



CAL VERDE
NATURALS

Community Outreach Meeting
1010 Pleasant Street, Belmont

July 23, 2020

Community Outreach Meeting

- The Cannabis Control Commission requires that all applicants seeking to operate marijuana establishments conduct a Community Outreach Meeting pursuant to the requirements set forth in 935 CMR 500.101(1)(9).
 - This is one of several opportunities for public input, including a September community outreach meeting, a meeting authorizing the execution of a Host Community Agreement by the Board of Selectmen, a Special Permit from the Planning Board, and an Adult Use Marijuana Sales Permit from the Board of Health.
- To protect public health and safety due to COVID-19, the Commission issued an Administrative Order Allowing Virtual Web-Based Community Outreach Meetings on April 27, 2020. The order requires:
 - A neutral meeting moderator to facilitate a question & answer session;
 - Closed captioning services; and
 - A video recording to be made available to the Commission and local cable access TV.



About Us

Calverde Naturals, LLC ("Calverde") is a locally-owned and operated team of Massachusetts residents that is applying to operate three marijuana retail establishments in Massachusetts as a Women Business Enterprise. Calverde is committed to operating state-of-the art facilities that are secure, efficient, and fully compliant with all regulations set forth by the Cannabis Control Commission and Town of Belmont.

As a team with roots in the area, maintaining our reputation within the local civic, business, and philanthropic communities is important to us. We recognize that the success of our business is contingent upon our ability to operate harmoniously with the surrounding community by keeping true to our word, actively seeking feedback, and incorporating best practices into our daily operations.

In addition to our proposal in Belmont, we recently signed a Host Community Agreement in the City of Marlborough following a competitive process.

Who We Are

Kelly Tomasello – President, Owner, and Chief Executive Officer

Direct experience in retail management and regulated alcohol sales.

- Extensive retail management experience through corporate management roles at numerous luxury stores including Nordstrom and Mon Petit Bijou
- Led operations for two high volume restaurants in Boston – Brandy Pete’s and Battery Park Restaurant – which included management of the bar program and all compliance practices related to the lawful sale of a regulated product
- Attended the University of New Hampshire with a degree in Hospitality Management & Culinary Arts and Boston University’s Wine & Gastronomy Program
- Following the birth of her son and his diagnoses as special needs, Kelly became interested in alternative medicine and wellness as a means to alleviate both the physical and mental pressures of work, family, and life. In search of better treatment options and therapies, Kelly learned firsthand how effective non-traditional treatments such as acupuncture, massage, craniosacral therapy, and other forms of healing were for her son’s symptoms.

Who We Are

Steve Tomasello– Owner and Vice President

Experience in real estate development and human resources.

- Over 25 years of experience in real estate and small business management after starting his career with Atlantic Retail Properties, a retail real estate broker specializing in tenant and landlord representation across New England.
- Played an active role in the growth of Atlantic to over 65 employees amongst six offices providing coverage for retailers up and down the East Coast as well as in the Los Angeles area. Steve has extensive experience working with a diverse group of national and regional retailers planning and executing store growth strategies.
- Steve's interest in holistic and alternative medicine began in 2010 when his father was diagnosed with Stage IV lung cancer. Traditional treatments coupled with holistic alternatives gave his father the opportunity to live a decent quality of life two years beyond expectation. Steve's interest intensified in 2015 after learning that his son has special needs. In search of better treatment options and therapies, Steve and his wife Kelly learned firsthand how effective non-traditional treatments such as acupuncture, massage, craniosacral therapy and other forms of healing were for their son's symptoms.

Who We Are

Michael J. Allen, Chief of Security

Experience in security plan development and implementation..

- Served as the Chief of Police for Rochester, New Hampshire, leading the command of an 84-member department that provides law enforcement services to a population of over 30,000 residents. His tenure with the City of Rochester spanned almost 30 years and a variety of concentrations, including line and supervisory level assignments with patrol, finance, special investigations, training and hiring, SWAT, and information technology.
- Provides security consulting services for a number of licensed marijuana businesses in the Commonwealth including retail, manufacturing, and cultivation facilities. These services include the design and implementation of compliant security systems as well as providing ongoing security needs including, but not limited to, anti-diversion best practices, security agent training, and emergency response.
- Veteran of the United States Air Force and Air National Guard.

