or vaporizing, eating or drinking cannabis products may have delayed effects. As a rule of thumb, start low, go slow, and make sure you wait until you feel the full effects of the product before you have more.	No specific survey questions.

Side effects/health effect for kids	Cannabis may impair your decision-making, negatively affect your mental health, and – if smoked – increase your blood pressure and hurt your lungs. For young people, it is especially important to note cannabis’ impact on brain development: your brain is not fully developed until you reach your mid-20s, and regular cannabis use during adolescence and early adulthood can lead to brain changes that negatively affect memory, learning, and attention. If you start using marijuana when you are young, you may increase your chances of becoming dependent on it. All of these factors may make it harder for you to earn good grades and achieve your goals.	<p><u>Statewide survey</u> Which is true ... ? The benefits and risks of using marijuana are the same for youth as they are for adults. The risks of using marijuana are greater for youth than they are for adults. The risks of using marijuana are greater for adults than they are for youth.</p> <p><i>Related questions</i> When is the right time to start talking to your kids about drugs and alcohol? 3rd grade or younger; 4th-6th grade; 7-8th grade; 9-12th grade; Not Sure.</p> <p>If you wanted to talk to your child about marijuana use, do you feel that you have the information and resources you need to have that conversation? [Not assessed in this report]</p>
Transporting across state lines	Like alcohol, you cannot have an open container of any form of marijuana in the passenger area of your car while on the road or at a place where the public has access. It must be stored in a closed container in your trunk or a locked glove compartment. You cannot drive with cannabis across state lines, bring it on a plane, or mail it, even to states and countries where it is legal.	No specific survey questions.
Rules on storing marijuana products at home	If you have more than one ounce of cannabis in your home, it needs to be locked up. In fact, it is best to keep any amount locked away to keep kids and pets safe. Make sure to leave products in their childproof packaging.	<p><u>Statewide survey</u> If you were to keep marijuana in your home, would you store it in: Medicine Cabinet; Kitchen; Beside Table; Drawer; Locked Storage Area; None of the Above.</p>

Note: There are exceptions for those in the Medical Use of Marijuana Program, as patients may be younger than 21 years old.

V. Results

Demographics

The demographic breakdown between the pre-implementation survey and the post-implementation survey were quite similar. [See Table VI.1 below for unweighted breakdown of sample demographics]

Table VI.1. Demographic Characteristics of Pre- and Post- Samples

Demographic Categories	Pre-Implementation Survey (n=3,017)	Post-Implementation Survey (n=2,925)
Gender		
Male	40%	45%
Female	60%	55%
Age		
21-34	34%	35%
35-49	27%	27%
50-64	24%	25%
65+	14%	13%
Race/ Ethnicity		
Hispanic	6%	11%
Black	4%	6%
White	83%	76%
Asian	4%	4%
Mixed	2%	2%
Other	1%	1%
Income		
<\$40,000	30%	29%
\$40,000-80,000	32%	34%
\$80,000-120,000	21%	20%
>\$120,000	16%	18%
Education		
High School	20%	21%
Some College	31%	30%
4-year College Degree	32%	32%
Post-Graduate Degree	17%	17%

***Note:** Demographics are raw frequencies and not are weighted

Knows Someone Who Uses Cannabis

The survey assessed cannabis use behaviors, but behavioral change(s) were not the key messages in the campaign; therefore, these numbers are presented in summary statistics and not assessed with significance testing.

At the time of the survey, approximately 85% of participants reported knowing someone who uses cannabis. This sample contains both the pre-implementation survey results (2018) and the post-implementation survey results (2019) together. The sample shown is unweighted.

Table VI.2. Knows Someone Who Uses Cannabis by Race and Ethnicity

	Hispanic	Black	White	Asian	Mixed	Other	Total
No	39 (8%)	44 (15%)	663 (15%)	74 (33%)	18 (17%)	14 (23%)	852 (15%)
Yes	449 (92%)	243 (85%)	3,802 (85%)	152 (67%)	88 (83%)	46 (77%)	4,780 (85%)
Total	488	287	4,465	226	106	60	5,632

Table VI.3. Knows Someone Who Uses Cannabis by Education Level

	High School	Some College	College Degree	Post Grad	Total
No	161 (14%)	222 (13%)	256 (14%)	213 (23%)	852 (15%)
Yes	1,017 (86%)	1,498 (87%)	1,535 (86%)	730 (77%)	4,780 (85%)
Total	1,178	1,720	1,791	943	5632

Table VI.4. Knows Someone Who Uses Cannabis by Household Income

	< \$40,000	\$40,000 - \$80,000	\$80,000 - \$120,000	> \$120,000	Total
No	247 (15%)	280 (15%)	168 (15%)	157 (16%)	852 (15%)
Yes	1,415 (85%)	1,584 (85%)	978 (85%)	803 (84%)	4,780 (85%)
Total	1,662	1,864	1,146	960	5,632

Last Time Used Cannabis

Table VI.5. Last Cannabis Use by Gender

	Male	Female	Total
Today	410 (16%)	354 (10%)	764 (13%)
Past Week	307 (12%)	376 (11%)	683 (11%)
Past Month	192 (8%)	196 (6%)	388 (7%)
Past Year	257 (10%)	342 (10%)	599 (10%)
Longer Ago	674 (26%)	972 (29%)	1,646 (28%)
Never	665 (26%)	1,093 (32%)	1,758 (30%)
Not Sure	39 (2%)	66 (2%)	105 (2%)
Total	2,544	3,399	5,943

Table VI.6. Last Cannabis Use by Race and Ethnicity

	Hispanic	Black	White	Asian	Mixed	Other	Total
Today	132 (26%)	60 (20%)	531 (11%)	11 (5%)	21 (18%)	9 (13%)	764 (13%)
Past Week	71 (14%)	33 (11%)	536 (11%)	22 (9%)	15 (13%)	6 (9%)	683 (11%)
Past Month	38 (8%)	25 (8%)	297 (6%)	17 (7%)	9 (8%)	2 (3%)	388 (7%)
Past Year	64 (13%)	26 (9%)	480 (10%)	19 (8%)	6 (5%)	4 (6%)	599 (10%)
Longer Ago	78 (16%)	54 (18%)	1,424 (30%)	41 (17%)	26 (22%)	23 (33%)	1,646 (28%)
Never	115 (23%)	93 (31%)	1,366 (29%)	126 (53%)	36 (31%)	22 (32%)	1,758 (30%)
Not Sure	3 (1%)	7 (2%)	85 (2%)	3 (1%)	4 (3%)	3 (4%)	105 (2%)
Total	501	298	4719	239	117	69	5,943

Table VI.7. Last Cannabis Use by Education Level

	High School	Some College	College Degree	Post Grad	Total
Today	277 (23%)	293 (38%)	158 (21%)	36 (5%)	764 (100%)
Past Week	138 (11%)	232 (13%)	226 (12%)	87 (9%)	683 (11%)
Past Month	79 (6%)	120 (7%)	129 (7%)	60 (6%)	388 (7%)
Past Year	104 (8%)	182 (10%)	208 (11%)	105 (10%)	599 (10%)
Longer Ago	288 (23%)	494 (27%)	552 (29%)	312 (31%)	1,646 (28%)
Never	324 (26%)	452 (25%)	589 (31%)	393 (39%)	1,758 (30%)
Not Sure	18 (1%)	40 (2%)	35 (2%)	12 (1%)	105 (2%)
Total	1,228	1,813	1,897	1,005	5,943

Table VI.8. Last Cannabis Use by Household Income

	< \$40,000	\$40,000 - \$80,000	\$80,000 - \$120,000	> \$120,000	Total
Today	339 (19%)	252 (13%)	101 (8%)	72 (7%)	764 (13%)
Past Week	216 (12%)	245 (12%)	126 (10%)	96 (9%)	683 (11%)
Past Month	109 (6%)	110 (6%)	92 (8%)	77 (8%)	388 (7%)
Past Year	150 (9%)	189 (10%)	144 (12%)	116 (11%)	599 (10%)
Longer Ago	417 (24%)	545 (28%)	348 (29%)	336 (33%)	1,646 (28%)
Never	488 (28%)	584 (30%)	388 (32%)	298 (29%)	1,758 (30%)
Not Sure	30 (2%)	39 (2%)	19 (2%)	17 (2%)	105 (2%)
Total	1,749	1,964	1,218	1,012	5,943

Reason for Last Use

Table VI.9. Reason for Last Use by Gender

	Male	Female	Total
For Treatment of a Condition with Rx	179 (15%)	158 (12%)	337 (14%)
To Help with Anxiety or Stress	413 (35%)	661 (51%)	1,074 (43%)
Just to Enjoy	577 (49%)	461 (36%)	1,038 (42%)
Not Sure	13 (1%)	17 (1%)	30 (1%)
Total	1,182	1,297	2,479

Table VI.10 Reason for Last Use by Race and Ethnicity

	Hispanic	Black	White	Asian	Mixed	Other	Total
For Treatment of a Condition with Rx	62 (20%)	15 (10%)	231 (12%)	16 (23%)	8 (15%)	5 (21%)	337 (14%)
To Help with Anxiety or Stress	135 (44%)	61 (41%)	825 (44%)	18 (26%)	24 (45%)	11 (46%)	1,074 (43%)
Just to Enjoy	107 (35%)	68 (46%)	801 (43%)	36 (51%)	20 (38%)	6 (25%)	1,038 (42%)
Not Sure	2 (1%)	3 (2%)	22 (1%)	0 (0%)	1 (2%)	2 (8%)	30 (1%)
Total	306	147	1,879	70	53	24	2,479

Table VI.11. Reason for Last Use by Education Status

	High School	Some College	College Degree	Post Grad	Total
For Treatment of a Condition with Rx	84 (14%)	119 (14%)	95 (13%)	39 (13%)	337 (14%)
To Help with Anxiety or Stress	323 (53%)	394 (47%)	259 (35%)	98 (33%)	1,074 (43%)
Just to Enjoy	190 (31%)	322 (38%)	373 (51%)	153 (52%)	1,038 (42%)
Not Sure	11 (2%)	10 (1%)	4 (1%)	5 (2%)	30 (1%)
Total	608	845	731	295	2,479

Table VI. 12. Reason for Last Use by Household Income

	< \$40,000	\$40,000 - \$80,000	\$80,000 - \$120,000	> \$120,000	Total
For Treatment of a Condition with Rx	125 (15%)	101 (12%)	55 (12%)	56 (15%)	337 (14%)
To Help with Anxiety or Stress	441 (53%)	368 (45%)	172 (37%)	93 (25%)	1,074 (43%)
Just to Enjoy	250 (30%)	338 (42%)	237 (50%)	213 (58%)	1,038 (42%)
Not Sure	13 (2%)	5 (1%)	6 (1%)	6 (2%)	30 (1%)
Total	829	812	470	368	2,479

Mode of Ingestion

Table VI.13. Mode of Ingestion by Gender

	Male	Female	Total
Smoking	741 (74%)	796 (70%)	1,537 (72%)
Vaping	135 (13%)	118 (10%)	253 (12%)
Edible	101 (10%)	174 (15%)	275 (13%)
Tinctures	9 (1%)	32 (3%)	41 (2%)
Not Sure	17 (2%)	19 (2%)	36 (2%)
Total	1,003	1,139	2,142

Table VI.14. Mode of Ingestion by Race and Ethnicity

	Hispanic	Black	White	Asian	Mixed	Other	Total
Smoking	187 (77%)	102 (77%)	1,166 (71%)	31 (57%)	36 (80%)	15 (79%)	1,537 (72%)
Vaping	28 (11%)	15 (11%)	198 (12%)	9 (17%)	3 (7%)	0 (0%)	253 (12%)
Edible	21 (9%)	11 (8%)	224 (14%)	13 (24%)	4 (9%)	2 (11%)	275 (13%)
Tinctures	6 (2%)	2 (2%)	32 (2%)	1 (2%)	0 (0%)	0 (0%)	41 (2%)
Not Sure	2 (1%)	2 (2%)	28 (2%)	0 (0%)	2 (4%)	2 (11%)	36 (2%)
Total	244	132	1,648	54	45	19	2,142

Table VI.15. Mode of Ingestion by Education Status

	High School	Some College	College Degree	Post Grad	Total
Smoking	418 (80%)	527 (73%)	441 (69%)	151 (59%)	1,537 (72%)
Vaping	57 (11%)	80 (11%)	76 (12%)	40 (16%)	253 (12%)
Edible	32 (6%)	89 (12%)	100 (16%)	54 (21%)	275 (13%)
Tinctures	7 (1%)	18 (2%)	12 (2%)	4 (2%)	41 (2%)
Not Sure	10 (2%)	12 (2%)	7 (1%)	7 (3%)	36 (2%)
Total	524	726	636	256	2,142

Table VI.16. Mode of Ingestion by Household Income

	< \$40,000	\$40,000 - \$80,000	\$80,000 - \$120,000	> \$120,000	Total
Smoking	561 (80%)	508 (71%)	268 (65%)	200 (64%)	1,537 (72%)
Vaping	63 (9%)	89 (13%)	55 (13%)	46 (15%)	253 (12%)
Edible	52 (7%)	92 (13%)	75 (18%)	56 (18%)	275 (13%)
Tinctures	15 (2%)	12 (2%)	11 (3%)	3 (1%)	41 (2%)
Not Sure	13 (2%)	10 (1%)	6 (1%)	7 (2%)	36 (2%)
Total	704	711	415	312	2,142

Campaign Reach

Table VI.17. Recall Seeing Marijuana Advertising

Recall	Frequency (%)
No	471 (31%)
Yes	1,063 (69%)
Total	2,142

Note: Participants may be including advertising related to the *More About Marijuana* campaign or other campaigns, or other cannabis businesses.

Campaign Recognition

In the post-survey:

- 49% of respondent's report recalling the campaign message *"Marijuana is legal, know the laws."*
- 30% of respondents recall the campaign message, *"You can't use it in public or on federal land."*
- 39% of respondents recall the campaign message, *"You can have up to 1oz on you."*
- 37% of respondents recall the campaign message, *"You can grow up to 6 plants at home."*
- 28% of respondents recall the campaign message, *"Marijuana can affect brain development in kids."*
- 20% of respondents recall the campaign message, *"With edibles, start low and go slow."*
- 45% of respondents recall the campaign message, *"Talk to your kids about the risks of marijuana."*
- 4% recall the fake campaign message, *"Marijuana can be transported to another state where it is legal,"* which was included as untrue message to test measure reliability. [Table VI.18]
- When combined, 51% of survey respondents reported seeing at least one campaign message.
- 31% of participants indicated they had heard of the website "MoreAboutMJ.org." [Table VI.18]

Participants were also asked about where they saw campaign messages. Participants were most likely to report seeing advertising on the internet (38.2%) or on TV (38%). This is followed by social media (36%), highway billboards (35%), or on public transit (22%). [Table VI.18]

Table VI.18. Recognize Campaign Messages

Campaign Metrics	Measures Respondents Reporting Seeing Public Awareness Campaign [Frequency (%)]
Know the laws	1,243 (49%)
Federal land	456 (30%)
Can have 1oz	600 (39%)
Find dispensary	622 (41%)
Grow plants	570 (37%)
Brain development	436 (28%)
Edibles	310 (20%)
Talk about risks	687 (45%)
Can be transported	61 (4%)
None	51 (3%)
Image: Know the laws	1,243 (49%)
Image: Legal in MA	1,022 (41%)
Video 1: Legal in MA	666 (26%)
Video 2: Add to conversation	512 (20%)
Video 3: What you should know	470 (18%)
Image: Start low and go slow	509 (19.7%)
Image: Can't use in public	544 (21.4%)
Hear of website	805 (31.0%)
Image: More website	178 (6.6%)
+See on TV	1,044 (38.0%)
+See on social media	978 (35.6%)
+See on internet	1,050 (38.2%)
+See on public transit	716 (26.1%)
+See on highway billboards	956 (34.8%)

Note: ⁺variables report yes if respondents reported either seeing the varying ads regularly or occasionally

Knowledge and Attitude Changes

Old Enough to Use

Post-campaign survey respondents were associated with greater odds of reporting that individuals aged $21 \leq$ were old enough to try cannabis. Respondents who reported seeing either: (1) any public awareness campaign components, or the (2) two specific youth campaign components had greater associated odds of reporting that people are old enough to use cannabis at 21 compared to at 18. Odds were greater for those reporting age $21 \leq$ versus ages 18-20, although both results showed significance. [Table VI.19]

Table VI.19. Impact of Campaign and Time Effects of Age at Which Individuals Are Old Enough to Try or Use Marijuana

	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Reported $18 \leq$ to Try	1.33** (1.11-1.60)	1.38** (1.12-1.69)	1.36*** (1.15- 1.61)
Reported $21 \leq$ to Try	2.76*** (2.14-3.54)	2.90*** (2.11-3.97)	1.35*** (1.18-1.54)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures;

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e. “*Talk to your kids about the risks of marijuana*”);

^C Year refers to the year of data collection, pre-campaign (2018) and post-campaign (2019); and

* $p < 0.5$; ** $p < .01$; *** $p < .001$

Driving Behaviors

Post-campaign survey respondents were associated with greater odds of reporting that cannabis is either more dangerous or just as dangerous as driving after alcohol use.

Table VI.20. Impact of Campaign and Time Effects on Driving Behaviors

Driving Statements in comparison to driving after drinking alcohol	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Marijuana Is Less Dangerous	1.19 (0.94-1.51)	1.03 (0.79-1.33)	1.02 (0.87-1.20)
Marijuana Is More Dangerous	0.64 (0.27-1.50)	0.63 (0.30-1.32)	0.82 (0.47-1.42)
Marijuana Is Just as Dangerous	1.03 (0.33-1.27)	1.20 (0.96-1.50)	1.10 (0.83-1.29)
Marijuana is Either More or Just as Dangerous	0.84 (0.66-1.06)	0.97 (0.75-1.26)	1.25* (1.03-1.52)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures;

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e., “*Talk to your kids about the risks of marijuana*”);

^C Year refers to the year of data collection, pre-campaign (2018) and post-campaign (2019); and

*p<0.5; **p<.01; ***p<.001

Youth

Post-campaign survey respondents were associated with greater odds of reporting that cannabis risks are greater for youth. Respondents who reported seeing either: (1) any public awareness campaign components, or the (2) two specific youth campaign components had greater associated odds of reporting youth risk. Odds were greater for those reporting seeing the youth campaign components. [Table VI.21]

Table VI.21. Impact of Campaign and Time Effects on Youth Risks

	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Cannabis risks greater for youth	1.64*** (1.38-1.97)	2.11*** (1.71- 2.60)	1.46*** (1.244- 1.70)
Second-hand cannabis smoke as dangerous or more dangerous for youth	1.06 (0.88-1.27)	1.2 (0.98- 1.48)	1.13 (0.98- 1.31)
^D Have information needed to talk to child(ren)	1.13 (0.69-1.85)	1.42 (0.80-2.53)	1.04 (0.76- 1.41)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures;

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e. “*Talk to your kids about the risks of marijuana*”);

^C Year refers to the year of data collection, pre-campaign (2018) and post-campaign (2019);

^D Survey question: If you wanted to talk to your child about marijuana use, do you feel that you have the information and resources you need to have that conversation?; and

*p<0.5; **p<.01; ***p<.001

Cannabis Storage

Respondents who reported seeing the specific youth campaign components of the campaign had greater associated odds of reporting that *if they kept cannabis in their home, they would keep it in a locked storage area*. It is important to note that no other areas of storage were significant pre-to-post campaign. [Table VI.22]

Table VI.22. Impact of Campaign and Time Effects on Cannabis Storage

Where to Store Cannabis	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Locked area	1.19 (1.00-1.43)	1.28* (1.04-1.57)	0.86 (0.73-1.01)
Medicine cabinet	1.37* (1.06-1.77)	1.04 (0.80- 1.37)	1.01 (0.84-1.21)
Kitchen cabinet	1.3 (0.92- 1.83)	1.12 (0.78-1.60)	1.01 (0.84-1.21)
Bedside table	1.18 (0.92- 1.52)	1.03 (0.80-1.31)	1.13 (0.94-1.35)
Drawer	1.05 (0.84-1.32)	0.88 (0.71- 1.10)	1.11 (0.95-1.32)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures;

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e., “*Talk to your kids about the risks of marijuana*”);

^C Year refers to the year of data collection, pre-campaign (2018) and post-campaign (2019); and

*p<0.5; **p<.01; ***p<.001

Campaign Reach and Recognition

Media Reach

There was a total of 3,667,287 video views, 237,268 clicks, 761,564 pageviews, 605,328 sessions, and 362,113 users. See table below for media reach stratified by social media outlet and other digit display ads (i.e. all digital advertisements on non-social media websites). [Table VI.23] [Appendix 7 for additional information].

Table VI.23. Social Media Reach Data

	Face-book	Google Respons-ible Use	Google Parent	YouTube Responsible Use	YouTube Parent	Snapchat	Twitter	Digital Display Ads
Video Views	186,530	N/A	N/A	392,799	35,605	334,093	1,622,541	1,095,719
Total Clicks	9,858	489,73	26,944	1,430	315	125,409	20,358	3,981
Cost per Click	\$2.46	\$0.90	\$1.24	\$14.77	\$2.81	\$0.18	\$1.08	\$15.57
Cost per Completed View	\$0.46	N/A	N/A	\$0.05	\$0.02	\$0.31	\$0.24	\$0.06

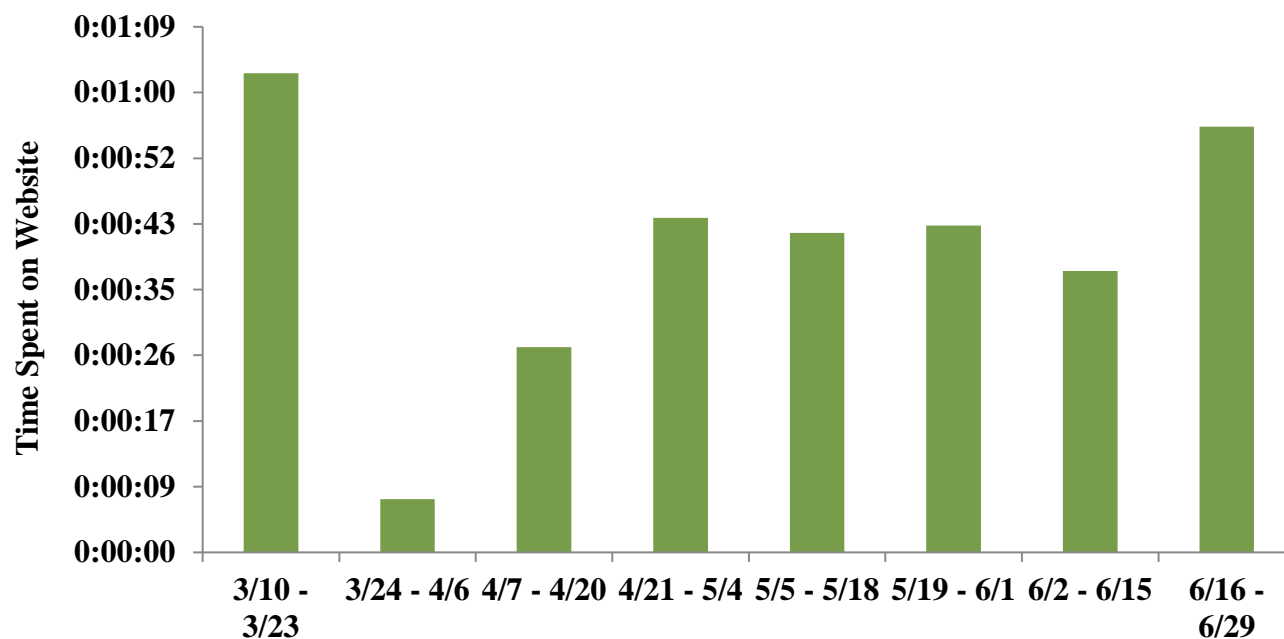
Paid media was the primary driver for website traffic.[Table VI.24] However, the initial website also gained significant traffic through search engine optimization from third-party websites and mass.gov's search engine.

