



Office of the City Manager

CONSENT CALENDAR

June 9, 2026

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Jordan Klein, Director, Planning and Development Department

Subject: Storefront Retail Cannabis Establishment: 2590 Telegraph Avenue

RECOMMENDATION

Adopt a Resolution permitting the People's Cannabis Company to operate a storefront retail cannabis establishment at 2590 Telegraph Avenue, pursuant to BMC 23.320.020 (Cannabis Retail), contingent on the company obtaining all other required state and local permits.

FISCAL IMPACTS OF RECOMMENDATION

Operation of the proposed storefront retail cannabis establishment would result in increased revenues from Business License (Cannabis Business (Non-Medical)) taxes and a potential increase in Berkeley's share of sales taxes.

The Patient's Care Collective, which stopped operating on the site in 2024, owes the City approximately \$1,600,000 in business license taxes, plus additional fees and interest totaling approximately \$1,200,000. The approval of the proposed operating permit would allow the City to collect settlement payments toward these outstanding taxes and fees totaling \$600,000.

CURRENT SITUATION AND ITS EFFECTS

From April 2001 to January 2024, the Patient's Care Collective operated as a medical and recreational cannabis establishment at 2588 and 2590 Telegraph Avenue. Upon cessation of operations, it owed approximately \$2,816,000 in back taxes and fees. None of these outstanding charges have been collected.

The location is currently vacant. Vacant storefronts on Telegraph Avenue interrupt the continuity of commercial businesses and detract from the overall commercial activity of this section of Telegraph Avenue.

Current regulations permit up to seven storefront retail cannabis establishments to operate in the City of Berkeley. Currently, five are in operation. In addition to lost tax revenue, fewer operating businesses results in less competition, potentially affecting

consumers by increasing prices, limiting selection, or motivating them to shop instead in neighboring jurisdictions.

The owner of People's Cannabis Company has negotiated the terms of a settlement agreement with the City Manager's Office. People's Cannabis Company would commit to regular payments totaling \$600,000 towards the unpaid business license taxes owed by Patient's Care Collective for its former operations at the same location. The People's Cannabis Company's permit to operate would be contingent on continued compliance with the agreement.

### BACKGROUND

State legalization of the retail sales of recreational cannabis went into effect in January 2018. From 2017 through 2020, the City Council took various actions establishing regulations to allow for retail sales of recreational cannabis, creating a selection process for new retailers, and allowing longtime medical cannabis dispensaries to also start functioning as retailers. Berkeley Municipal Code Chapter 12.22 establishes operating standards for cannabis businesses, including the requirement that cannabis retailers obtain operating permits from and allow inspections by the City of Berkeley Environmental Health Division.

From April 2001 to January 2024, the Patient's Care Collective operated as a medical and, subsequent to legalization, recreational cannabis dispensary at 2590 Telegraph Avenue. Planning staff consulted with the Berkeley Police Department, and no problems with the operation of the former cannabis dispensary were identified. The Patient's Care Collective ceased operations in January 2024, and the storefront has since remained unutilized. Operation of the People's Cannabis Company at the same location is not anticipated to result in any new or unforeseen impacts.

In February 2026, a new operator, operating as the People's Cannabis Company, submitted a completed Cannabis Dispensary Application (**Attachment 2**). Staff have deemed the application complete. The Berkeley Police Department's Community Services Bureau reviewed the Safety and Security procedures document and found them adequate for storefront retail cannabis establishment operations.

Under BMC Section 23.320.020 (Cannabis Retail), storefront retail cannabis establishments are permitted in Commercial zoning districts with a Zoning Certificate. Storefront retail cannabis establishments can be approved, pursuant to BMC 12.22.020 (Selection Process), consistent with a process established by the City Council by resolution. As the City Council has not yet adopted a resolution outlining a selection procedure, staff evaluated this application using the criteria established by City Council in 2014 for the evaluation of medical cannabis dispensaries and found those criteria to be satisfied.

Pursuant to BMC Section 12.22, the People's Cannabis Company will not be able to operate until it has obtained an operating permit from the Environmental Health Division, as well as any other required state or local permits.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

Approval of the permit to operate a storefront retail cannabis establishment can support the City's environmental and sustainability goals by reinforcing the regulated market where operations are subject to clear standards around energy use, waste management, and product sourcing. In addition, having a conveniently located legal retailer can reduce vehicle miles traveled by customers who might otherwise drive longer distances to other jurisdictions, thereby lowering associated greenhouse gas emissions.

Operation of the proposed storefront retail cannabis establishment is conditioned on obtaining an operating permit, and submitting to required periodic inspections, from the Environmental Health Division.

RATIONALE FOR RECOMMENDATION

Allowing an additional storefront retail cannabis establishment would support a competitive legal market, expand consumer access to regulated products, generate additional local tax revenue and business activity, and allow the City to recover settlement payments towards the Patient's Care Collective's outstanding taxes and fees. Additionally, as a storefront retail cannabis establishment had operated in this very location for over 20 years, continuing cannabis operations at this location would be unlikely to raise new or unforeseen impacts.

ALTERNATIVE ACTIONS CONSIDERED

The City Council could choose not to permit the People's Cannabis Company to operate a storefront retail cannabis establishment at 2590 Telegraph Avenue.

CONTACT PERSON

Jordan Klein, Planning and Development, 510-981-7534.