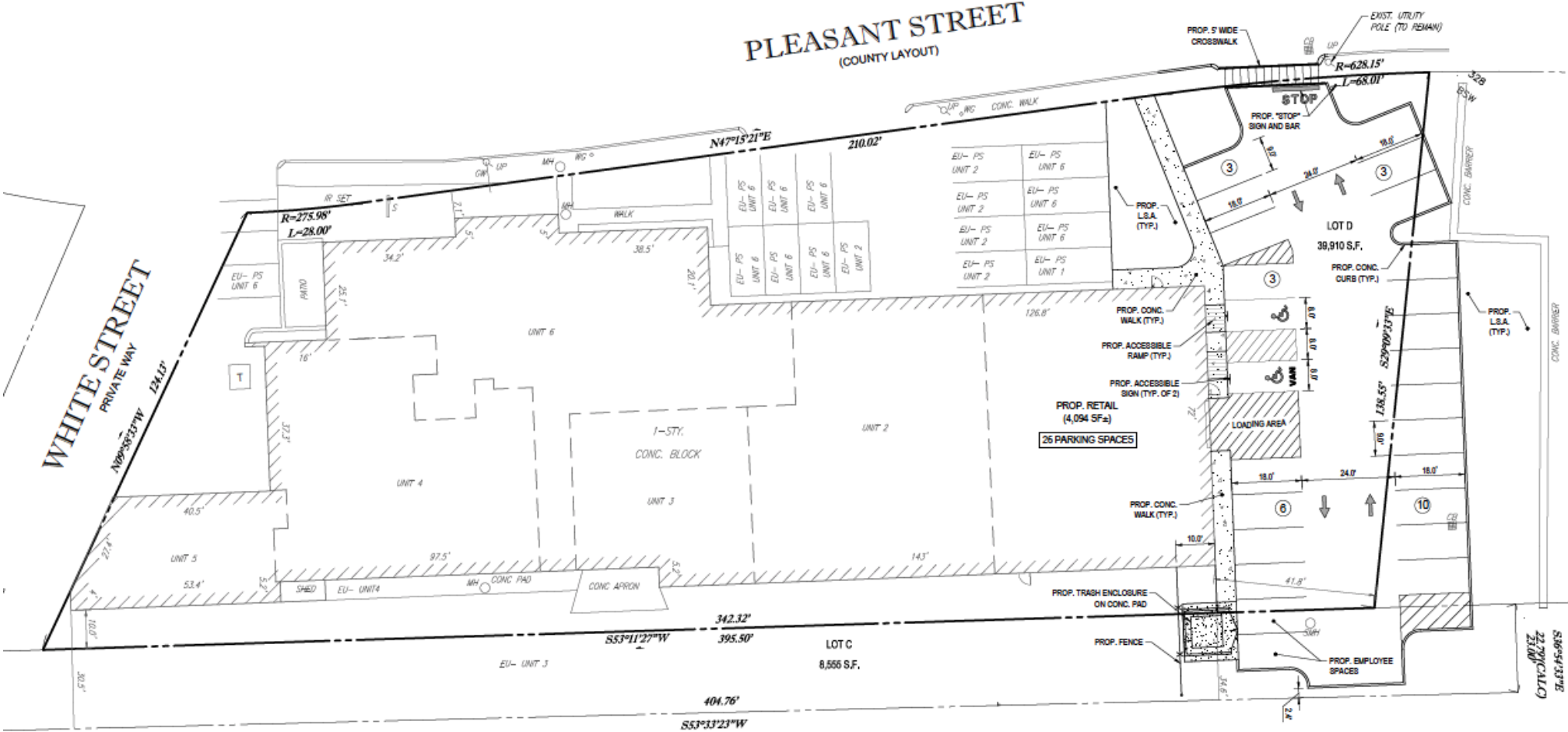


Calverde seeks to operate an Adult Use Marijuana Establishment for the purpose of retail marijuana sales at 1010 Pleasant Street in Belmont. The proposed site is located in the Business II District and the Adult Use Marijuana Establishment Overlay District, which permits such a use subject to the issuance of a Planning Board Special Permit. The proposed site is not located within 500 feet of any pre-existing K-12 schools pursuant to Belmont Zoning By-Laws Section 6F.4(d). Prior to operating, Calverde will also seek any permit required by the Town of Belmont Board of Health.