Table VI.24. Website Statistics as of 6/30/19

Engagement	Total
Pageviews	761,564
Sessions	605,328
Users	362,113

The campaign’s initial website featured limited content and had significant system restrictions that contributed to lower than expected metrics. The resulting web metrics supported the decision to develop a new campaign website that meets constituent need, utilizes web-design best practices, and reflects the campaign’s branded design. [See Appendix 6 for additional data]

Chart VI.1. Average Time Spent on Website

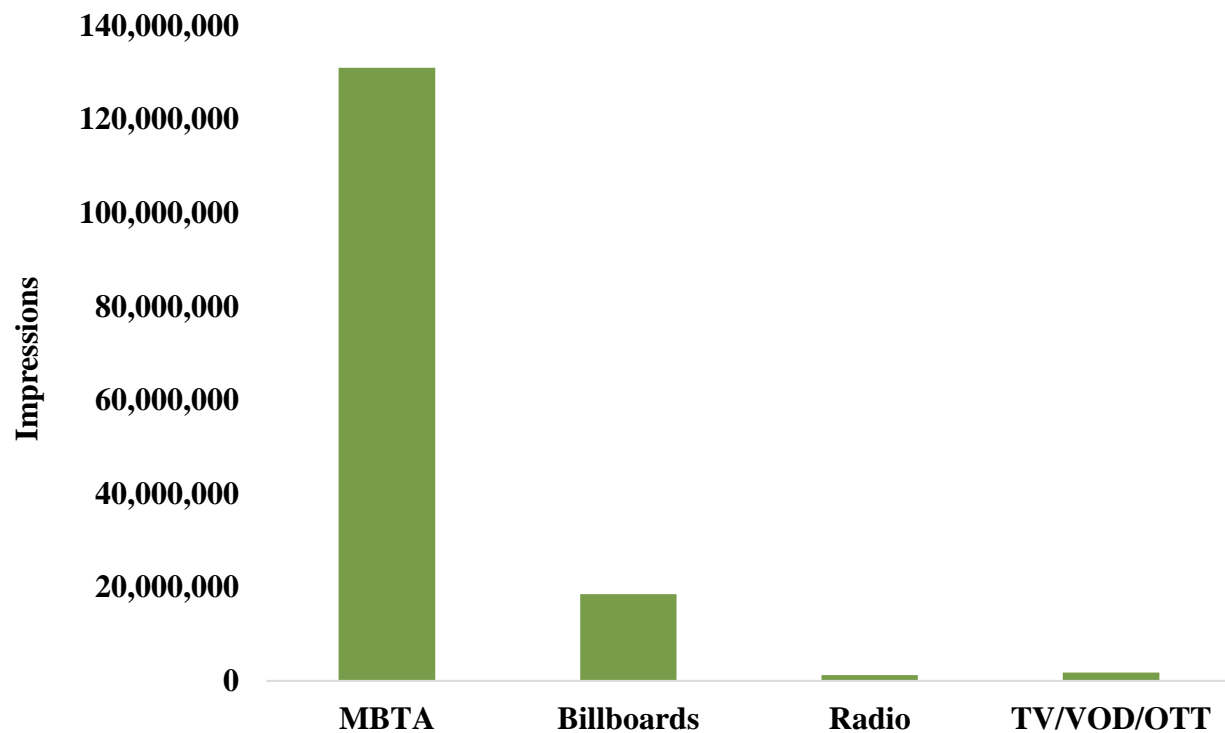


The campaign generated 152,578,522 out-of-home and television impressions. [Table VI.24]

The out-of-home tactics engaged public transit authorities, billboards, and broadcasters across Massachusetts. The majority of out-of-home impressions occurred via Massachusetts Bay Transportation Authority (MBTA) platforms. The MBTA reports that this public transport system serves nearly 200 cities and towns and over 1 million rides on the subway, bus, ferry, and Commuter Rail daily.

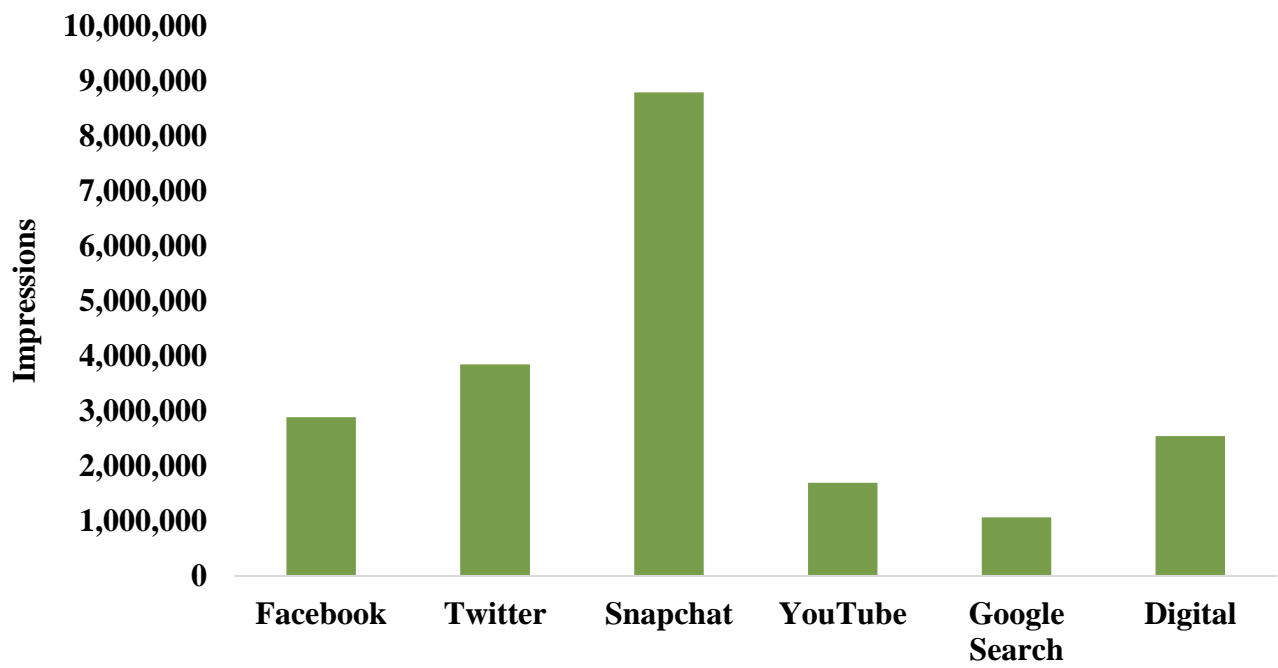
***Note:** A Snapchat pre-load function led to an artificial inflation of pageviews which resulted in decreased average time spent on website during the 3/24 – 4/6 reporting period. This means each time an ad was served, it registered as a pageview and session, and led to an artificial inflation of pageviews during 3/24 – 4/6 reporting period. This also resulted in decreasing the average time spent on website. The pre-load function was turned off during the next reporting session.

Chart VI.2. Out of Home and Television Impressions



The campaign's digital advertising budget was distributed across several social media and digital outlets to effectively reach the campaign's diverse target audiences. Heavy use of Snapchat allowed campaign messaging to effectively reach a key constituent for the responsible use campaign, young adults, 21+. The total social and digital impressions were 20,819,743. [Chart VI.3]

Chart VI.3. Social and Digital Impressions



VI. Considerations

Policy Considerations for the Commonwealth

Based on an assessment of the results of the campaign, the Commission sees value in continuing public education campaigns to promote responsible adult and medical use of marijuana. In Fiscal Year 2021, the Commission seeks to continue the public awareness campaign to ensure continued compliance with the respective laws, responsible consumption behavior, prevention of youth use, and awareness about the dangers of home manufacturing. The campaign's youth prevention and responsible-use messaging will continue to resonate with Massachusetts residents as new cohorts of young people enter high-risk age groups, geographic access to stores increase, and new consumers enter the legal market.

If continued funding is secured, new campaign content will be created and distributed to resolve key and concerning gap areas such as the dangers of home manufacturing, risks of cannabis consumption while breastfeeding, and the need to utilize effective youth prevention strategies (*e.g. parents' honest conversations with children*). Additionally, the campaign will create and distribute content that speaks directly to youth to positively effect behaviors among minors that do not have a parent or guardian that is willing to engage in prevention strategies.

Consideration 1: Continue the Public Awareness Campaign with a focus on youth (under 21-years old), (2) parents of youth, (3) adult consumers, (4) home growers and manufacturers, and (5) pregnant and breastfeeding women.

Consideration 2: Use campaign results assessing marijuana use behaviors to inform future campaign messaging, such as harm reduction.

Consideration 3: As part of building future campaigns, incorporate targeted knowledge assessment questions into any statewide pre/post survey to enable more comprehensive knowledge assessments.

Policy Considerations for Other States

Consideration 1: If possible, start public awareness campaign and data collection prior to policy enactment or align with enactment/implementation.

Consideration 2: Align survey measures with goals of public awareness campaign (*i.e. measures assessing changes in knowledge, etc.*).

Consideration 2: Conduct focus groups before population survey implementation so measures adequately address campaign goals.

Consideration 3: Over-sample cohorts of interest (*i.e. parents*) in pre-and-post surveys.

Consideration 4: Add measure on frequency of campaign views, which includes the “never” option.

Consideration 5: Fund public awareness campaigns in a manner that allows for content design and distribution prior to the opening of stores.



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VIII. Appendix

Appendix 1: Public Health Framework

There are inherent challenges to legalizing and regulating a formerly illicit substance.¹ Cannabis policy implementation and regulation requires careful consideration of potential public health effects with special attention to vulnerable cohorts, such as youth. Legalizing and regulating substances with dependence potential are often in juxtaposition to public health policy approaches since the minority of very heavy users (dependent users) account for the majority of consumption, which generates the greatest tax revenue² as evidenced by the tobacco and alcohol industries.³ However, states can actively implement evidence-based processes, including public awareness campaigns, to counter adverse public health outcomes.

The public health prevention model is an inclusive model targeting the overall health of the public rather than an individualized or small group prevention model. Nurse and Edmondson-Jones 2007 discuss the importance of a framework in public health delivery.⁵ Authors state that a framework assists in providing shape, structure, clarity of purpose, and direction for a combination of constructs to improve the health of a population, which includes a complex combination of skills, methods, relationships, and interactions.⁵ Public health frameworks work within varying systems that surround an individual and affect individuals' behaviors, aiming to impact behavior choices.⁵⁻⁸

A. Key Standards of Public Health⁵

The 10 key standards of public health:

- *Surveillance and assessment of the population's health and well-being;*
- *Promoting and protecting the population's health and well-being;*
- *Developing quality and risk management within an evaluative culture;*
- *Collaborative working for health;*
- *Developing health programs and services and reducing inequalities;*
- *Policy and strategy development and implementation;*
- *Working with and for communities;*
- *Strategic leadership for health;*
- *Research and development; and*
- *Ethically managing self, people, and others.*

Note: Highlighted in green are the standards of public health incorporated into Massachusetts's cannabis regulations and Public Awareness Campaign, *More About Marijuana*.

The Centers for Disease Control and Prevention (CDC), published a framework outlining critical elements, which includes:

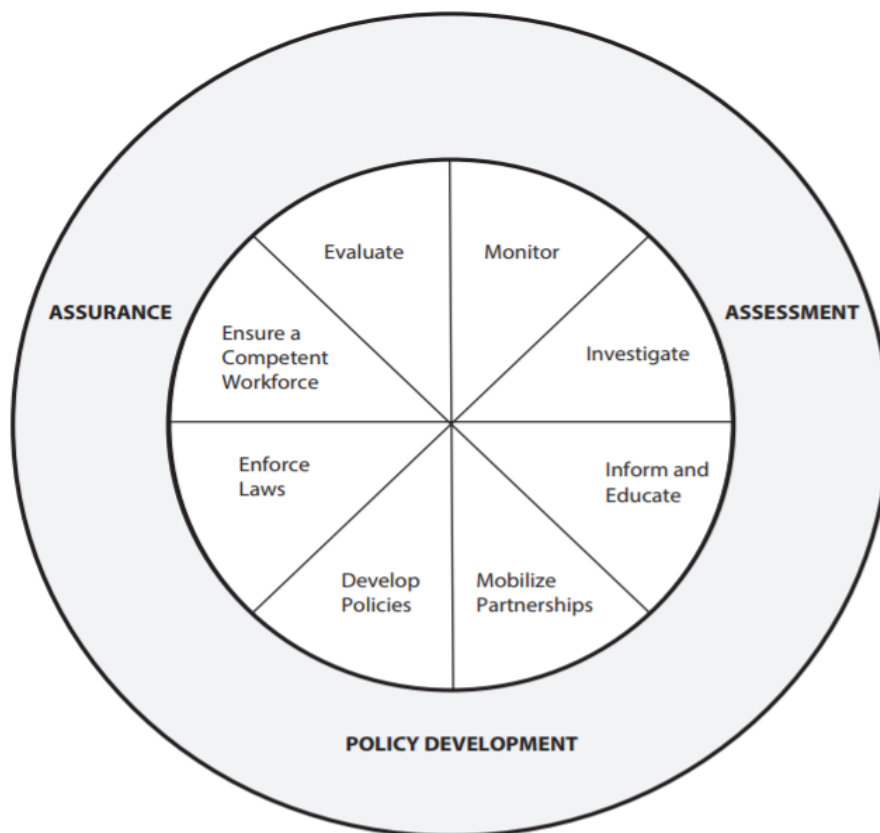
- Strong public health fundamentals;
- High-impact intervention; and
- Sound health policies.

B. This public health framework is routinely applied to public health and public safety issues. Strong public health fundamentals refers to identifying and investigating any potential public health issues, at both the local and state levels. High-impact interventions refers to a broad response or program that addresses the identified issue (*e.g. an evidence-based campaign to prevent youth cannabis use*). Lastly, sound health policies refer to implementing policies to prevent, detect, and control the identified issue (*e.g. collecting scientific data to support evidence-based policies, working with local state and local public health and public safety departments to both prevent, control, and respond to an issue*).⁹ [*See B Commonwealth of Massachusetts: Regulations and Public Health for Massachusetts specifics rules and regulations in a public health framework*]

C. Commonwealth of Massachusetts: Regulations and Public Health

In a recent article, Dr. Ghosh and colleagues at the Colorado Department of Public Health present a framework for cannabis legalization built on the core functions of public health, including: (1) Assessing health issues through monitoring and investigation (“Assessment”), (2) Developing policy through education and community partnerships (“Policy Development”), and (3) Providing assurance through enforcement, a competent workforce, and evaluation (“Assurance”).¹⁰ [See *Figure 1. Public Health Framework for Legalized Cannabis: Colorado Department of Public Health and Environment, 2015*]

Figure 1.1 Public Health Framework for Legalized Cannabis: Colorado Department of Public Health and Environment, 2016.



The following section outlines the processes the Commonwealth of Massachusetts has implemented regarding each domain under the public health framework for legalized cannabis developed by the Colorado Department of Public Health and Environment.

1) Assessment

In this framework, assessment refers to monitoring, investigating, and providing education around cannabis use and the health effects of use.

i. Research

In accordance with c.55 section 17 (a) and (b), the Commission is monitoring the following outcomes in the Commonwealth, which are direct or indirect health and public health outcomes: (1) Patterns of use; (2) Methods of consumption; (3) Sources of purchase; (4) General perceptions of marijuana; (5) Incidents of impaired driving; (6) Hospitalization and use of other health care services related to marijuana use; (7) Financial impacts on the state healthcare system of hospitalizations related to marijuana; (8) 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; (9) 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; (10) 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; (11) Incidents of discipline in schools, including suspensions or expulsions, resulting from marijuana use or possession of marijuana or marijuana products; and (12) 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.

ii. Public Awareness Campaign

The Commission has also created an evidence-based public awareness campaign targeted at a general audience and a campaign specific to parents. These campaigns aim educate the public about cannabis, including a discussion of health effects and its unique harms to youth. See [MoreAboutMJ.org](https://www.moreaboutmj.org) for campaign materials.

2) Policy Development

iii. Public Health in Policy/Regulations

In this framework, policy development refers to the development of policies and regulations to protect the public's health and safety.

As outlined in c.55 section 76, Massachusetts legislators ensured there were both public health and public safety advocates in the cannabis regulatory agency: *“There shall be a Massachusetts cannabis control commission which shall consist of 5 commissioners: 1 of whom shall be appointed by the governor and shall have a background in public health, mental health, substance use or toxicology: 1 of whom shall be appointed by the attorney general and shall have a background in public safety.”* Commissioners with a background in public health and public safety have been instrumental in regulating the nascent industry with focus on public health and safety.

3) Assurance

iv. Enforcement

In this framework, assurance refers to the enforcement of public health regulations, such as inspections to ensure products in the legal marketplace are free from contaminants, packaged in a child-resistant packaging, not diverted to minors, and properly labeled.

Massachusetts policymakers and regulators implemented varying public health assurance strategies as outlined in the Youth Report, Appendix VII: Public Health and Prevention. [https://mass-cannabis-control.com/wp-content/uploads/2019/09/A-Baseline-Review-and-Assessment-of-Cannabis-Use-and-Youth-Literature-Review-and-Preliminary-Data-in-MA_Sept19.pdf]

v. Ensure Competent Workforce

Under Cannabis Control Commission regulations, Massachusetts requires all Marijuana Establishment Agents to complete at least 8-hours of annual Responsible Vendor Training, which includes varying mandated topics such as: (1) Effects of cannabis on the human body; (2) Preventing diversion and sales to minors; (3) Seed-to-sale tracking compliance; and (4) Operating in accordance with state policies, regulations, and local rules.

1.3 Public Awareness Campaigns Literature Overview

A. Public Awareness Campaign

Public awareness and mass media campaigns are an important tool to increase knowledge and change behavior. Yet, effective campaigns are challenging to develop and implement, and studies of campaign effectiveness are infrequent.¹¹ Research shows campaigns with multiple interventions and well-tested messages, that reach the target audience frequently and consistently, coupled with access to any suggested intervention(s) are most successful.¹¹ Campaigns also tend to be more successful when policies and other external factors work towards the same goal.¹¹

B. Cannabis Public Awareness Campaign

There is little literature on the effectiveness of cannabis public awareness campaigns. We identified two studies that assess the effectiveness of a cannabis public awareness campaign.¹² Brooks-Russell et al. 2017 examined the Colorado campaign, “Good to Know” with a prospective cohort design and examined knowledge changes from before to after the campaign ran in one group of Colorado adults.¹² Approximately 28% of participants reported recalling the campaign.¹² Among participants with inaccurate knowledge before the campaign began, those who saw the campaign were more likely to have increased knowledge compared to those who did not see the campaign.¹² This finding was more pronounced among cannabis users compared to non-users.¹² In another study of the Colorado “Good to Know” campaign, Roppolo et al. 2019 examined knowledge differences between English-speaking and Spanish-speaking Latino respondents in the same adult cohort.¹³ Researchers found Spanish-speaking Latinos had more knowledge gaps than English-speaking Latinos and suggest campaigns should consider linguist diversity.¹³

Appendix 2: Focus Group Methodology

A. Focus Group Methodology

The campaign conducted eighteen 90-minute focus groups from May 7-18, 2018 in three disparate geographic locations in Massachusetts:

1. Boston, MA “Urban;”
2. Framingham, MA “Suburban;” and
3. Greenfield, MA “Rural.”

At each location, six specific groups were conducted, stratified by either: age and use status OR parental status and grade of child. Overall, the 206 focus group participants represented a mix of race/ethnicity, income, and education consistent with the state census data for the respective geographic regions.

Focus Group Cohort	Framingham (Suburban)	Boston (Urban)	Greenfield (Rural)	Total per Segment
Adults 21-39				6
“Users”	✓	✓	✓	3
“Intent to Use”	✓	✓	✓	3
Adults 40+				6
“Users”	✓	✓	✓	3
“Intent to Use”	✓	✓	✓	3
Parent Groups				6
MS Parents	✓	✓	✓	3
HS Parents	✓	✓	✓	3
Total per Region	6	6	6	18

B. Moderator Questions for Roundtable Discussion of Law Knowledge

Knowledge of the Law
Before tonight, you were aware that Massachusetts passed a law legalizing marijuana? a. What have you heard about the law?
What else do you currently know about the new law? a. Does this law legalize use for medical purposes or non-medical purposes? b. When does the law go into effect? c. What is the legal age of use? d. Where you can smoke it? Use it? e. How much you can have on your person? In your house? f. How to store it at home? g. Laws around growing?



h. Laws around driving after using marijuana?
Is there anything that did not come up in this discussion that you would specifically want to know about the law?
What terms/slang do people use when they talk about marijuana?
*What terms/slang have you heard your kids use to talk about marijuana?
What might you (or people in general) need to know or hear to think it is essential to learn about the new law?
* What would motivate you to learn more about the law?
* What prompts you to discuss about drugs and alcohol with your kids?
* Now that marijuana is about to be legal for adult use, does this change the conversations you are likely to have with your kids about drugs? Why or why not?
* What is challenging for you about having these conversations?
* Would you approach this conversation differently based on the gender of your child (girl or boy)? How about the age of your child?
* In your family, if this type of conversation was to take place, who is most likely to conduct it (i.e. mother, father, aunt, uncle, grandparent, older sibling)?
*[High School Parents Only] What type of conversation can you envision having with your high school child who has just gotten his/her license?
* What would motivate you to talk to your kids about marijuana?
* What information/supports would you like to assist you in having these conversations?
* Where you would be most likely to notice and/or be receptive to getting information about the new marijuana law in MA?