Calverde proposes a nuanced 4,000 SF storefront that enhances the streetscape through interesting exterior treatments, lighting fixtures, signage, and landscaping without offering the ability to see within the facility. Calverde proposes hours of operation between 10:00 AM – 8:00 PM on Monday – Saturday and 10:00 AM – 5:00 PM on Sunday.

PLEASANT STREET (COUNTY LAYOUT)



WHITE STREET
PRIVATE WAY
N89°35'23"W L24.13'

R=275.98'
L=28.00'

EU-PS UNIT 6	EU-PS UNIT 6	EU-PS UNIT 6	EU-PS UNIT 6	EU-PS UNIT 6	EU-PS UNIT 6
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PROP. RETAIL
(4,094 SF±)
25 PARKING SPACES

LOT D
39,910 S.F.

N/F
MBTA
BK 13117 PG 113

DATE
BY

Traffic & Parking (1/2)

Parking: Calverde has 25 parking spaces available for customer use.

Loading: The site features a drive-in loading bay for the delivery of product, which is the gold standard for security in the cannabis industry.

Traffic: Calverde has conducted a traffic study to ensure that the proposed use will not impact the existing level of service at the site. Calverde believes that traffic will be further mitigated by the continued opening of retail marijuana establishments across Massachusetts as well as operational practices. As of July 17, 2020:

- 59 adult use marijuana retailers had opened;
- 163 adult use marijuana retailers had a provisional or final license and were preparing to open; and
- 105 adult use marijuana retailers were pending in Massachusetts.

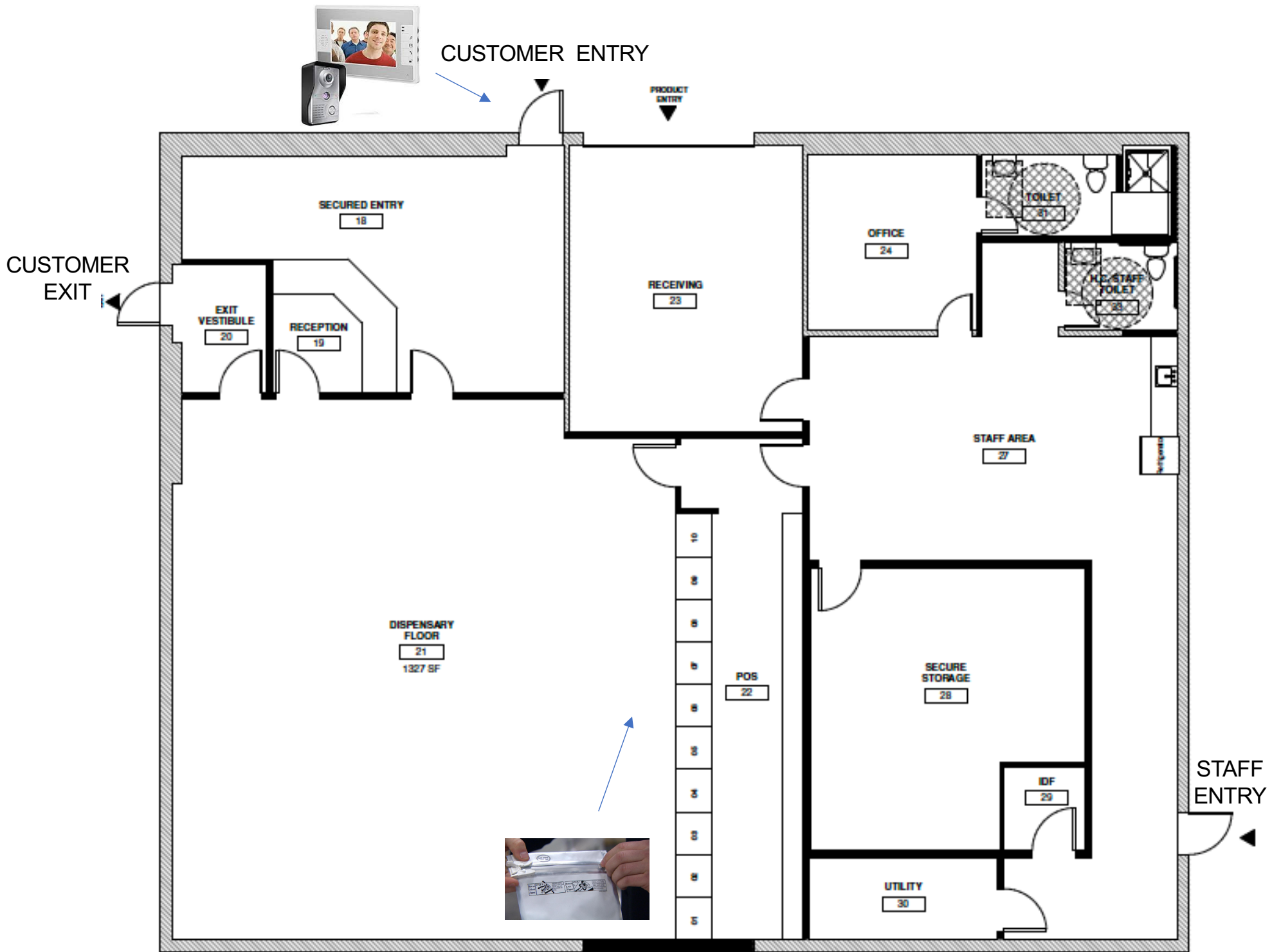
Traffic & Parking (2/2)