Note: Additional questions were asked about previous campaign concepts, and potential branding.

*Only asked in Parent focus groups

Appendix 3: Survey Batteries

A. Pre-Focus Group Survey Batteries

1) Parent

PARENT PRE-DISCUSSION GROUP QUESTIONS

Do not provide us with your name. These questions are anonymous and confidential.

During our focus group tonight, we will be discussing a new law that recently passed in MA that makes it legal for adults to use marijuana for recreational use.

1. Before tonight, were you aware that MA had recently passed a law that makes it legal for adults to use marijuana for recreational use?
☐ Yes ☐ No
2. When is the best time to begin to talk to your children about alcohol and other drugs? When your child is in...

<input type="checkbox"/> 3 rd grade or younger	<input type="checkbox"/> 6 th grade	<input type="checkbox"/> 10 th grade
<input type="checkbox"/> 4 th grade	<input type="checkbox"/> 7 th grade	<input type="checkbox"/> 11 th grade
<input type="checkbox"/> 5 th grade	<input type="checkbox"/> 8 th grade	<input type="checkbox"/> 12 th grade or older
	<input type="checkbox"/> 9 th grade	
3. How much more important is it to talk to your kids about the dangers of youth marijuana use now that marijuana use is legal for adults?
☐ More important ☐ Just as important ☐ Not sure
4. Which approach most describes how you talk to your child about alcohol and other drugs?
☐ Let your child initiate conversations about alcohol and other drugs
☐ Schedule a time to have a talk about alcohol and other drugs
☐ Make it a point to have ongoing conversations about alcohol and other drugs
☐ I am unlikely to have this type of conversation with my child
☐ Not sure

Please respond "true", "false", or "not sure" to the following statements:

5. "Youth who use marijuana regularly are more likely to have difficulty learning, memory issues, and lower math and reading scores."
☐ True ☐ False ☐ Not Sure
6. "Brain development is not complete until age 25. For the best chance to reach their full potential, youth should not use marijuana."
☐ True ☐ False ☐ Not Sure
7. Which of the following statements is true? (PLEASE ONLY SELECT ONE)
☐ Driving after using marijuana is less dangerous than driving after drinking alcohol
☐ Driving after using marijuana is more dangerous than driving after drinking alcohol
☐ Driving after using marijuana is just as dangerous as driving after alcohol
☐ Not sure

TURN OVER

8. Which of the following statements is true? (PLEASE ONLY SELECT ONE)

- ☐ The risks of using marijuana are the same for youth as they are for adults
☐ The risks of using marijuana are greater for youth than they are for adults
☐ The risks of using marijuana are greater for adults than they are for youth.
☐ Not sure

9. Have you ever used marijuana for recreational purposes?

- ☐ Yes ☐ No (Move to question #14)

10. When was the last time you had marijuana of any kind?

- ☐ Within the past 30 days ☐ More than a year ago
☐ Within the past 90 days ☐ Can't remember
☐ Within the past year

11. If you keep marijuana in your home, how do you store it? (check all that apply)

- ☐ In the medicine cabinet ☐ In a locked storage area
☐ In the kitchen ☐ Other (please specify) _____
☐ In a bedside table
☐ In a drawer

12. Once marijuana is legal for adults, how likely are you to use it more openly around your kids?

- ☐ Likely ☐ Not likely ☐ Not sure

13. As the state prepares to launch an awareness campaign about this new law to the public, what term would you rather them use? ONLY SELECT ONE.

- ☐ Marijuana OR ☐ Cannabis

14. Please rank where you would be most likely to notice and/or be receptive to getting information about the new marijuana law in MA. Rank 1-7, with 1 being where you would be most likely and 7 representing where you are least likely.

- ___ TV ads ___ Online ads ___ Radio ads
___ Ads online or on social media ___ Community locations where you currently spend time
___ Health-care centers, clinics, and hospitals ___ Places where marijuana is being sold (i.e., dispensaries)

Thank you for answering these survey questions. Your answers are completely anonymous and confidential.



2) Adult

ADULT PRE-DISCUSSION GROUP QUESTIONS

Do not provide us with your name. These questions are anonymous and confidential.

During our focus group tonight, we will be discussing a new law that recently passed in MA that makes it legal for adults to use marijuana for recreational use.

1. Before tonight, were you aware that MA had recently passed a law that makes it legal for adults to use marijuana for recreational use?
☐ Yes ☐ No
2. What terms (or slang) are you aware of for marijuana? (Check all that apply).
☐ Weed ☐ Cannabis
☐ Hash ☐ Dab
☐ Reefer ☐ Other (specify): _____
☐ Pot
3. Have you ever used marijuana for recreational purposes?
☐ Yes (move to question #5) ☐ No (move to question #4)
4. Once marijuana becomes legal, do you think you will try it?
☐ Yes (move to question #8) ☐ Don't know (move to question #8)
☐ No (move to question #8)
5. When was the last time you had marijuana of any kind?
☐ Within the past 30 days ☐ More than a year ago
☐ Within the past 90 days ☐ Can't remember
☐ Within the past year
6. How are you most likely to use marijuana?
☐ Smoking ☐ Through an edible
☐ Vaping ☐ Other (please specify) _____

TURN OVER

7. Once marijuana becomes legal for adults, are there "other" forms of marijuana you intend to try (check all that apply)?

- ☐ Smoking ☐ Through an edible
☐ Vaping ☐ Other (please specify) _____

8. Which of the following statements is true?

- ☐ Driving after using marijuana is less dangerous than driving after drinking alcohol
☐ Driving after using marijuana is more dangerous than driving after drinking alcohol
☐ Driving after using marijuana is just as dangerous as driving after alcohol
☐ Not sure

9. Which of the following statements is true?

- ☐ The risks of using marijuana are the same for youth as they are for adults
☐ The risks of using marijuana are greater for youth than they are for adults
☐ The risks of using marijuana are greater for adults than they are for youth.
☐ Not sure.

10. As the state prepares to launch an education campaign about this new law to the public, what term would you rather them use? ONLY SELECT ONE.

- ☐ Marijuana OR ☐ Cannabis

11. Please rank where you would be most likely to notice and/or be receptive to getting information about the new marijuana law in MA. Rank 1-6, with 1 being where you would be most likely and 6 representing where you are least likely.

- ___ TV ads
___ Radio ads
___ Online ads or social media
___ Community locations where you currently spend time
___ Health-care centers, clinics, and hospitals
___ Places where marijuana is being sold (i.e., dispensaries)

Thank you very much for answering these survey questions. Your answers are completely anonymous and confidential.



B. Representative Surveys

1) Pre-Implementation Representative Survey Battery

MA MARIJUANA PRE-CAMPAIGN SURVEY

Survey Intro

Our questions today are about the legalization of recreational marijuana in Massachusetts.

= = =

1. Marijuana today comes in many forms – it can be infused in food or beverages, its oil can be consumed in capsules, and it can be smoked or vaporized. Do you know anyone who uses marijuana?
Yes
No
Not sure
2. When was the last time you had marijuana of any kind?
Today [record as current user]
Within the past week [record as current user]
Within the past month [record as current user]
Within the past year [record as current user]
Longer ago than that [not current user]
Never [never used]
Not sure
3. The last time that you used marijuana, was it ...?
For treatment of a medical condition with a doctor's prescription [label as medicinal user]
To help with anxiety or stress, but without a doctor's prescription [continue]
Or, just to enjoy [continue]
Not sure
4. [ask only of current users]
How do you most often ingest your marijuana?
Smoking
Vaping
Through an edible
Tinctures
Not sure
5. Which one of the following statements is true?
18. When a mother is breastfeeding, is it safe for her to use marijuana?
Yes
No
Not sure
19. If a breastfeeding mother uses marijuana, is it possible this could have a long-term impact on her child's ability to learn?
Yes
No
Not sure
20. [ask of parents]
When is the right time to begin to talk to your children about drugs and alcohol? When your child is in ...
3rd grade or younger
4th grade
5th grade
6th grade
7th grade
8th grade
9th grade
10th grade
11th grade
12th grade or older
21. What approach is most effective?
Let your child initiate conversations about alcohol and other drugs
Schedule a time to have a talk about alcohol and other drugs with your child
Make it a point to have ongoing conversations about alcohol and other drugs with your child
Not sure
22. Think about your oldest child. How many conversations have you had with him or her about using alcohol and other drugs?
0
1
2
3
4 or more

Driving after using marijuana is less dangerous than driving after drinking alcohol?
Driving after using marijuana is more dangerous than driving after drinking alcohol?
Driving after using marijuana is just as dangerous as driving after drinking alcohol?
Not sure

6. If you were to keep marijuana in your home, where might you store it? Check all that apply ...
In the medicine cabinet
In the kitchen
In a bedside table
In a drawer
In a locked storage area
None of the above
Not sure
13. Do any children live in your home who are age 5 or younger?
Yes [flag as possible breastfeeding HH]
No
Not sure
14. Do any children live in your home who attend elementary school?
Yes [label as elementary school HH]
No
Not sure
15. Do any children live in your home who attend middle school?
Yes [label as middle-school HH]
No
Not sure
16. Do any children live in your home who attend high school?
Yes [label as high-school HH]
No
Not sure
17. [ask only if child under age 5 lives in HH]
Are you currently breastfeeding a child at home?
Yes [label as breastfeeding HH]
No [skip to Q20]
Not sure
23. If you wanted to talk to your child about marijuana use, do you feel that you have the information and resources you need to have that conversation?
Yes
No
Not sure
24. At what age are individuals old enough to try or use marijuana?
Age 13 or younger
Age 14
Age 15
Age 16
Age 17
Age 18
Age 19
Age 20
Age 21 or older
Not sure
25. [pre-campaign intro sentence]
The recreational use of marijuana for adults will become legal in Massachusetts on July 1.

How important is it for you to find out about this new law?
Very important
Important
Unimportant
Very unimportant
Not sure
26. If you had a question about this new law, would you know where to go to find information?
Yes
No
Not sure
27. If the state of Massachusetts had a website with information about how marijuana laws are changing in the state, how likely would you be to visit the site?
Very likely
Likely



- Unlikely
Very unlikely
Not sure
28. What grade would you give the state of Massachusetts so far at educating **adults** about the legalization of marijuana (or marijuana in general)?
A
B
C
D
F
Not sure
29. What grade would you give the state of Massachusetts so far at educating parents of **youth** about the legalization of marijuana (or marijuana in general)?
A
B
C
D
F
Not sure
30. In your opinion ...

Is marijuana generally ... ?
Good for your health
Bad for your health
Sometimes good, sometimes bad
Not sure.
31. Regardless of whether marijuana is legal in Massachusetts or illegal, are you comfortable or uncomfortable if someone around you uses marijuana?
Comfortable
Uncomfortable
Not sure
32. Which is true ... ?
The benefits and risks of using marijuana are the same for youth as they are for adults.
The risks of using marijuana are greater for youth than they are for adults.
The risks of using marijuana are greater for adults than they are for youth.
39. Is 2nd-hand smoke from marijuana ... ?
Just as dangerous as 2nd-hand smoke from a traditional cigarette
Less dangerous than 2nd-hand smoke from a traditional cigarette
More dangerous than 2nd-hand smoke from a traditional cigarette
Not sure.
40. [ask only of women age 45 or younger]
Are you pregnant now or do you have plans to become pregnant in the next year?
Yes
No
Not sure
41. If a woman uses marijuana while pregnant, does the marijuana in your system pass to the unborn child?
Yes
No
Not sure
42. [look back: ask only of mothers who are breastfeeding]
If a woman uses marijuana while breastfeeding, can it be shared with her child through her breast milk?
Yes
No
Not sure
43. Which county do you live in?
Barnstable
Berkshire
Bristol
Dukes
Essex
Franklin
Hampden
Hampshire
Middlesex
Nantucket
Norfolk
Plymouth
Suffolk
Worcester

Not sure.

DEMOGRAPHIC QUESTIONS: ASK OF ALL RESPONDENTS, INCLUDING NON-USERS & MEDICINAL USERS

33. Do you identify as ...
A man
A woman
In some other way
34. How old are you?
35. Do you identify as ...
Latino / Hispanic / Mexican
Black / African American
White
Asian American
Mixed race
Some other origin
36. How far have you gotten in school?
Some high school
High school diploma
Some college
4-year college degree
Post-graduate degree
37. What is the total annual income from everyone in your household?
Less than \$40,000
\$40,000 to \$80,000
\$80,000 to \$120,000
More than \$120,000
38. [look back: ask only if respondent has a child]
How much do you worry about 2nd-hand tobacco smoke making one of your children sick?
A lot
A little
Not at all



2) Post-Implementation Representative Survey Battery

MA MARIJUANA POST-CAMPAIGN SURVEY

1. Marijuana today comes in many forms – it can be infused in food or beverages, its oil can be consumed in capsules, and it can be smoked or vaporized. Do you know anyone who uses marijuana?
Yes
No
Not sure
2. When was the last time you had marijuana of any kind?
Today [record as current user]
Within the past week [record as current user]
Within the past month [record as current user]
Within the past year [record as current user]
Longer ago than that [not current user, skip to Q5]
Never [never used, skip to Q5]
Not sure [skip to Q5]
3. [ask only of current users]
The last time that you used marijuana, was it ...?
For treatment of a medical condition with a doctor's prescription [label as medicinal user, skip to demos]
To help with anxiety or stress, but without a doctor's prescription [continue]
Or, just to enjoy [continue]
Not sure
4. [ask only of current users]
How do you most often ingest your marijuana?
Smoking
Vaping
Through an edible
Tinctures
Not sure
5. Which one of the following statements is true?
Driving after using marijuana is less dangerous than driving after drinking alcohol?
Driving after using marijuana is more dangerous than driving after drinking alcohol?
Driving after using marijuana is just as dangerous as driving after drinking alcohol?
Not sure

3rd grade or younger
4th – 6th grade
7th – 8th grade
9th – 12th grade
22. What approach is most effective?
Let your child initiate conversations about alcohol and other drugs
Schedule a time to have a talk about alcohol and other drugs with your child
Make it a point to have ongoing conversations about alcohol and other drugs with your child
Not sure
23. Think about your oldest child. How many conversations have you had with him or her about using alcohol and other drugs?
0
1
2
3
4 or more
24. If you wanted to talk to your child about marijuana use, do you feel that you have the information and resources you need to have that conversation?
Yes
No
Not sure
25. At what age are individuals old enough to try or use marijuana?
Age 13 or younger
Age 14-17
Age 18-20
Age 21 or older
Not sure
26. The recreational use of marijuana for adults became legal in Massachusetts last July. How important is it for you to find out about the law that made the recreational use of marijuana for adults legal?

Very important
Important
6. If you were to keep marijuana in your home, where might you store it? Check all that apply ...
In the medicine cabinet
In the kitchen
In a bedside table
In a drawer
In a locked storage area
None of the above
Not sure
7. In the kitchen
8. In a bedside table
9. In a drawer
10. In a locked storage area
11. None of the above
12. Not sure
13. Are there children who live in your home who ... ? [check all that apply]
Are age 5 or younger
Are in elementary school
Are in middle school
Are in high school
None of the above
14. Are in elementary school
15. Are in middle school
16. Are in high school
17. None of the above
18. [ask only if child age 5 or younger lives in HH]
Which best describes you?
My child uses baby formula
My child is breastfeeding
Sometimes my child uses formula, sometimes my child breastfeeds
My child is on solid foods.
Not sure
19. When a mother is breastfeeding, is it safe for her to use marijuana?
Yes
No
Not sure
20. If a breastfeeding mother uses marijuana, is it possible this could have a long-term impact on her child's ability to learn?
Yes
No
Not sure
21. [ask of parents]
When is the right time to begin to talk to your children about drugs and alcohol? When your child is in ...

Unimportant
Very unimportant
Not sure
27. If you had a question about this law, would you know where to go to find information?
Yes
No
Not sure
28. What grade would you give the state of Massachusetts so far at educating **adults** about marijuana?
A
B
C
D
F
Not sure
29. What grade would you give the state of Massachusetts so far at educating parents of **youth** about marijuana?
A
B
C
D
F
Not sure
30. In your opinion ...
Is marijuana generally ... ?
Good for your health
Bad for your health
Sometimes good, sometimes bad
Not sure.
31. Regardless of whether marijuana is legal in Massachusetts or illegal, are you comfortable or uncomfortable if someone around you uses marijuana?
Comfortable



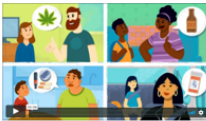
- Uncomfortable
Not sure
32. Which is true ... ?
The benefits and risks of using marijuana are the same for youth as they are for adults.
The risks of using marijuana are greater for youth than they are for adults.
The risks of using marijuana are greater for adults than they are for youth.
Not sure.
33. Compared to before marijuana was legalized, is the use of marijuana in public now ... ?
More socially acceptable than before
Less socially acceptable than before
The same as before
Not sure
34. Since adult-use marijuana became legal in Massachusetts, have you, personally, begun to use marijuana ... ?
More frequently
Less frequently
No change in my use
Not sure.
35. In the past 6 months, have you seen any advertising about marijuana in Massachusetts?
Yes
No
No Sure

[asked only of those who answer "yes" to "recall seeing advertising"]
Which of the following messages do you recall? [Check all that apply][answer choices will be randomized]

36. Marijuana is legal. Know the laws.
37. You can't use it in public or on federal land
38. You can have up to 1 oz on you
39. Find a dispensary near you [False answer]
40. You can grow up to 6 plants at home
41. Marijuana can affect brain development in kids
42. With edibles, start low and go slow.

No
Not sure

48. In the past 3 months, have you seen this?



Yes
No
Not sure

49. In the past 3 months, have you seen this?



Yes
No
Not sure

50. Over the past 3 months, have you seen this?

43. Talk to you kids about the risks of marijuana
44. Marijuana can be transported to another state where it is legal [False answer]
45. In the past 3 months, have you seen this?



Yes
No
Not Sure

46. In the past 3 months, have you seen this?



Yes
No
Not Sure

47. In the past 3 months, have you seen this?



Yes



Yes
No
Not sure

51. Over the past 3 months, have you seen this?



Yes
No
Not sure

52. Have you heard of the website **MoreAboutMJ.org**?

Yes
No
Not sure

53. Have you ever visited this website **MoreAboutMJ.org**?

Note: Demographic data questions not shown and were the same demographic questions include in pre-survey battery above.

Appendix 4: Budget

The total media budget for the responsible use campaign was \$1,211,637. The media budget for the parent campaign was \$471,977.

Figure 4.1: Responsible Use Media Budget Breakdown

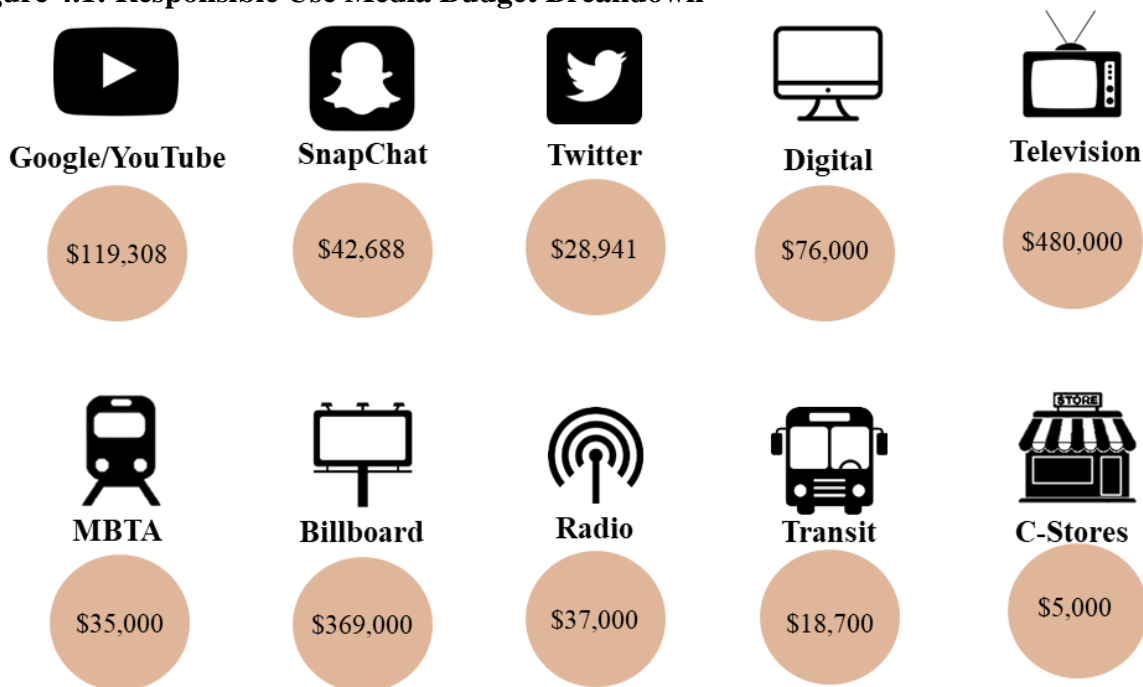
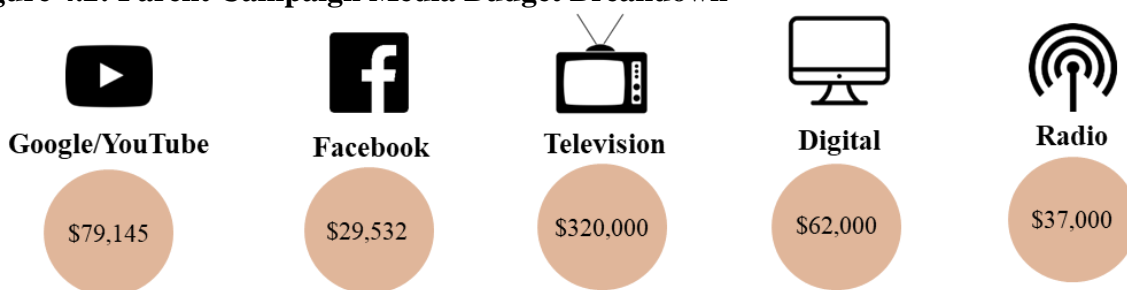
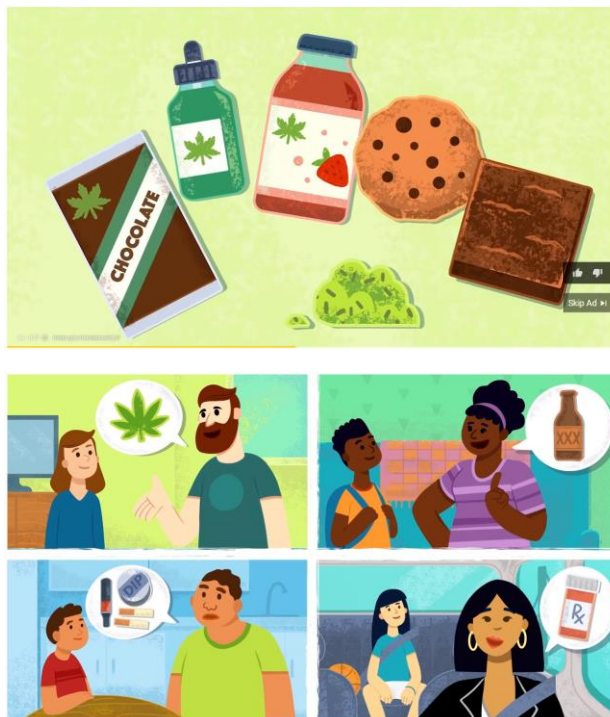