Appointment Only for the First Month

Calverde will conduct operations by appointment only for at least its first month of operations. Customers will be required to make an appointment using Calverde's website or telephone number and indicate the means by which they seek to access the facility, allowing us to ensure that we can accommodate them without causing unintended nuisance.

Opening Day Plan

Calverde will submit an Opening Day Plan for review by the Town of Belmont that will feature measures to mitigate nuisance and ensure safety and compliance during its first six months of operation. Considerations will include parking lot attendants, outreach to the surrounding community, and continued collaboration.



Customer Education

FIRST VISIT: Customers visiting the facility for the first time will go through an intake process where they receive a primer on regulations surrounding cannabis; how to safely consume, store, and transport their product; and information regarding strains, dosage, and desired effects. Upon their first visit to the Facility, all customers will be required to review and sign a Community Norms Attestation, in which they certify that they understand that the ability to utilize Calverde's store is contingent on respect for the surrounding neighborhood. Public consumption, diversion, exterior queuing, loitering, littering, and other behaviors are not tolerated and practicing them will eliminate the opportunity for future store visits.

VISUAL MATERIALS: Flyers, pamphlets, and other materials will be available in the entry vestibule as well as throughout the dispensary floor. There will also be signage proximate to point-of-sale terminals reminding customers about the consequences of product diversion.

AUDITORY REMINDERS: In a friendly, approachable manner, customer service representatives will educate customers at the point of sale about how to safely store, consume, and transport their product.

TAKEAWAY MATERIALS: Product safety guides and general informational material will be placed in each and every bag to ensure customers have access to safety materials when they intend to utilize the product.

Security Overview

Ensuring the safety of customers, employees, and the surrounding community is the chief priority of our team.

As such, Calverde will implement extensive security protection measures at our facilities, led and designed by Chief Security Officer Michael Allen and facilitated by Astronaut Security, a company that provides state-of-the-art security solutions for cannabis companies across New England.



Exterior Security

- Stringent access control procedures maintain strict control over who is in the facility at any given moment.
- Perimeter security, including motion sensors, alarms, and video surveillance, will be installed to protect the site from unauthorized intrusion. Intrusion detection sensors will be placed on all exit and entry points, including windows. Extensive video surveillance will be placed on the exterior of the facility and all interior locations that may contain cannabis.
- Multiple redundant alarm systems will be operating to ensure that the system does not fail in the case of power outage.
- Live security guards will monitor camera feeds on site during all hours of operation. Additionally, feeds will be remotely monitored by offsite 24/7 dispatch team at all times in addition to looping into the Belmont Police Department if desired.