Figure 4.2: Parent Campaign Media Budget Breakdown



Appendix 5: Sample Creative from *More About Marijuana* campaign

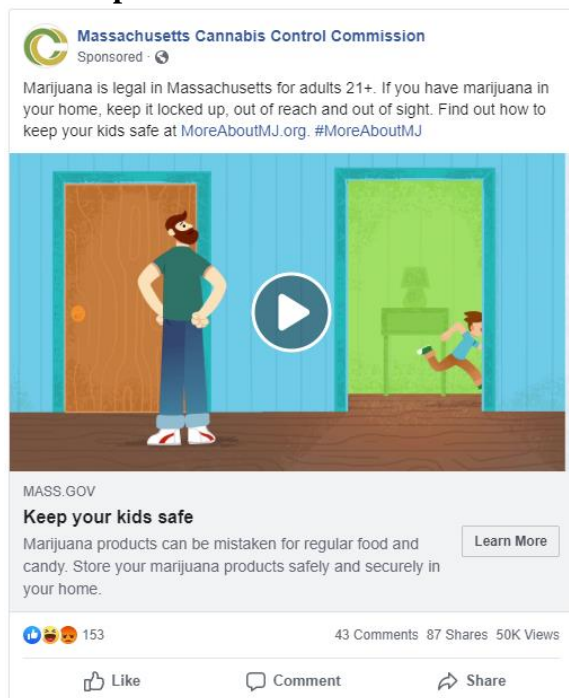
5.1 Sample still shots from videos:



5.2 Sample Snapchat advertisement:



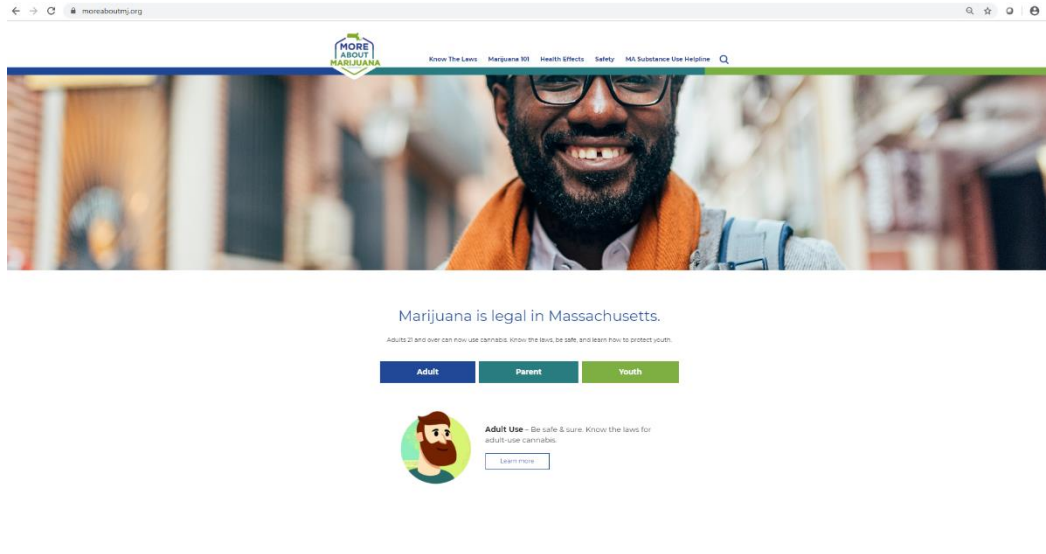
5.3 Sample Facebook advertisement:



5.4 Sample Twitter post:



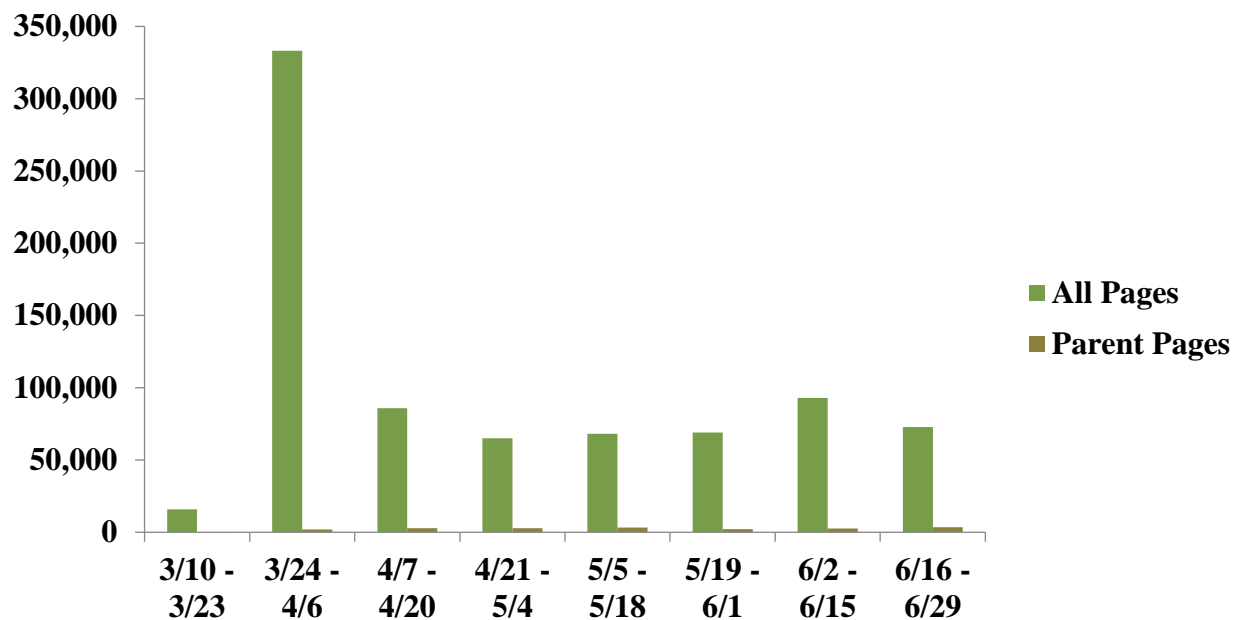
5.5 New MoreAboutMJ.org Website homepage:



Note: New website launched on July 18, 2019

Appendix 6: Supplemental Website Data

Table 6.1 Website pageviews (N=761,564)



***Note:** Snapchat pre-load function led to an artificial inflation of pageviews during 3/24 – 4/6 reporting period.

Table 6.2 Website Users (N=362,113)

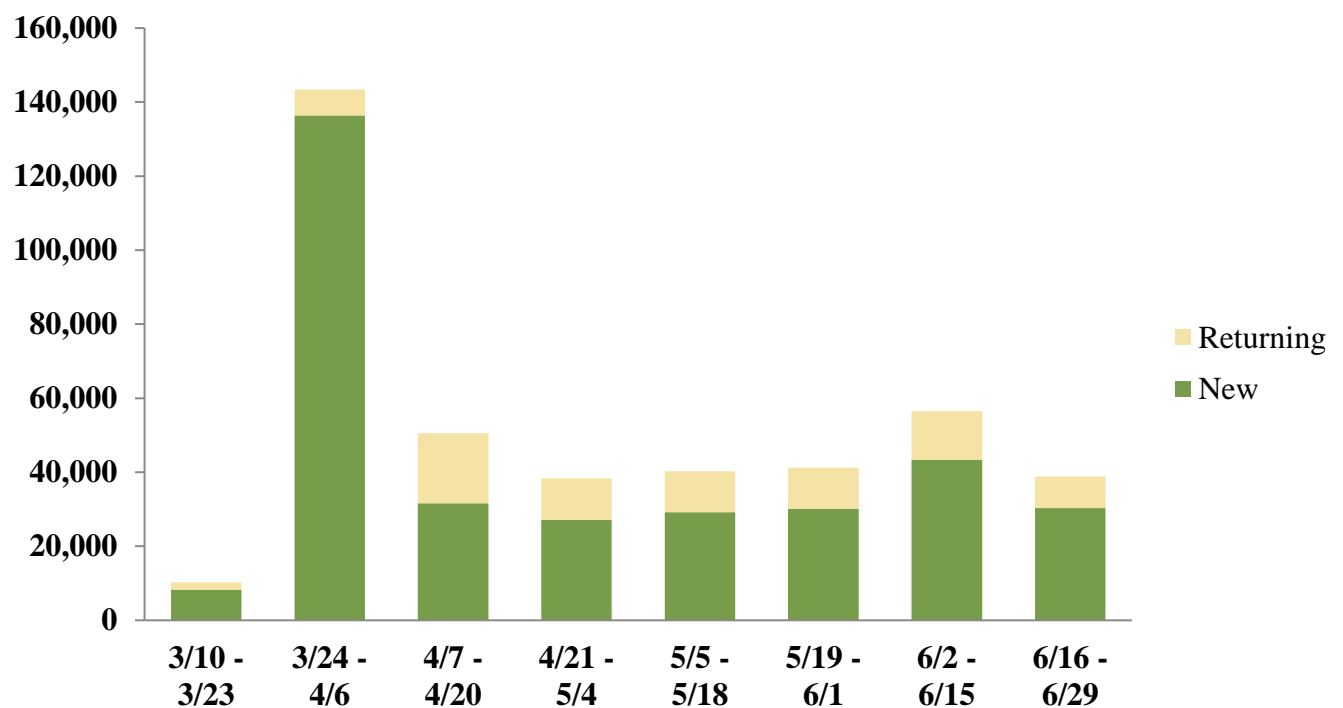


Table 6.3 Average Website Session Duration

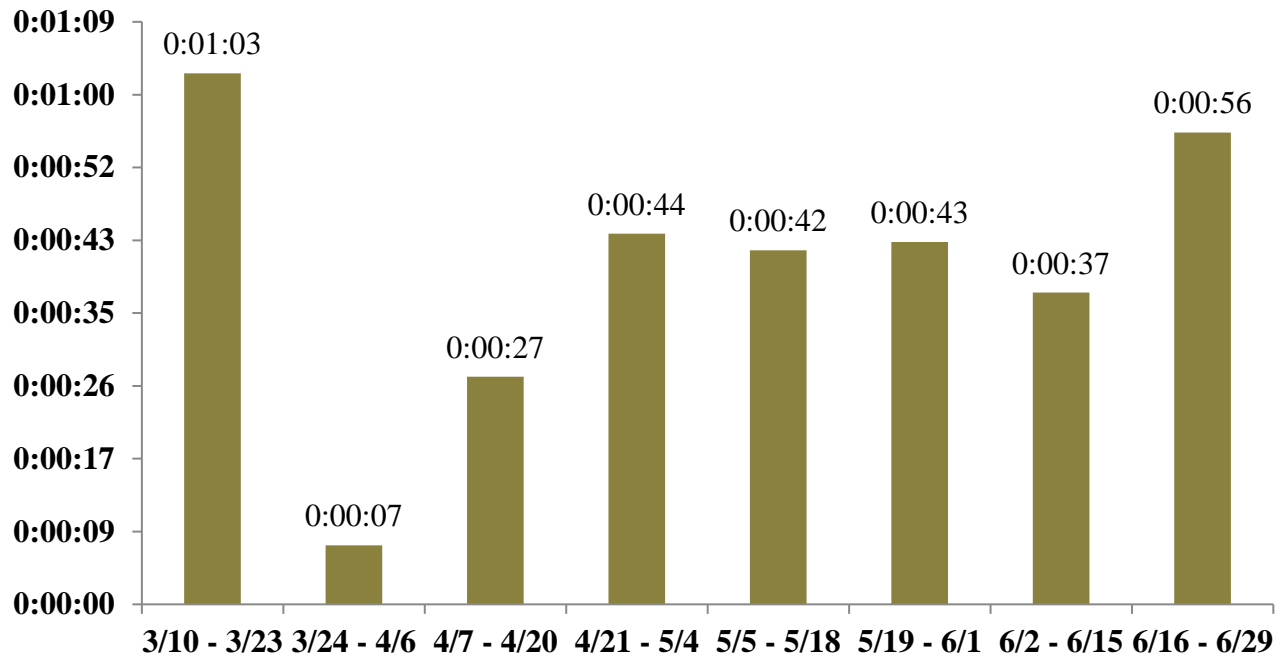


Chart 6.1 Website Devise Usage

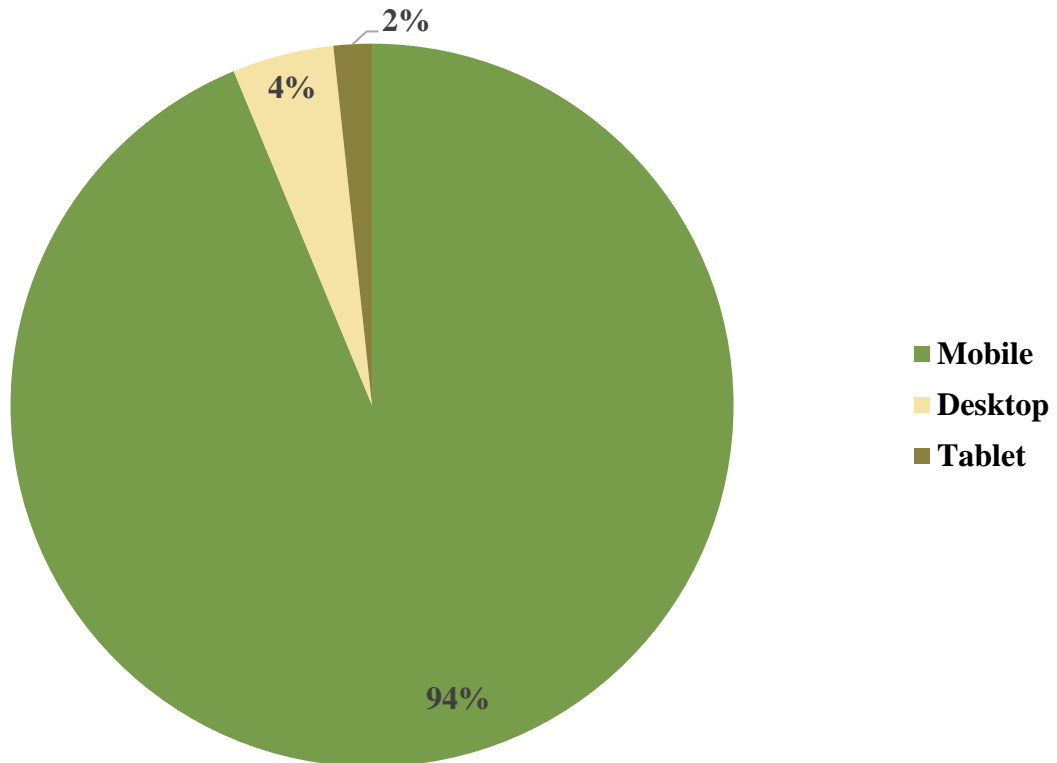


Chart 6.2 Website traffic pre-campaign and campaign averages

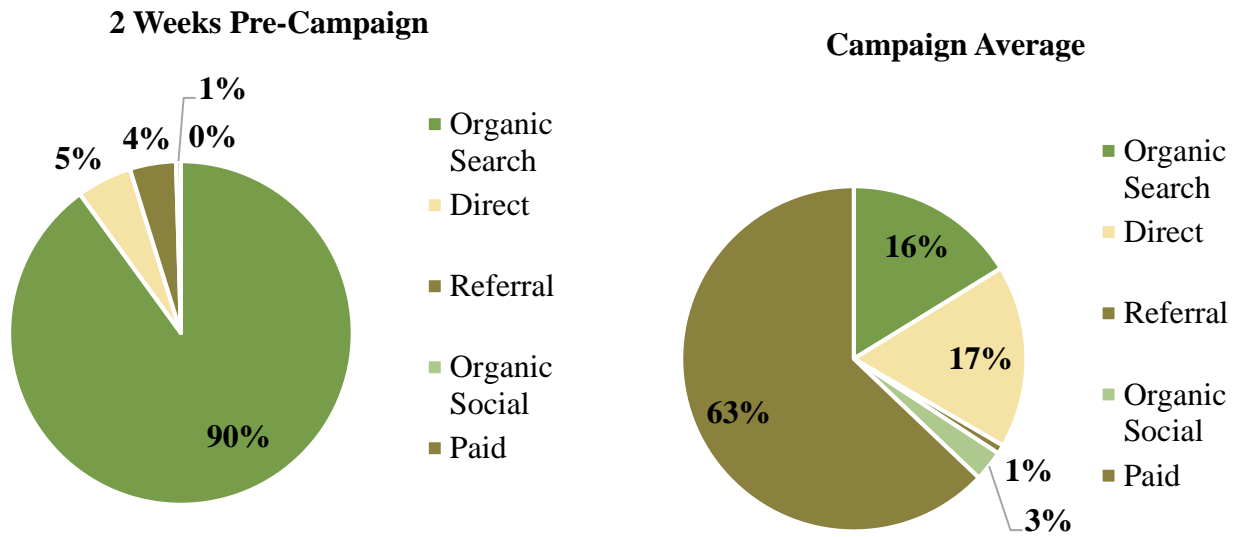
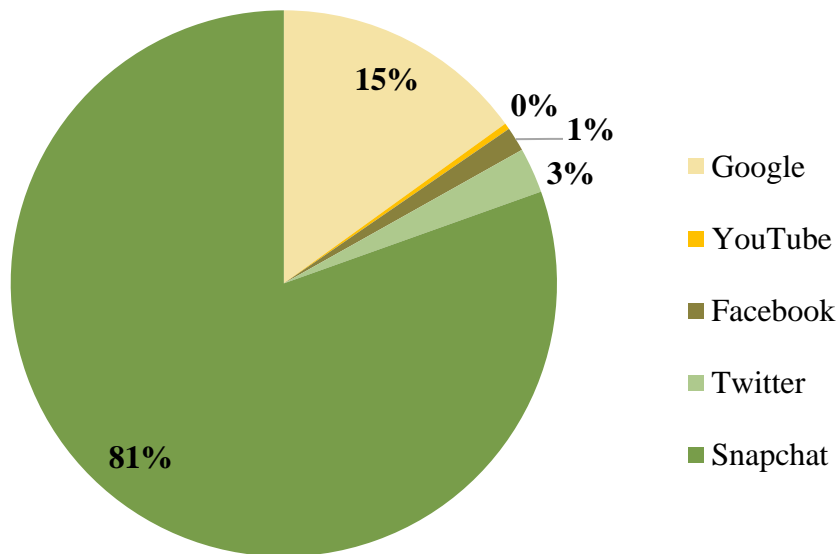