Interior Security

- Products will be located in locked, secure vaults under video surveillance. No more than the anticipated inventory required for two days will be stored on site. Only designated employees will have access to the safe.
- Duress, panic, and hold-up alarms will be located strategically throughout the facility.
- Only designated staff will have access to the vault, with layered access badges prohibiting free staff movement throughout the building. Different staff functions will take orders and fulfill orders.
- Security agents will monitor the interior and exterior of the facility on alert for suspicious behaviors. They will be trained on Standard Operating Procedures to respond instantly in crisis situations.

Preventing Diversion

Our seed-to-sale tracking program tracks our products by weight from when they first take root until they are sold. The program tracks who interacts with each product at every step of the cultivation, processing, transportation, and retail process. Employees that divert product, either intentionally or negligently, will be terminated immediately and reported to law enforcement. Customers that divert product will be banned from our facility and reported to law enforcement.

Customers will be strictly required to demonstrate that they are age 25 or older. In the instance that a staff member feels uncomfortable with the credentials provided, they will deny entry.

We will not engage in any marketing initiatives that are designed to appeal to minors. Our products will not resemble realistic or fictional human, animal, or fruit, including artistic, caricature, or cartoon renderings.

All visitors to our website will be asked to confirm they are over the age of 21.



Advertising (Or Lack Thereof)

Per 935 CMR 500.105.4(b), Adult Use Marijuana Establishments are strictly prohibited from:

- advertising, marketing, and branding by means of television, radio, internet, mobile applications, social media, other electronic communication, billboard, outdoor advertising, print publications, and charitable event sponsorship unless at least 85 percent of the audience is expected to be 21 years of age or older
- Pop-up advertisements on the internet
- Advertising, marketing, and branding through promotional items including gifts, giveaways, coupons, or "free" / "donated" marijuana, clothing, cups, drink holders, apparel, electronic equipment, sporting equipment, novelty items, similar portable promotional items, vinyl-wrapped vehicles
- Advertising on or in bus stops, taxi stands, transportation waiting areas, train stations, airports, or similar transportation venues
- Neon signage, vehicles or storefronts with radios or loud speakers
- Advertising the prices and strains of marijuana available except on its website or in its store



Preventing Nuisance

Calverde will provide a 24/7 contact phone number to interested abutters, community groups, nearby residents, and the Town.

Calverde's security personnel will diligently monitor the exterior of the Facility to ensure that customers or other members of the public are not engaging in nuisance behaviors. Public consumption of marijuana or other drugs, disturbances of the peace, lewd behavior, harassment, and undesirable behaviors are all strictly prohibited. All security personnel will undergo rigorous training in de-escalation techniques. When appropriate, law enforcement will be notified. Customers who behave in such a manner will not be granted access to the facility in the future.

The General Manager of the facility will attend all local neighborhood meetings to solicit feedback and remain aware of neighborhood issues and happenings.

Accountability

Our leadership team is committed to operating a retail store that is safe, respectful of the surrounding community, and compliant with all state and local regulations. However, there are many measures of accountability built into the local licensing process aside from our company ethos, including:

- State License - Our license from the Cannabis Control Commission will be penalized or revoked if it does not operate in accordance with state regulations. Although penalties and revocations can be issued at any time, we must renew our license each year.
- Local Host Community Agreement - We will be required to enter into a Host Community Agreement with the Town of Belmont. If we do not hold up our end of the bargain, the Town may revoke and/or refuse to reissue this agreement.
- Board of Health Permit - We are required to renew our Adult Use Marijuana Sales Permit with the Board of Health annually. If we do not meet the requirements set forth by the Town, the permit expires.
- Reporting Requirements - We are required to report each and every instance of non-compliance to the local police and to the Cannabis Control Commission.



Commitment to Community

Many of our team members are long-time local residents who care deeply about the maintaining the community fabric that makes Belmont special. We commit to:

- A **host community agreement** that provides Belmont with three percent of sales revenues to direct towards priorities of its choosing
- Increased **tax revenue** through local option agreements
- Participation in **neighborhood civic and business associations**
- Support towards local **charitable and community-building initiatives**
- Over 20 well-paying, salaried jobs with a commitment to **hiring a local, diverse staff** comprised of minorities, veterans, people with disabilities, and people who identify as LGBTQ+.
- Utilization of **local businesses and vendors** for goods and services
- A **robust community outreach program** to ensure our proposal is built on a foundation of local input



Questions?

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