Chart 6.3 Website Sessions from Paid Social Campaigns



Appendix 7: Supplemental Social Media Data

Table 7.1 Google Ad Clicks by Sub-campaign

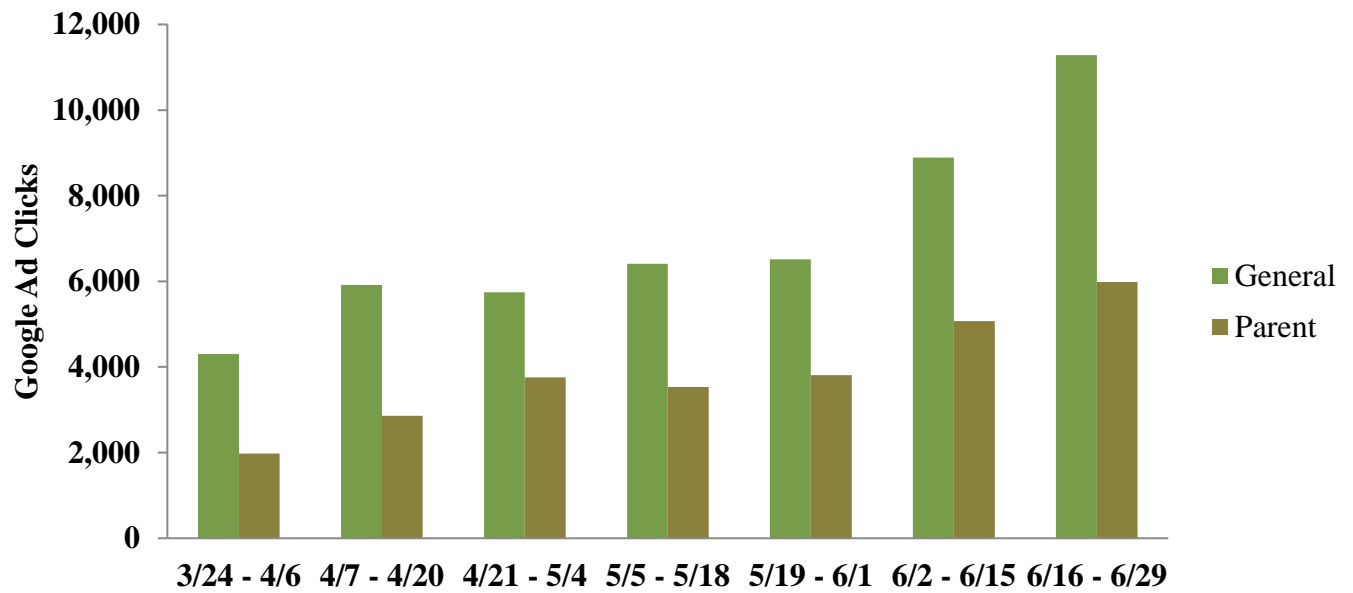


Table 7.2 Google Ad Click Through Rate by Sub-campaign

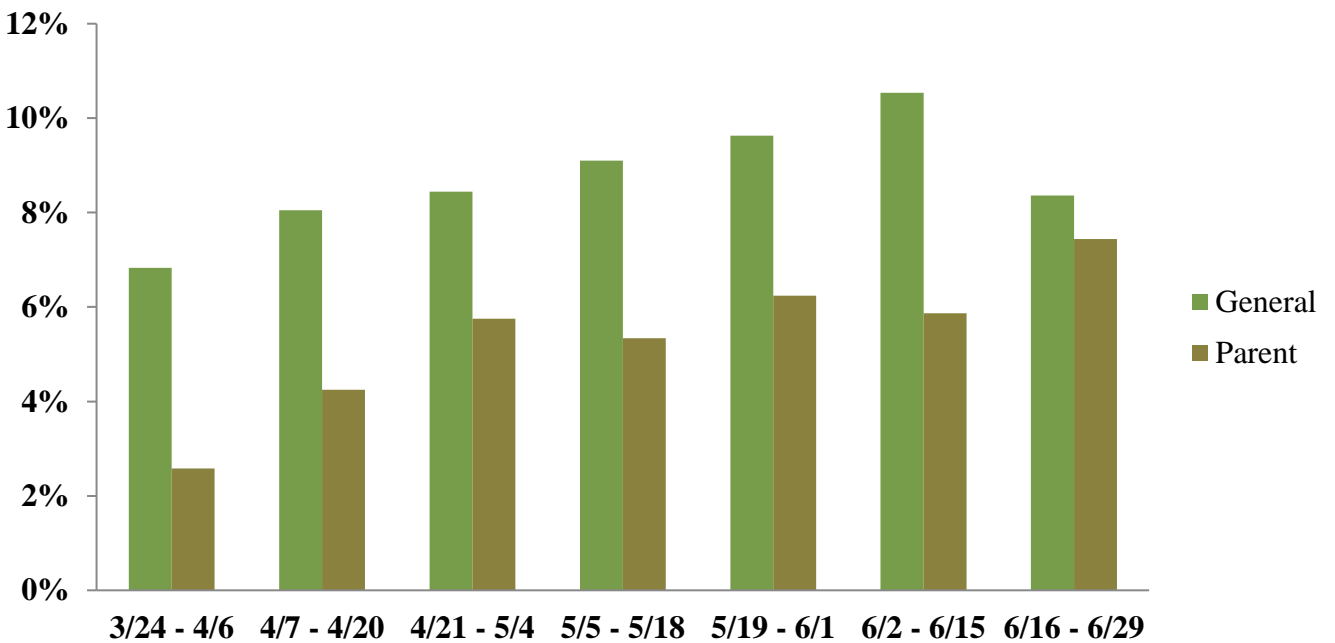
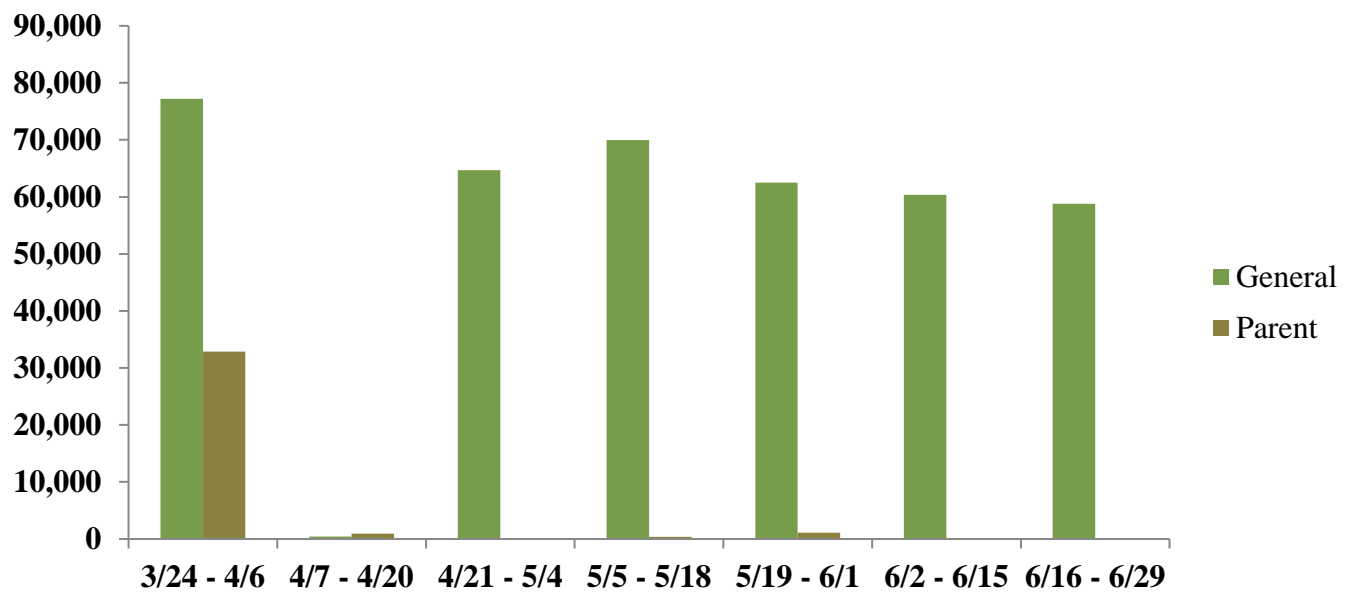


Table 7.3 YouTube Views by Sub-campaign



Note: 5/5/19: Relaunched YouTube Parent campaign with new bid strategy. 6/2/19: Ended parent campaign and added videos to general campaign to boost performance.

Table 7.3 Facebook Parent Campaign Ad Clicks

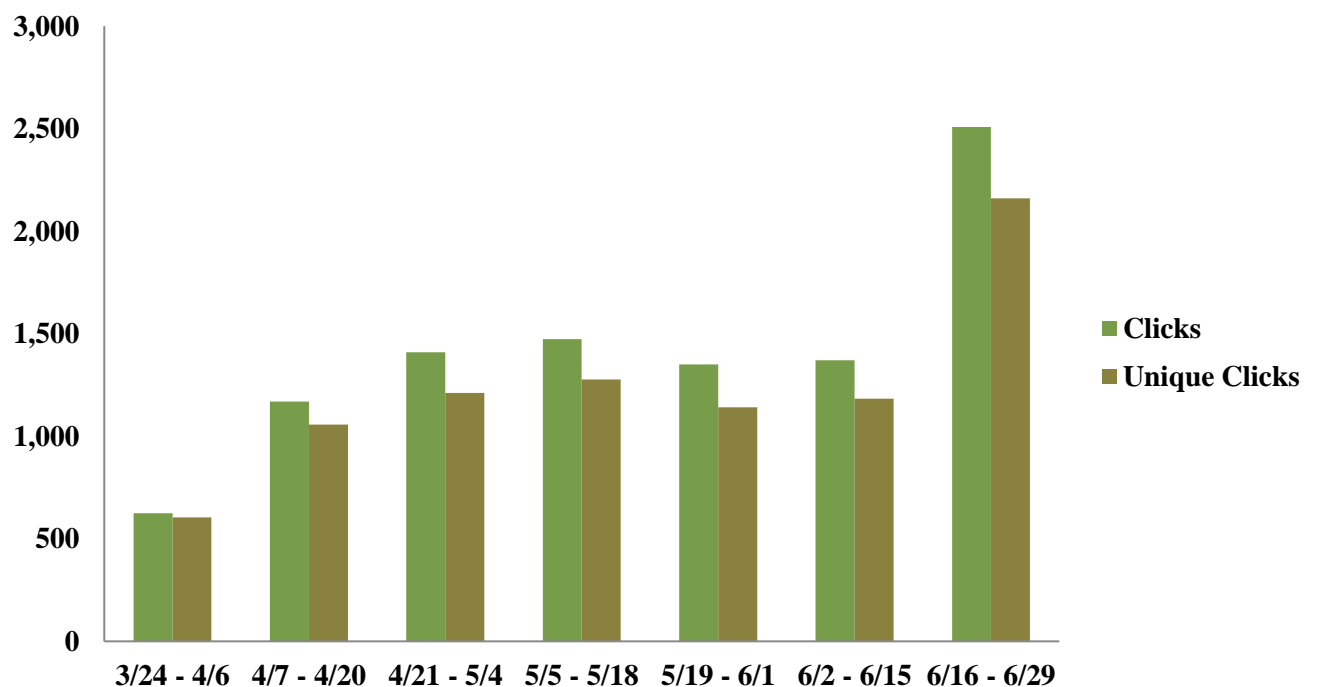


Table 7.4 Facebook Parent Campaign Ad Click Through Rate (CTR)

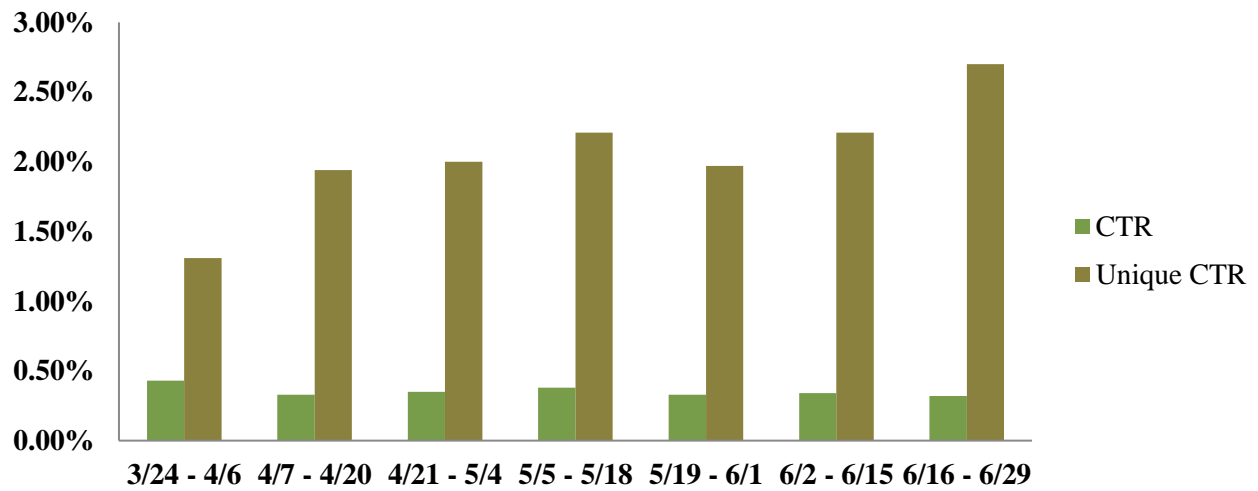


Table 7.4 Facebook Parent Campaign Ad Engagement

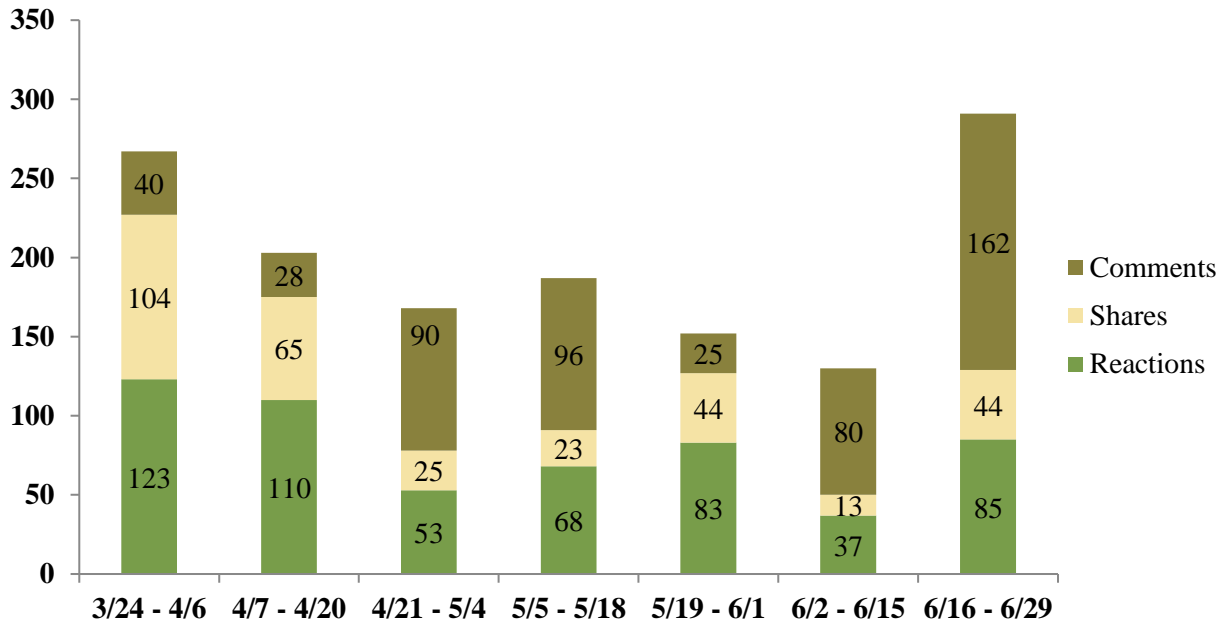


Table 7.5 Snapchat General Campaign Ad Completions

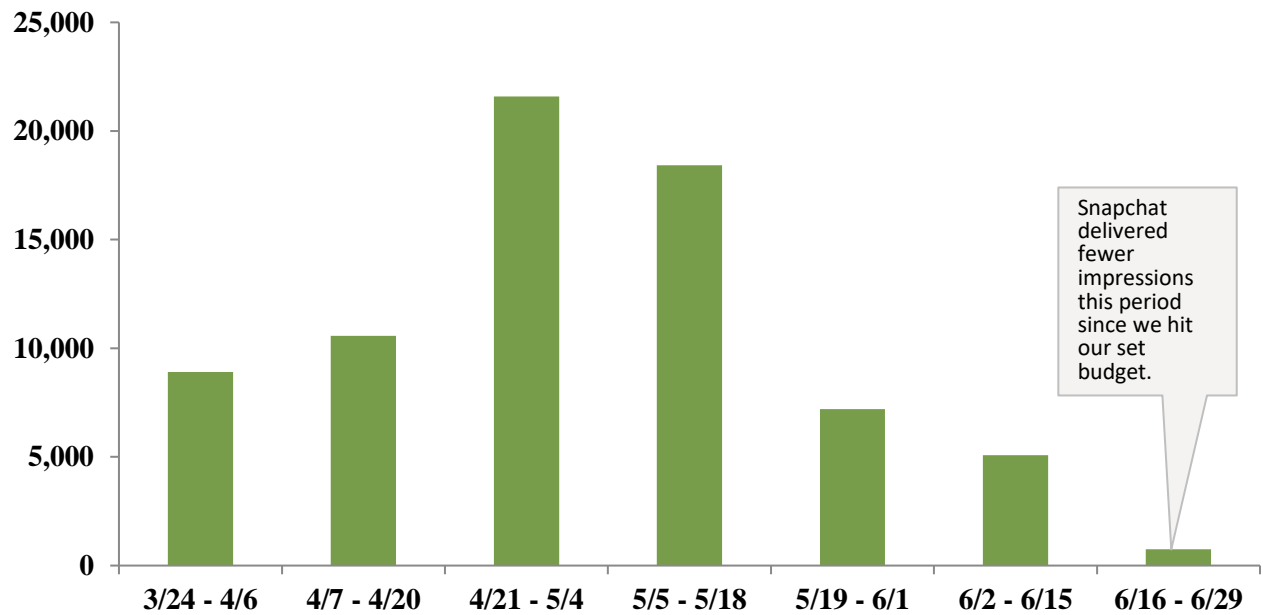


Table 7.6 Snapchat General Campaign Ad Completions Rate

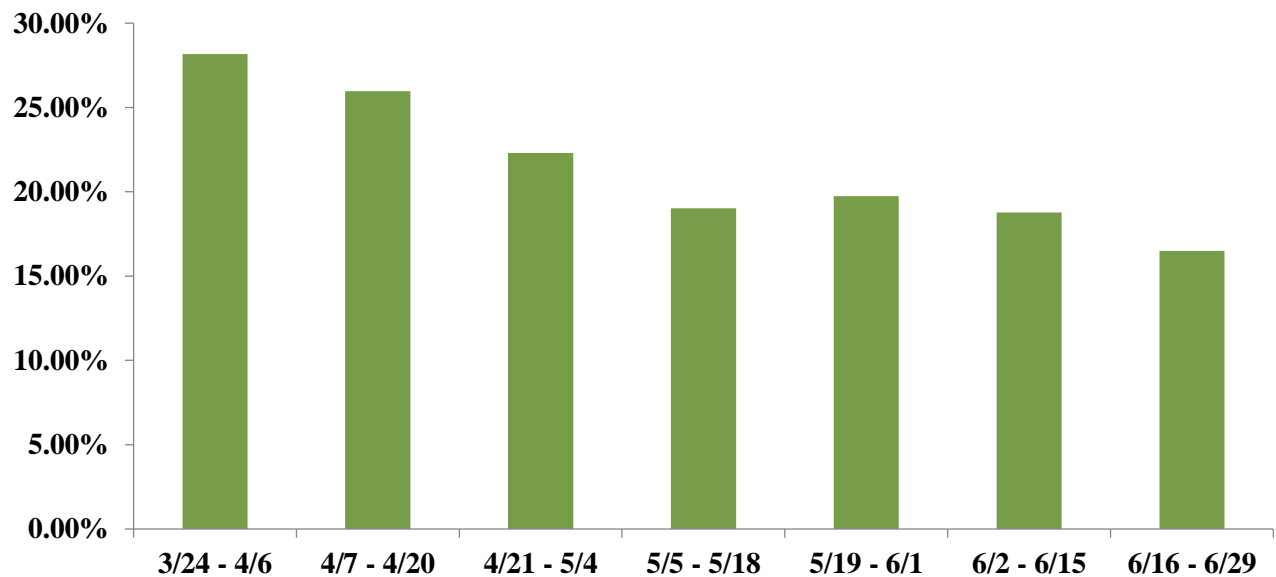


Table 7.6 Twitter General Campaign Views

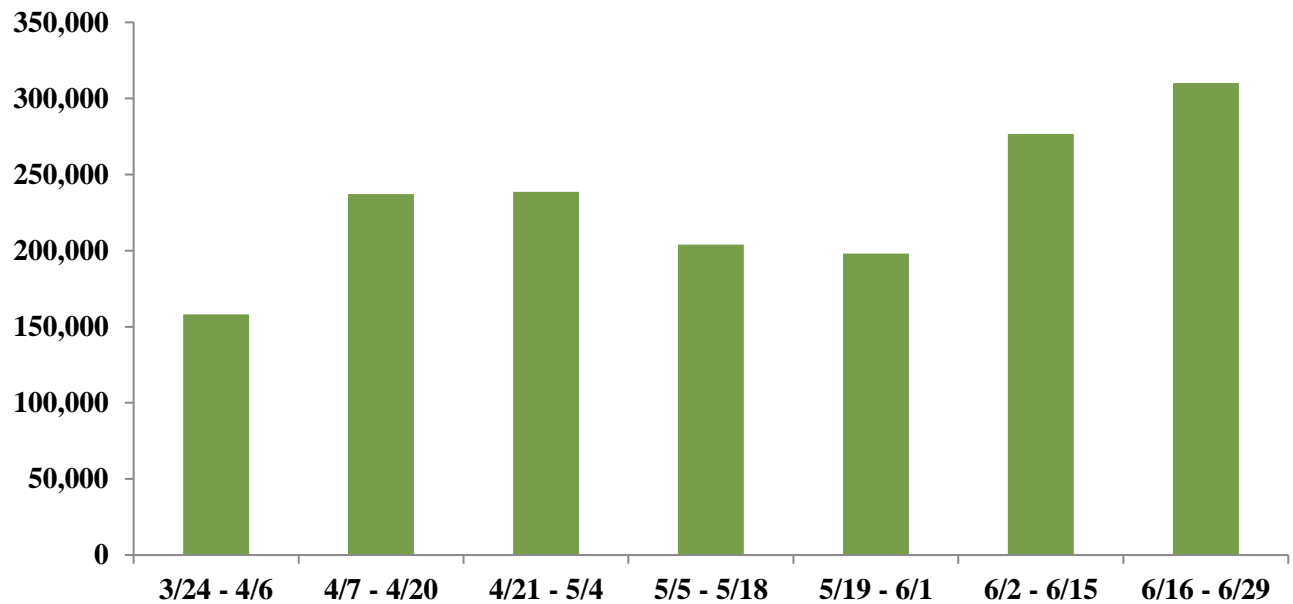


Table 7.7 Twitter General Campaign Video Completions

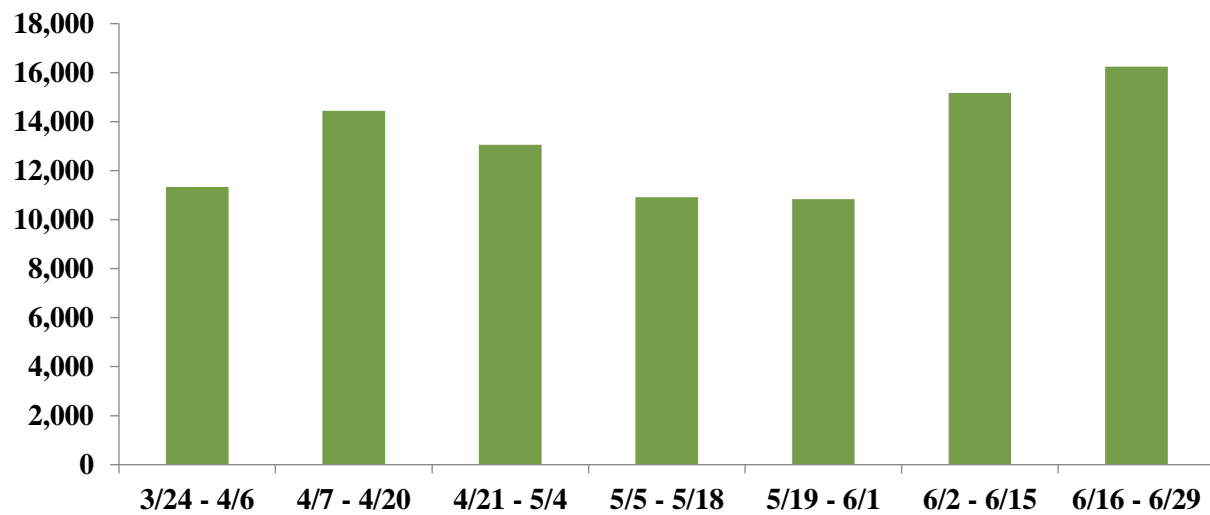
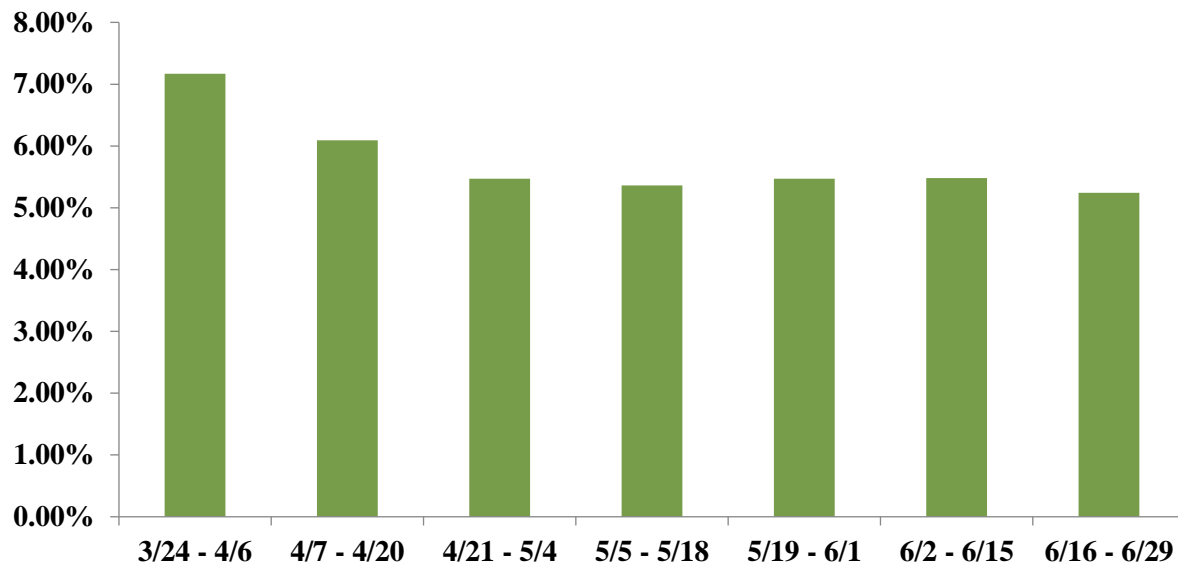


Table 7.8 Twitter General Campaign Video Completion Rate





Cannabis Control Commission

Monthly Public Meeting

June 4, 2020 at 10:00 a.m. via Microsoft Teams Live

Agenda

1. Call to Order
2. Chairman's Comments and Updates
3. Minutes for Approval
4. Executive Director's Report
5. Staff Recommendations on Changes of Ownership
6. Staff Recommendations on Changes of Location
7. Staff Recommendations on Renewals
8. Staff Recommendations on Final Licenses
9. Staff Recommendations on Provisional Licenses
10. Commission Discussion and Votes
11. Research Report: Public Awareness Campaign
12. New Business that the Chair did not Anticipate at the Time of Posting
13. Next Meeting Date
14. Adjournment



Executive Director's Report

Highlights from Licensing Data*

- 26 applications awaiting first review
- 58 applications awaiting staff recommendation
- 89 applications awaiting 3rd party responses
- XXX certified, active patients in May
 - Up from 72,502 in April (just under X% increase)

*Full data available at the end of slide presentation



Product Catalog

- **Challenge**

- No method to identify legal vs. illegal products in Massachusetts

- **Solution**


- Publicly accessible, comprehensive list with pictures and descriptions of all marijuana products for sale at licensed MCTs and marijuana establishments in Massachusetts
- Catalog will include marijuana products for adult or medical retail sale (e.g., edibles and tinctures); flower and pre-rolls are excluded
 - Picture of product in packaging and outside of packaging
 - Basic facts in the description – not to be product advertising

- **Audience**

- Parents
- Consumers
- Public safety officials
- School administrators
- Healthcare professionals
- Researchers
- Industry (protection against counterfeiting)

- **Status**

- Feature is available in Metrc. Marijuana establishments can start uploading information.



Staff Recommendations on Licensure

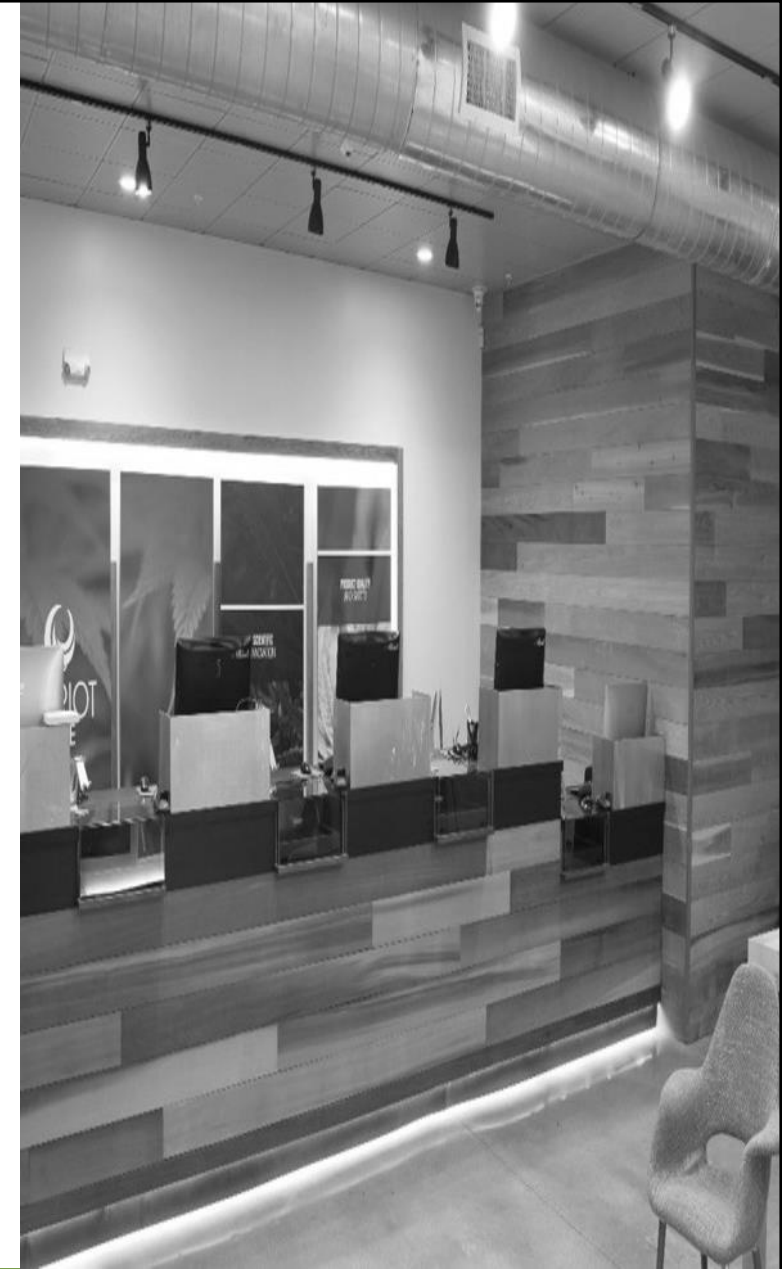
Staff Recommendations: Changes of Ownership

- a. 1Connection Corporation
- b. Berkshire Roots, Inc.
- c. Bountiful Farms, Inc.
- d. LDE Holdings, LLC
- e. Phytotherapy, Inc.
- f. Sira Naturals, Inc



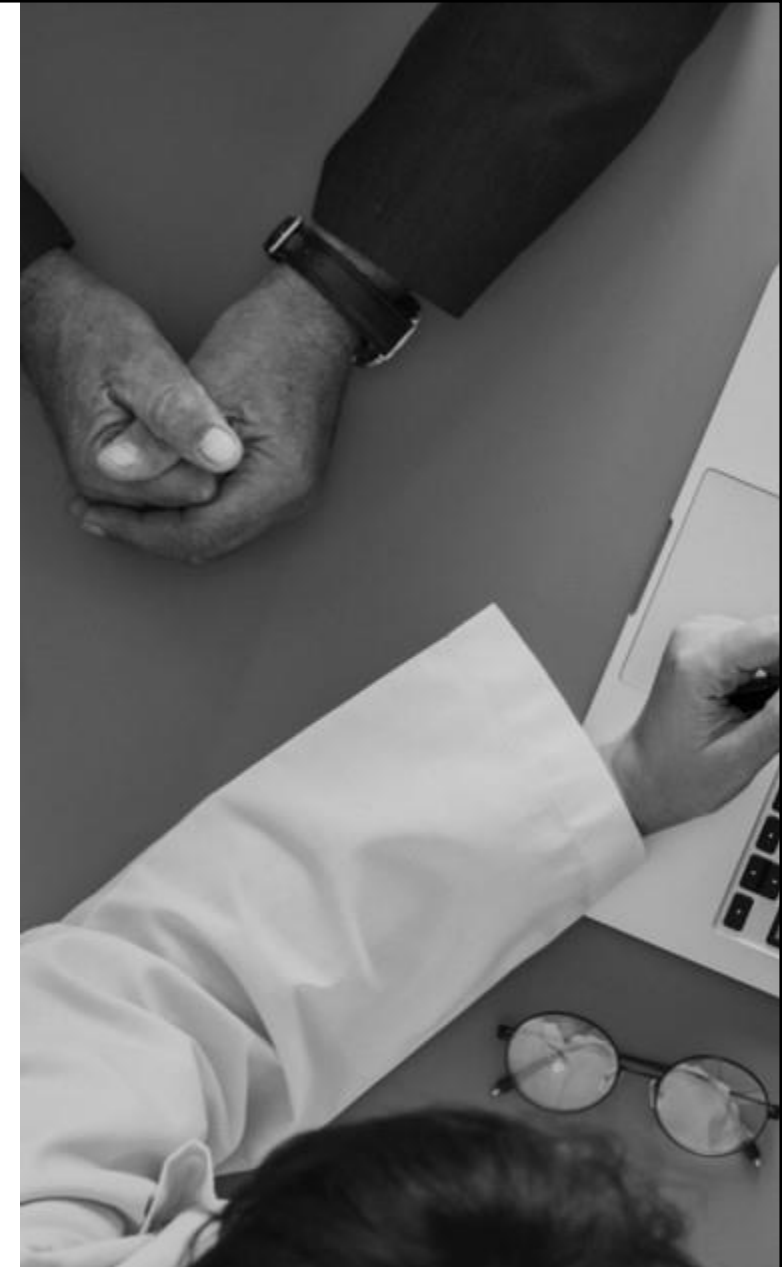
Staff Recommendations: Changes of Location

- a. Bountiful Farms, Inc.
- b. GreenCare Therapeutics, Inc.



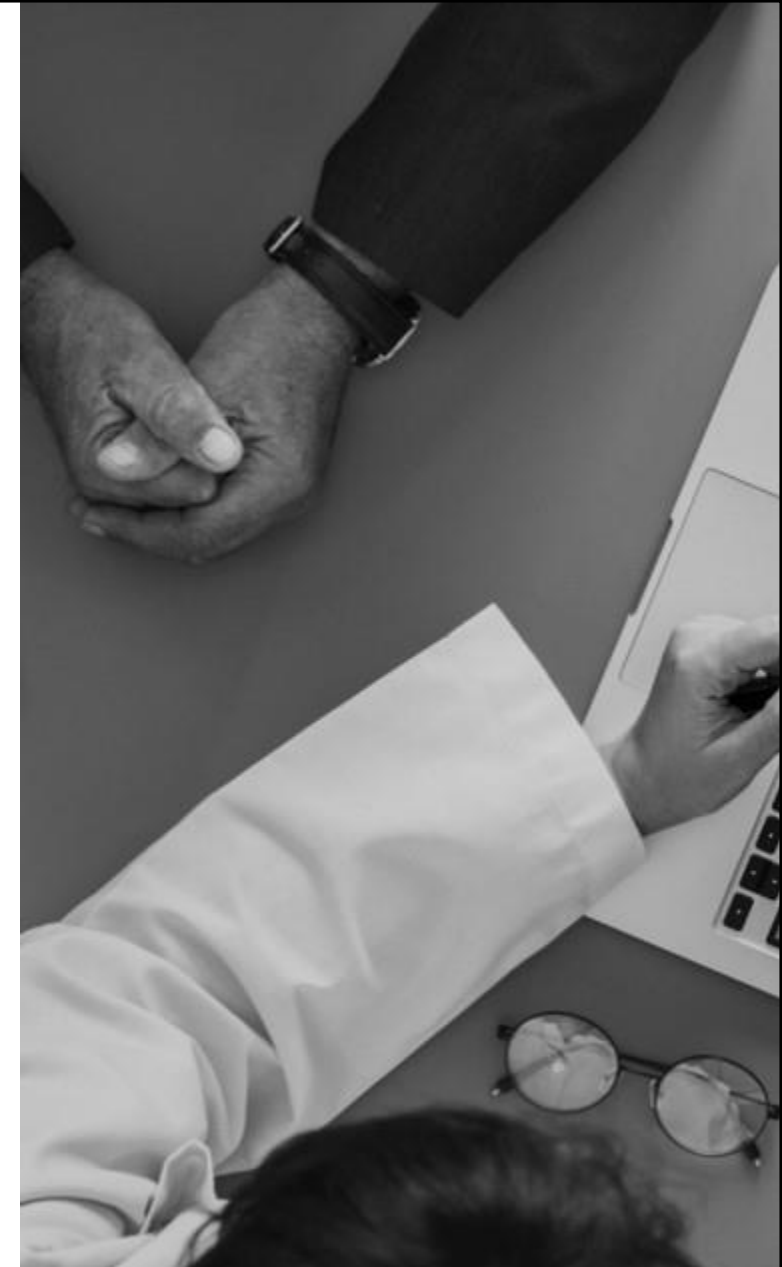
Staff Recommendations: Renewals

- a. Mission MA, Inc. (#MCR139876)
- b. Mission MA, Inc. (#MPR243519)
- c. Mission MA, Inc. (#MRR205581)
- d. Commcan, Inc. (#MRR205584)
- e. Sira Naturals, Inc (#MCR139878)
- f. INSA, Inc. (#MRR205583)
- g. Theory Wellness Inc. (#MRR205590)
- h. Cresco HHH, LLC (#MRR205585)
- i. Cresco HHH, LLC (#MCR139877)
- j. Cresco HHH, LLC (#MPR243520)



Staff Recommendations: Renewals

- k. 4 Bros, Inc., Vertically Integrated Medical Marijuana Treatment Center
- l. The Botanist, Inc. (#RMD905)
- m. Alternative Therapies Group, Inc. (#RMD065)
- n. Alternative Therapies Group, Inc., Vertically Integrated Medical Marijuana Treatment Center
- o. Garden Remedies, Inc. (#RMD202)
- p. In Good Health, Inc. (#RMD105)
- q. Sira Naturals, Inc (#RMD245)
- r. Sira Naturals, Inc (#RMD325)
- s. Debilitating Medical Condition Treatment Centers, Inc., Vertically Integrated Medical Marijuana Treatment Center



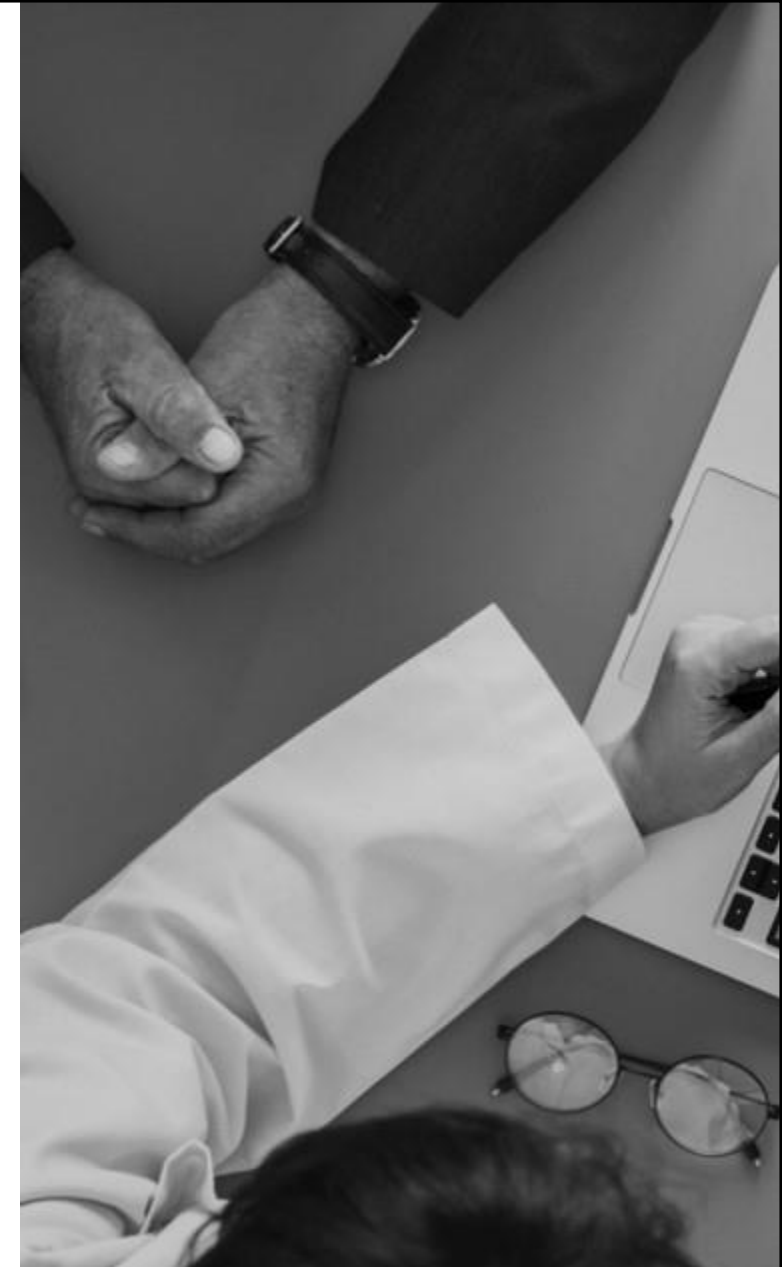
Staff Recommendations: Renewals

t. Pharmacannis Massachusetts, Inc. (#RMD805)

u. Temescal Wellness of MA Inc. (#RMD965)

v. Temescal Wellness of MA Inc. (#RMD705)

w. Temescal Wellness of MA Inc. (#RMD985)



Staff Recommendations: Final Licenses

- a. 27 Broom Street, LLC (#MC281723), Cultivation, Tier 10 / Outdoor
- b. Atlantic Medicinal Partners, Inc. (#MC281476), Cultivation, Tier 2 / Indoor
- c. Atlantic Medicinal Partners, Inc. (#MP281630), Product Manufacturer
- d. Atlantic Medicinal Partners, Inc. (#MR281471), Retail
- e. Berkshire Roots, Inc. (#MR281845), Retail
- f. Resinate, Inc. (#MR281249), Retail
- g. Sanctuary Medicinals, LLC (#MR281950), Retail
- h. Wiseacre Farms, Inc. (#MCN281406), Cultivation, Tier 1 / Outdoor
- i. 4 Bros, Inc. (#RMD1325), Vertically Integrated Medical Marijuana Treatment Center
- j. Atlantic Medicinal Partners, Inc. (#RMD1506), Vertically Integrated Medical Marijuana Treatment Center



Staff Recommendations: Provisional Licenses

- a. ACK Natural, LLC (#MCN281850), Cultivation, Tier 1 / Indoor
- b. ACK Natural, LLC (#MPN281557), Product Manufacturer
- c. ACK Natural, LLC (#MRN282038), Retail
- d. Analytics Lab, LLC (#ILN281280), Independent Testing Laboratory
- e. Aries Laboratories, LLC (#ILN281325), Independent Testing Laboratory
- f. Ascend Mass, LLC (#MRN282837), Retail
- g. Bare Naked Greens LLC (#MCN282404), Cultivation, Tier 3 / Indoor
- h. Bare Naked Greens LLC (#MPN281761), Product Manufacturer
- i. Blue Collar Botany Corp. (#MCN281751), Cultivation, Tier 1 / Indoor
- j. Blue Collar Botany Corp. (#MPN281520), Product Manufacturer



Staff Recommendations: Provisional Licenses

- k. BOSTICA, LLC (#MCN282139), Cultivation, Tier 4 / Indoor
- l. BOSTICA, LLC (#MPN281664), Product Manufacturer
- m. Bud's Goods & Provisions Corp. (#MRN282410), Retail**
- n. Buudda Brothers, LLC (#MCN281939), Cultivation, Tier 1 / Indoor
- o. Buudda Brothers, LLC (#MPN281585), Product Manufacturer
- p. Buudda Brothers, LLC (#MRN282225), Retail
- q. CCE CAT, LLC (#MPN281673), Product Manufacturer
- r. Clean Technique, LLC (#MPN281479), Product Manufacturer
- s. Commonwealth Farm 1761, Inc. (#MCN281922), Cultivation, Tier 11 / Indoor
- t. Commonwealth Farm 1761, Inc. (#MPN281571), Product Manufacturer



Staff Recommendations: Provisional Licenses

- u. Community Care Collective, Inc. (#MRN282974), Retail
- v. DM Distribution, LLC (#MXN281355), Transporter with Other ME License
- w. Elevated Roots, LLC (#MRN283092), Retail
- x. Emerald Grove, Inc. (#MRN282808), Retail
- y. Frozen 4 Corporation (#MPN281749), Product Manufacturer
- z. Frozen 4 Corporation (#MRN282881), Retail
- aa. Frozen 4 Corporation (#MXN281357), Transporter with Other ME License
- bb. Glacier Rock Farm, Inc. (#MCN282137), Cultivation, Tier 3 / Indoor
- cc. Glacier Rock Farm, Inc. (#MPN281710), Product Manufacturer
- dd. Green Gold Group, Inc. (#MCN281649), Cultivation, Tier 7 / Indoor
- ee. Green Gold Group, Inc. (#MPN281456), Product Manufacturer



Staff Recommendations: Provisional Licenses

- ff. Green Gold Group, Inc. (#MRN281791), Retail
- gg. Green River Cannabis Company, Inc. (#MRN282175), Retail
- hh. Hennep Cultivation, LLC (#MCN282282), Cultivation, Tier 6 / Indoor
- ii. Hennep Cultivation, LLC (#MPN281766), Product Manufacturer
- jj. Holistic Health Group, Inc (#MCN282431), Cultivation, Tier 3 / Indoor
- kk. Holistic Health Group, Inc (#MCN282488), Cultivation, Tier 5 / Outdoor
- ll. Iron Express, Inc. (#MRN282424), Retail
- mm. J-B.A.M., Inc. (#MCN282510), Cultivation, Tier 1 / Indoor
- nn. Life Essence, Inc. (#MCN281999), Cultivation, Tier 9 / Indoor
- oo. Life Essence, Inc. (#MPN281624), Product Manufacturer
- pp. Life Essence, Inc. (#MRN282981), Retail



Staff Recommendations: Provisional Licenses

- qq. Major Bloom, LLC (#MRN281759), Retail
- rr. Massbiolytics Corp. (#ILN281290), Independent Testing Laboratory
- ss. Mayflower Medicinals, Inc. (#MRN282155), Retail
- tt. Metro Harvest, Inc. (#MRN282659), Retail
- uu. Metro Harvest, Inc. (#MRN282743), Retail
- vv. PHA Industries, Inc. (#MPN281383), Product Manufacturer
- ww. Pure Botanicals, LLC (#MCN281770), Cultivation, Tier 1 / Indoor
- xx. Pure Botanicals, LLC (#MRN281951), Retail
- yy. QPS Massachusetts Holdings, Inc. (#MCN281517), Cultivation, Tier 4 / Indoor
- zz. QPS Massachusetts Holdings, Inc. (#MPN281696), Product Manufacturer



Staff Recommendations: Provisional Licenses

aaa. Resinate, Inc. (#MRN282399), Retail

bbb. Stafford Green, Inc. (#MCN281964), Cultivation, Tier 5 / Outdoor

ccc. The Haven Center, Inc. (#MRN282581), Retail

ddd. Wellman Farm, Inc. (#MCN282513), Cultivation, Tier 10 / Outdoor

eee. Witch City Gardens, LLC (#MCN281615), Cultivation, Tier 3 / Indoor

fff. Witch City Gardens, LLC (#MRN281663), Retail





Commission Discussion & Votes

Commission Discussion & Votes

- Updated Equity Guidance
- Minimum Age Requirement for Persons in Vehicles during Curbside Delivery





More About Marijuana Campaign Effectiveness

Public Meeting of the Cannabis Control Commission:
June 2020

Cedric Sinclair, M.A.
Maryalice Curley, M.B.A.
Samantha M. Doonan, B.A.
Julie K. Johnson, Ph.D.

Chapter 55: An Act to Ensure Safe Access to Marijuana

Section 51. The Department of Public Health, in consultation with the Massachusetts Cannabis Control Commission, shall establish the following science-based public awareness campaigns:

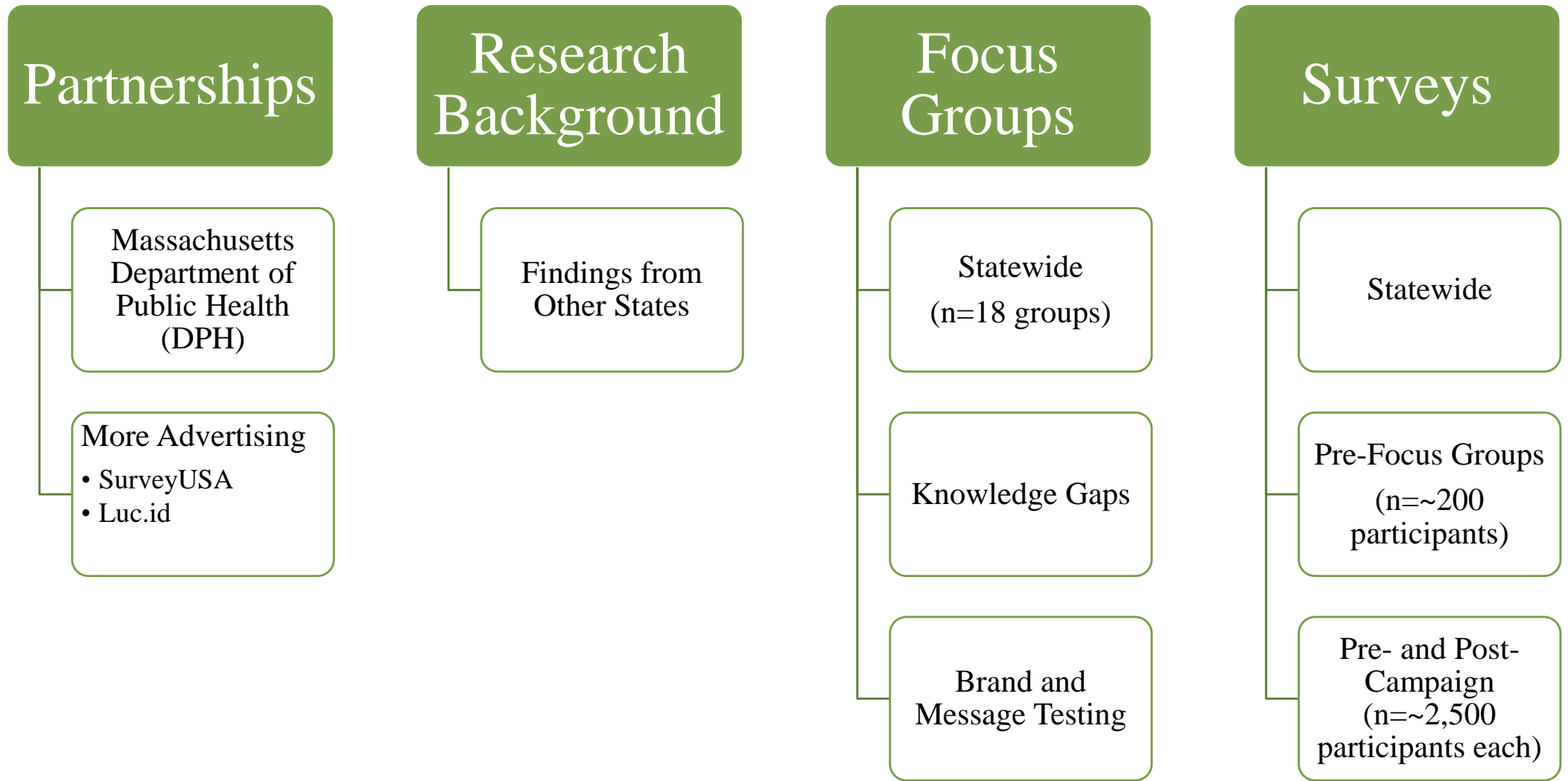
- (i) A campaign to inform the public about responsible use of marijuana, including information on edibles and warnings about the dangers of manufacturing marijuana products at home; and
- (ii) A campaign to educate youth about marijuana use with a goal of decreasing the youth usage rate. The public awareness campaigns shall be funded from revenues received from the Marijuana Regulation Fund established in section 14 of chapter 94G of the General Laws.

More About Marijuana Campaign Objectives

1. Inform adults 21+ who use or are interested in using marijuana about the law to promote safe and responsible use.
2. Educate parents about the risks of marijuana use in youth and provide them with the tools they need to talk openly with their children.



Campaign Development



Campaign Development Results

10 Key Messages

1. Legal age;
2. Places smoking is allowed or not allowed;
3. What constitutes operating under the influence;
4. Exceptions, including landlords, employers, towns, federal government;
5. Amount one can carry/grow;
6. Penalties for breaking law;
7. More information on edibles, including potency and delayed response;
8. Side effects/health effect for kids;
9. Transporting across state lines; and
10. Rules on storing marijuana products at home.

Sample Creatives

Massachusetts Cannabis Control Co...
@MA_Cannabis

Did you know that while marijuana is legal in MA for adults 21+, you can't consume it in public or on federal land? And you can't carry it across state lines. Know the laws - learn more at MoreAboutMJ.org #MoreAboutMJ



11:00 AM - 22 Mar 2019

75 Retweets 166 Likes

28 75 166



Marijuana is legal.

Know the laws.

You must be 21 to buy, use, or grow marijuana.

You can have up to 1 oz. on you, and up to 10 oz. in your home.



MORE ABOUT MARIJUANA

Please consume responsibly.


MoreAboutMJ.org

Ad



Massachusetts Cannabis Control Commission
Sponsored

Marijuana is legal in Massachusetts for adults 21+. If you have marijuana in your home, keep it locked up, out of reach and out of sight. Find out how to keep your kids safe at MoreAboutMJ.org. #MoreAboutMJ



MASS.GOV

Keep your kids safe

Marijuana products can be mistaken for regular food and candy. Store your marijuana products safely and securely in your home.

Learn More

153 43 Comments 87 Shares 50K Views

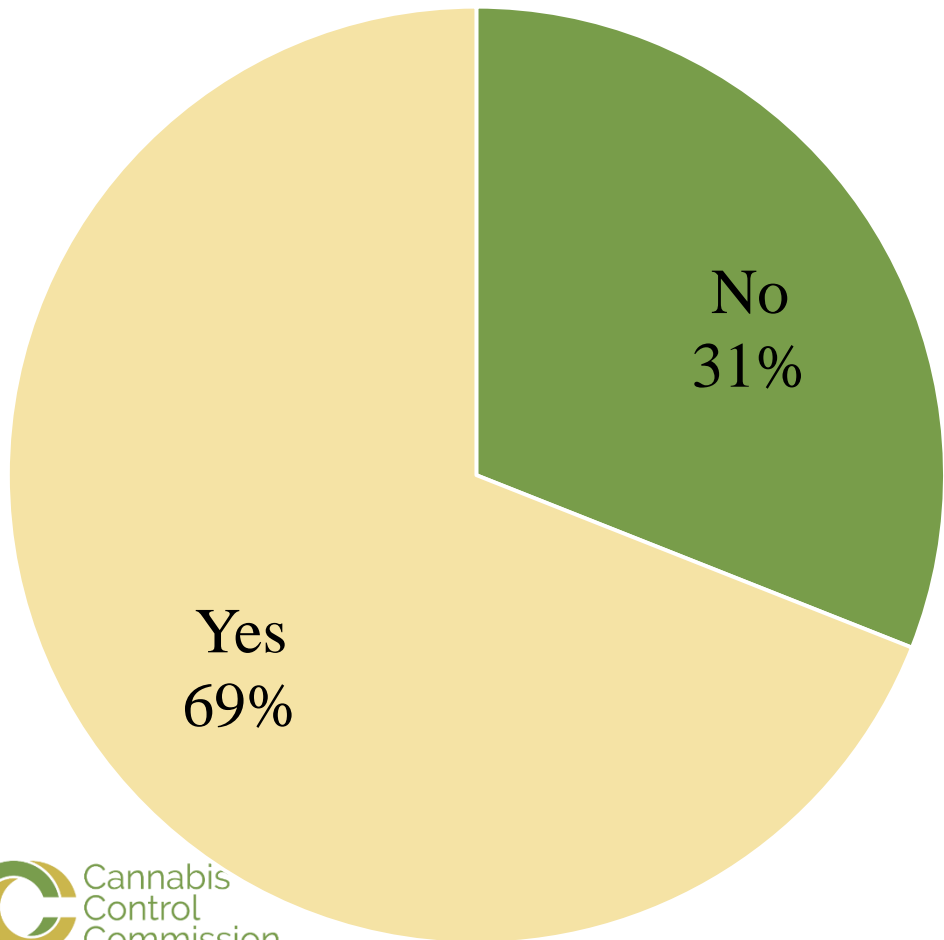
Like Comment Share

Methods to Assess Effectiveness

1. **Reach** (target audience exposure);
2. **Recognition** (target audience recalls seeing creatives); and
3. **Knowledge** (target audience new knowledge).

Findings – Recognition

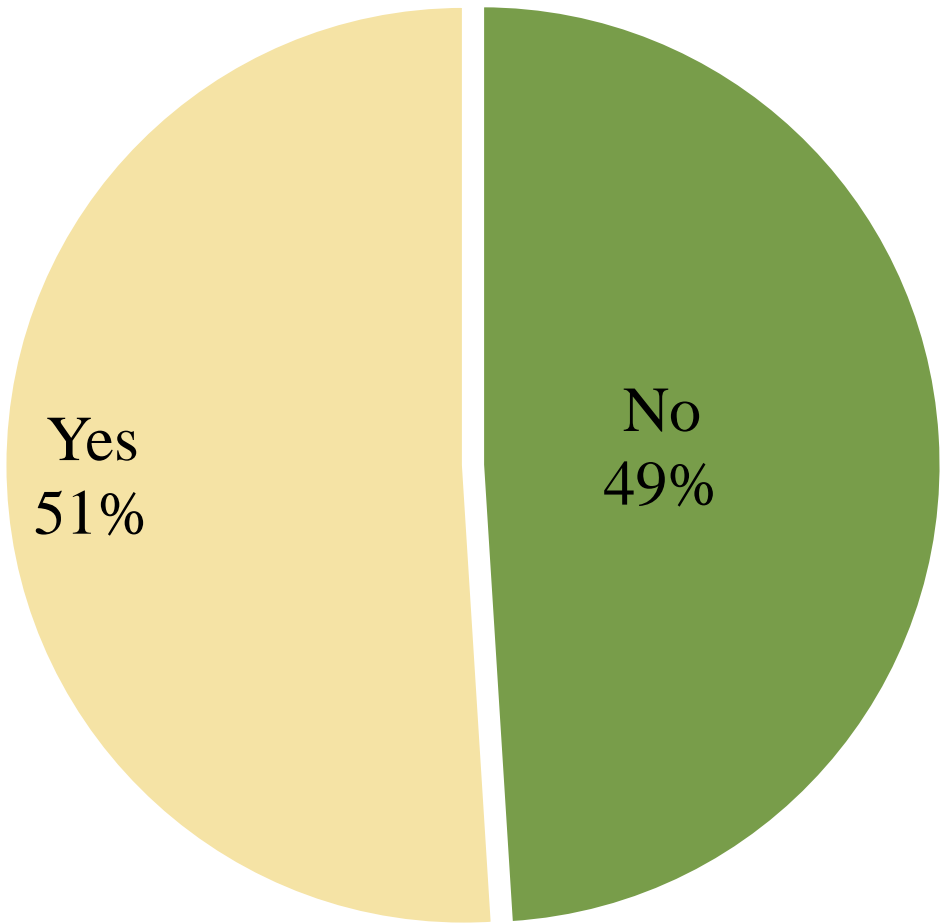
Recall Seeing Any Marijuana Advertising



Recall	Frequency (%)
No	471 (31%)
Yes	1,063 (69%)
Total	2,142

Findings – Recognition

Saw Any Message



Recall Seeing Campaign Messages

Campaign Metrics	Measures Respondents Reporting Seeing Public Awareness Campaign [Frequency (%)]
Know the laws	1,243 (49%)
Federal land	456 (30%)
Can have 1oz	600 (39%)
Find dispensary	622 (41%)
Grow plants	570 (37%)
Brain development	436 (28%)
Edibles	310 (20%)
Talk about risks	687 (45%)
Can be transported	61 (4%)
None	51 (3%)
Image: Know the laws	1,243 (49%)
Image: Legal in MA	1,022 (41%)
Video 1: Legal in MA	666 (26%)
Video 2: Add to conversation	512 (20%)
Video 3: What you should know	470 (18%)
Image: Start low and go slow	509 (19.7%)
Image: Can't use in public	544 (21.4%)
Hear of website	805 (31.0%)
Image: More website	178 (6.6%)

Findings – Knowledge

Survey Measure: At What Age are Individuals Old Enough to Try

	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Reported 18+ to Try	1.33** (1.11-1.60)	1.38** (1.12-1.69)	1.36*** (1.15- 1.61)
Reported 21+ to Try	2.76*** (2.14-3.54)	2.90*** (2.11-3.97)	1.35*** (1.18-1.54)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e. “*Talk to your kids about the risks of marijuana*”)

^CYear refers to the year of data collection, pre-campaign (2018) and post-campaign (2019).

Findings – Knowledge

Survey Measure: How Does Driving After Cannabis Compare to Driving After

Driving Statements in comparison to driving after drinking alcohol	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Marijuana Is Less Dangerous	1.19 (0.94-1.51)	1.03 (0.79-1.33)	1.02 (0.87-1.20)
Marijuana Is More Dangerous	0.64 (0.27-1.50)	0.63 (0.30-1.32)	0.82 (0.47-1.42)
Marijuana Is Just as Dangerous	1.03 (0.33-1.27)	1.20 (0.96-1.50)	1.10 (0.83-1.29)
Marijuana is Either More or Just as Dangerous	0.84 (0.66-1.06)	0.97 (0.75-1.26)	1.25* (1.03-1.52)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e. “*Talk to your kids about the risks of marijuana*”)

^CYear refers to the year of data collection, pre-campaign (2018) and post-campaign (2019).

Findings – Knowledge

Survey Measure: If You Were to Have Cannabis in Your Home, Where Might You Store it?

Where to Store Cannabis	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Locked area	1.19 (1.00-1.43)	1.28* (1.04-1.57)	0.86 (0.73-1.01)
Medicine cabinet	1.37* (1.06-1.77)	1.04 (0.80- 1.37)	1.01 (0.84-1.21)
Kitchen cabinet	1.3 (0.92- 1.83)	1.12 (0.78-1.60)	1.01 (0.84-1.21)
Bedside table	1.18 (0.92- 1.52)	1.03 (0.80-1.31)	1.13 (0.94-1.35)
Drawer	1.05 (0.84-1.32)	0.88 (0.71- 1.10)	1.11 (0.95-1.32)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e. “*Talk to your kids about the risks of marijuana*”)

^CYear refers to the year of data collection, pre-campaign (2018) and post-campaign (2019).

Findings – Knowledge

Survey Measure: Are the Risk of Cannabis Greater for Adults or Youth?

	^A Any PAC	^B Youth PAC	^C Year
	OR (95% CI)	OR (95% CI)	OR (95% CI)
Cannabis risks greater for youth	1.64*** (1.38-1.97)	2.11*** (1.71- 2.60)	1.46*** (1.244- 1.70)
Second-hand cannabis smoke as dangerous or more dangerous for youth	1.06 (0.88-1.27)	1.2 (0.98- 1.48)	1.13 (0.98- 1.31)
^DHave information needed to talk to child(ren)	1.13 (0.69-1.85)	1.42 (0.80-2.53)	1.04 (0.76- 1.41)

^A Any PAC refers to respondents reporting “yes” to seeing any of the nine individual PAC component measures

^B Youth PAC refers to respondents reporting “yes” to seeing the two individual PAC components assessing brain development (i.e., “*Marijuana can affect brain development in kids*”) and talking to kids (i.e. “*Talk to your kids about the risks of marijuana*”)

^CYear refers to the year of data collection, pre-campaign (2018) and post-campaign (2019).

Campaign Effectiveness– Key Findings

- **Reach:** Campaign reach is estimated at 51% of Commonwealth (based on post-survey campaign report);
- **Age:** Both campaigns associated with significant increase in reporting that individuals (21≤) were old enough to try cannabis;
- **Driving:** Post campaign associated with significant increase in reporting that driving after cannabis use is more or just as dangerous as driving after alcohol use;
- **Youth Risks:** Both campaigns associated with significant increase in reporting that cannabis use risks are greater for youth; and
- **Storage:** Youth campaign associated with significant increase in respondents reporting that if they had cannabis in house, they would store in locked storage area.

Policy Considerations: For Commonwealth

- **Consideration 1:** The Commonwealth could continue the Public Awareness Campaign with a focus on youth (under 21-years old), (2) parents of youth, (3) adult consumers, (4) home growers and manufacturers, and (5) pregnant and breastfeeding women;
- **Consideration 2:** Use campaign results assessing marijuana use behaviors to inform future campaign messaging, such as harm reduction; and
- **Consideration 3:** As part of building future campaigns, incorporate targeted knowledge assessment questions into any statewide pre/post survey to enable more comprehensive knowledge assessments.

Thank you

Questions?

Doonan SM., Sinclair, C., Curley, MA., Johnson JK., (2020, June). More About Marijuana Public Awareness Campaign Effectiveness. Boston, MA: Massachusetts Cannabis Control Commission.



Upcoming Meetings: June 19, 2020 June 25, 2020 (tentative) July 9, 2020 via Microsoft Teams Live



Licensing Data

Licensing Applications | June 4, 2020

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

Type	#
Craft Marijuana Cooperative	2
Independent Testing Laboratory	6
Marijuana Cultivator	111
Marijuana Microbusiness	7
Marijuana Product Manufacturer	82
Marijuana Research Facility	5
Marijuana Retailer	148
Marijuana Transporter with Other Existing ME License	4
Third Party Transporter	6
Total	371

Licensing Applications | June 4, 2020

The totals below are all license applications received to date.

Type	#
Pending (All 4 packets submitted)	371
Withdrawn	551
Incomplete (Less than 4 packets submitted)	4,453
Denied	4
Approved	421
Total	5,800

Licensing Applications | June 4, 2020

The totals below are number of licenses approved by category.

Type	#
Craft Marijuana Cooperative	1
Independent Testing Laboratory	3
Marijuana Cultivator	129
Marijuana Microbusiness	11
Marijuana Product Manufacturer	101
Marijuana Research Facility	0
Marijuana Retailer	172
Marijuana Third Party Transporter	1
Marijuana Transporter with Other Existing ME License	3
Total	421

Licensing Applications | June 4, 2020

The totals below are number of licenses approved by stage.

Type	#
Provisionally Approved	67
Provisional License	214
Final License	34
Commence Operations	106
Total	421

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

Licensing Applications | June 4, 2020

Status	#
Application Submitted: Awaiting Review	26
Application Reviewed: More Information Requested	198
Application Deemed Complete: Awaiting 3 rd Party Responses	89
All Information Received: Awaiting Staff Recommendation	58
Applications Considered by Commission	425
Total	796



Licensing Applications | June 4, 2020

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

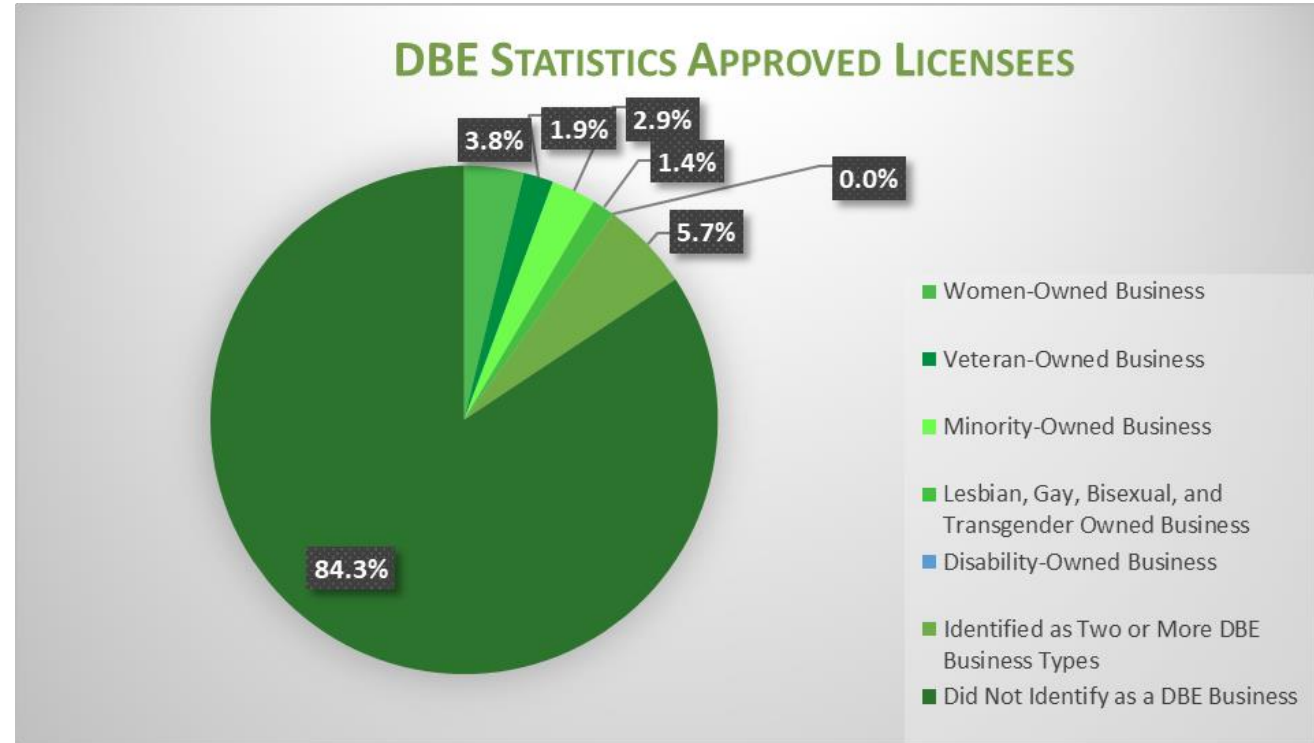
The 796 applications represent 422 separate entities

Type	#
RMD Priority	239
Economic Empowerment Priority	20
Expedited Review	111
General Applicant	426
Total	796

Expedited Applications	
Expedited: License Type	21
Expedited: Social Equity Participant	16
Expedited: Disadvantaged Business Enterprise	61
Expedited: Two or More Categories	13
Total	111

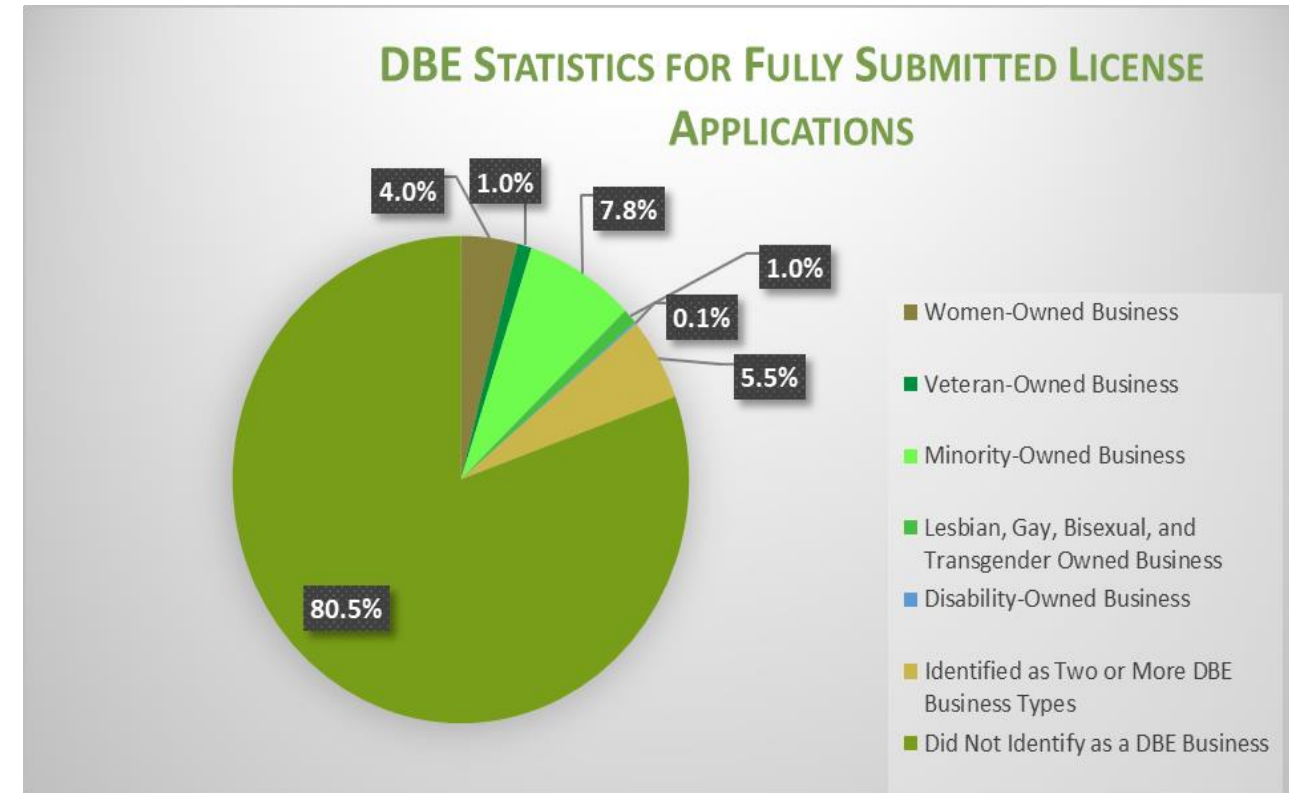
Disadvantaged Business Enterprise Statistics for Approved Licensees

Type	#	% of Group
Women-Owned Business	16	3.8%
Veteran-Owned Business	8	1.9%
Minority-Owned Business	12	2.9%
Lesbian, Gay, Bisexual, and Transgender Owned Business	6	1.4%
Disability-Owned Business	0	0%
Identified as Two or More DBE Business Types	24	5.7%
Did Not Identify as a DBE Business	355	84.3%
Total	421	100%



Disadvantaged Business Enterprise (DBE) Statistics for Fully Submitted License Applications

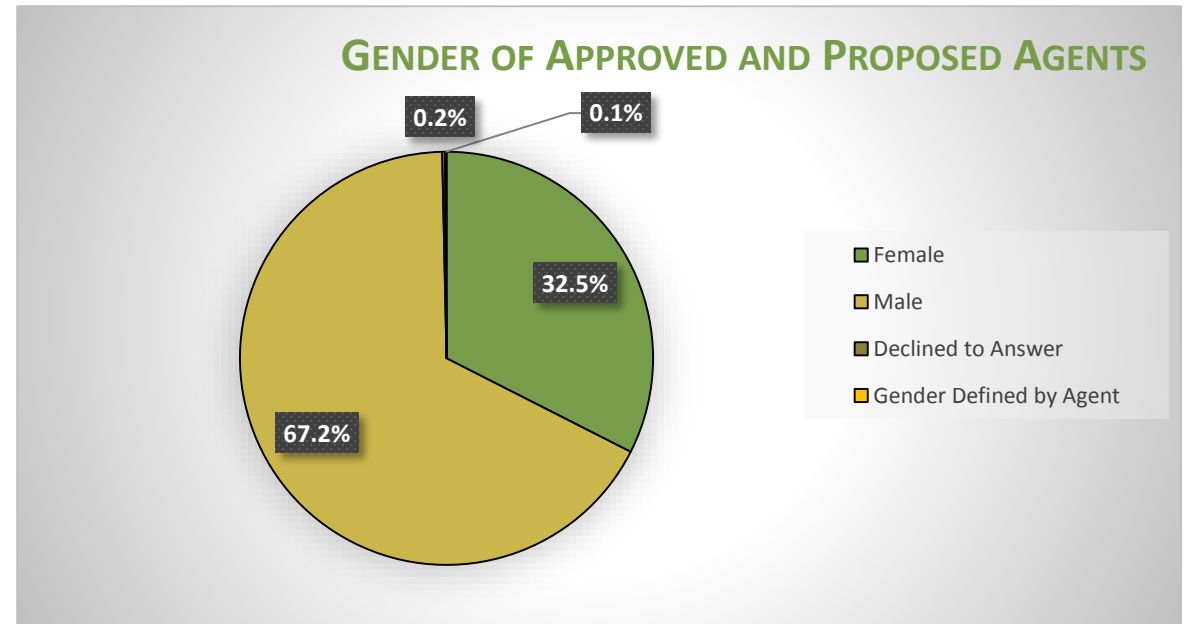
Type	#	% of Group
Women-Owned Business	32	4%
Veteran-Owned Business	8	1%
Minority-Owned Business	62	7.8%
Lesbian, Gay, Bisexual, and Transgender Owned Business	8	1%
Disability-Owned Business	1	0.1%
Identified as Two or More DBE Business Types	44	5.5%
Did Not Identify as a DBE Business	641	80.5%
Total		100%



Agent Applications | June 4, 2020

Demographics of Approved and Pending Agents

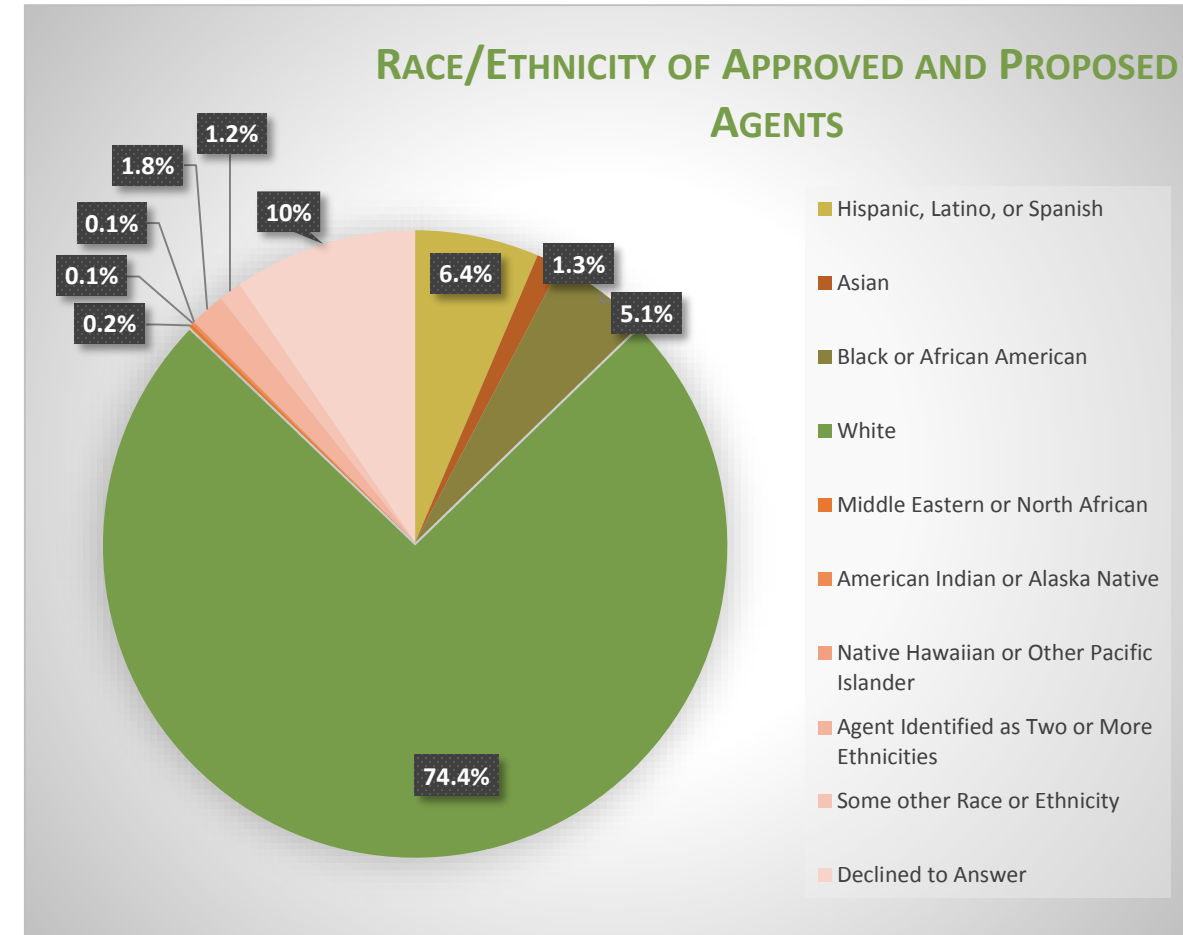
Gender	#	%
Female	2,692	32.5%
Male	5,568	67.2%
Declined to Answer	19	0.2%
Gender Defined by Applicant	9	0.1%
Total	8,288	100%



Agent Applications | June 4, 2020

Demographics of Approved and Pending Agents

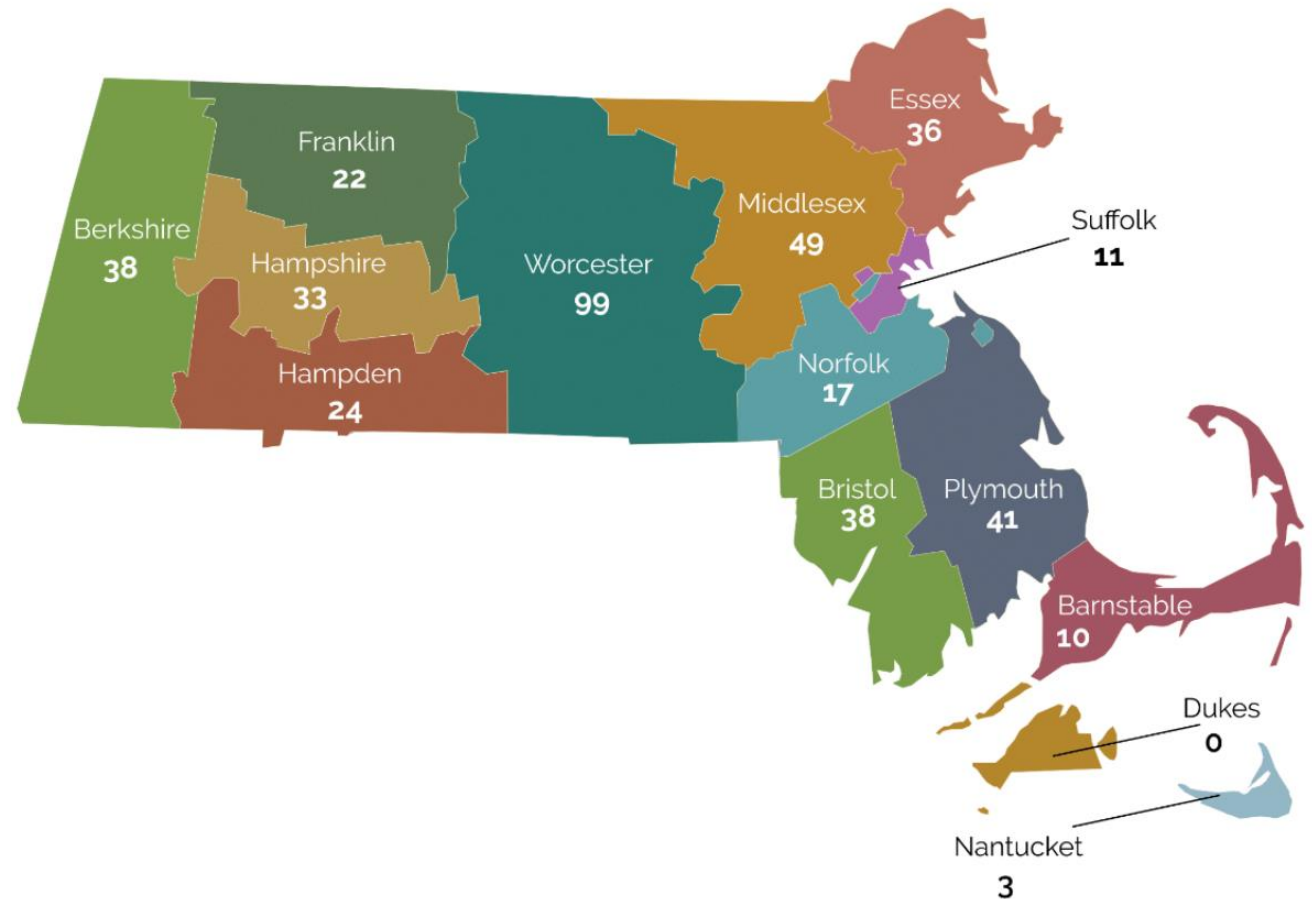
Race/Ethnicity	#	%
Hispanic; Latino; Spanish	532	6.4%
Asian	106	1.3%
Black; African American	419	5.1%
White	6,165	74.4%
Middle Eastern; North African	15	0.2%
American Indian; Alaska Native	11	0.1%
Native Hawaiian; Other Pacific Islander	5	0.1%
Identified as Two or More Ethnicities	148	1.8%
Other Race or Ethnicity	98	1.2%
Declined to Answer	789	9.5%
Total	8,288	100%



Licensing Applications | June 4, 2020

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

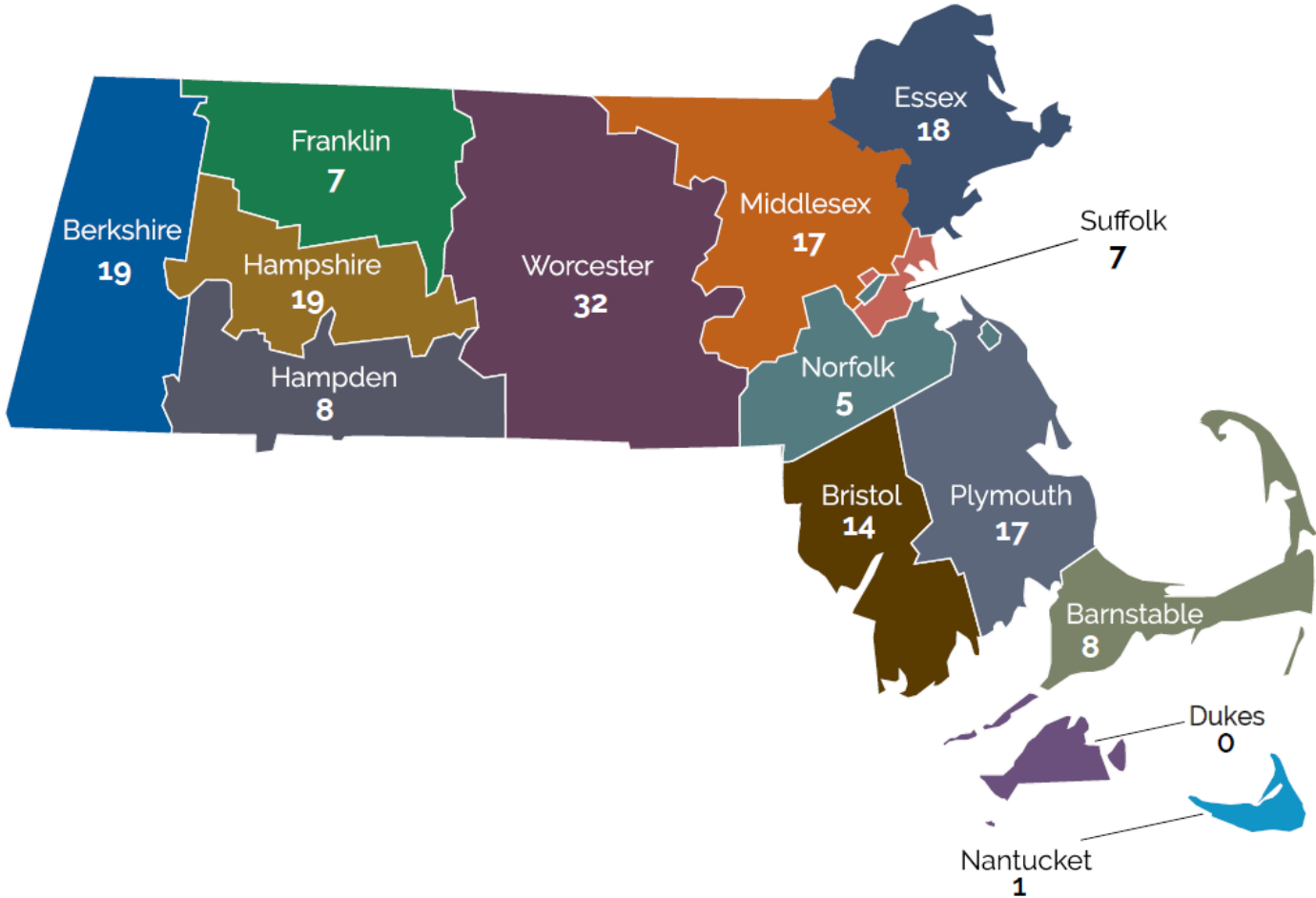
COUNTY	#	+/-
BARNSTABLE	10	+1
BERKSHIRE	38	+2
BRISTOL	38	+1
DUKES	0	
ESSEX	36	+7
FRANKLIN	22	+3
HAMPDEN	24	+1
HAMPSHIRE	33	+5
MIDDLESEX	49	+5
NANTUCKET	3	
NORFOLK	17	
PLYMOUTH	41	+5
SUFFOLK	11	
WORCESTER	99	+9
TOTAL	421	+39



Licensing Applications | June 4, 2020

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

COUNTY	#	+/-
BARNSTABLE	8	+1
BERKSHIRE	19	+1
BRISTOL	14	+1
DUKES	0	
ESSEX	18	+1
FRANKLIN	7	+2
HAMPDEN	8	
HAMPSHIRE	19	+4
MIDDLESEX	17	+1
NANTUCKET	1	
NORFOLK	5	
PLYMOUTH	17	+5
SUFFOLK	7	
WORCESTER	32	+5
TOTAL	172	+21



Licensing Applications | June 4, 2020

TYPE	PENDING APPLICATION	INITIAL LICENSE DENIED	PROVISIONALLY APPROVED	PROVISIONAL LICENSE	FINAL LICENSE	COMMENCE OPERATION	T O T A L
Craft Marijuana Cooperative	2	0	0	1	0	0	3
Independent Testing Laboratory	6	0	0	1	0	2	9
Marijuana Cultivator	111	2	18	71	10	30	242
Marijuana Microbusiness	7	0	4	5	1	1	18
Marijuana Product Manufacturer	82	1	18	49	8	26	184
Marijuana Research Facility	5	0	0	0	0	0	5
Marijuana Retailer	148	1	26	87	14	45	321
Marijuana Transporter with Other Existing ME License	4	0	1	0	0	2	7
Third Party Transporter	6	0	0	0	1	0	7
Total	371	4	67	214	34	106	796

Adult Use Agent Applications | June 4, 2020

13,665 Total Agent Applications:

- 143 Total Pending {
- 130 Pending Establishment Agents
 - 13 Pending Laboratory Agents
- 698 Withdrawn
 - 1,446 Incomplete
 - 136 Expired
 - 3,097 Surrendered
 - 8,145 Active

Of Total Pending:

- 30 not yet reviewed
- 103 CCC requested more information
- 10 awaiting third party response
- 0 Review complete; awaiting approval

MMJ Licensing Data | June 4, 2020

MTC License Applications	#
Pending-Application of Intent Stage	36
Pending-Management and Operations Profile Stage	8
Pending-Siting Profile Stage	7
Application Expired	104
Application Withdrawn	3
Total	158

MTC Licenses	#
Provisional	66
Final	12
Commence Operations	62
License Expired	25
Total	165

MMJ Agent and Program Data | June 4, 2020

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

MTC Agent Applications	#
Pending-MTC Agent Applications	25
Pending-Laboratory Agents	0
Revoked	3
Surrendered	2,899
Expired	590
Active	6,233
Total	9,750

MMJ Program	#
Certified Patients	85,579
Certified Active Patients	79,252
Active Caregivers	7,390
Registered Certifying Physicians	265
Registered Certifying Nurse Practitioners	79
Ounces Sold	72,720