Attachments:

- 1: Resolution
- 2: Cannabis Dispensary Application

RESOLUTION NO. ##,###-N.S.

RESOLUTION PERMITTING THE PEOPLE'S CANNABIS COMPANY TO OPERATE A STOREFRONT RETAIL CANNABIS ESTABLISHMENT AT 2590 TELEGRAPH AVENUE

WHEREAS, from April 2001 to January 2024, the Patient's Care Collective (PCC) operated as a medical and recreational cannabis dispensary at 2590 Telegraph Avenue; and

WHEREAS, in February 2026, a new operator, operating as the People's Cannabis Company, submitted a completed Cannabis Dispensary Application to operate a storefront retail cannabis establishment at 2590 Telegraph Avenue; and

WHEREAS, pursuant to Berkeley Municipal Code (BMC) Section 12.22.020, the City Council is authorized to establish procedures to approve storefront retail cannabis establishments; and

WHEREAS, pursuant to BMC Section 23.320.020, seven storefront retail cannabis establishments are permitted to operate in the City of Berkeley, but only five are currently in operation; and

WHEREAS, allowing an additional storefront retail cannabis establishments would support a competitive legal market, expand consumer access to regulated products, generate additional local tax revenue and business activity, and allow the City recover settlement payment towards the Patient Care Collective's outstanding taxes and fees; and

WHEREAS, the owner of People's Cannabis Company has negotiated the terms of a settlement agreement with the City Manager's Office, through which People's Cannabis Company would commit to regular payments totaling \$600,000 towards the unpaid business license taxes owed by Patient's Care Collective for their former operations at the same location.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that, pursuant to BMC 23.320.020, a permit is hereby granted to the People's Cannabis Company for operation of a storefront retail cannabis establishment at 2590 Telegraph Avenue, subject to obtaining an operating permit from the Environmental Health Division and compliance with all applicable local, State and other regulations; and

BE IT FURTHER RESOLVED, that the permit approval is conditioned upon the People's Cannabis Company's compliance with any agreement between the City Manager and the operator of the People's Cannabis Company to settle the outstanding taxes and fees owed by the former operator, the Patient's Care Collective.



# PLANNING & DEVELOPMENT

DATE STAMP HERE

Land Use Planning, 1947 Center Street, 2<sup>nd</sup> Floor, Berkeley, CA 94704  
Tel: 510.981.7410 TDD: 510.981.6903 Fax: 510.981.7420  
Email: [planning@berkeleyca.gov](mailto:planning@berkeleyca.gov)

## CANNABIS DISPENSARY APPLICATION FORM

Dispensary Name: People's Cannabis Company \_\_\_\_\_

Dispensary Contact (Principal): Erik Miller \_\_\_\_\_

Contact Title: CEO \_\_\_\_\_

Contact's Mailing Address: 2872 Ygnacio Valley Rd #137, Walnut Creek, CA 94598 \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail: \_\_\_\_\_

24-Hour Contact Information: \_\_\_\_\_

**Part B: Dispensary Organization Status**

- 1. Describe the Dispensary's organizational status

People's Cannabis Company is a DBA of 200 MPH Consulting, Inc., a California corporation. Erik Miller is the sole member, and President, Secretary, and Treasurer.

Attach proof of status, such as articles of incorporation, by-laws, partnership agreements, and other documentation as may be appropriate or required by the City.

**Part C: Dispensary Description and Location** (attach additional sheets if more than one location is being evaluated)

- 1. Statement of Purpose of Dispensary (a separate sheet may be attached):

The purpose of the dispensary is to facilitate the legal distribution of cannabis to individuals who qualify under the Medicinal and Adult Use Cannabis Regulation and Safety Act.

2. Proposed location of dispensary: 2588 Telegraph Avenue, Berkeley, CA 94704

3. Name and address of property owner Isam Dughman, 426 Castro St, San Francisco, CA 94114

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4. Description of neighborhood around the proposed location (surrounding uses, nearby sensitive uses (such as schools), transit access to site, etc. A separate sheet may be attached.

This location was an operating cannabis dispensary from April 2001 to January 2024 with no neighborhood issues.

This block of Telegraph Avenue is home to restaurants, a nail salon, a dance studio, a smoke shop, an axe throwing

Shop, and an electronics store. There is an AC Transit bus stop on the corner of Telegraph and Parker serving the

6 Telegraph bus line.

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5. Site Plan and Elevations/Photos of Proposed Location (attach). If any exterior alterations are proposed for the existing building, also attach proposed site plans and elevations.
6. Floor Plans (attach). If any interior alterations are proposed for the existing building, also attach proposed floor plans.

### **Part D: Required supplemental information**

This information is required for this application to be considered complete. Attach the following reports to the application. For information about the information required, see [Berkeley Municipal Code \(BMC\) Section 12.21.040\(I\)](#), [BMC Section 12.21.040\(H\)\(I\)](#) and the [Department of Cannabis Control Regulations Title 4, Division 19](#).

- Business Plan
- Neighborhood Compatibility Plan [pursuant to requirements listed in BMC Section 12.21.040\(I\)](#)  
Safety and Security Plan pursuant to requirements listed in BMC Section 12.21.040(H)(1)
- Environmental Health Permit to Operate (attached)

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**Part E: Final Location information**

Only one site per application can be considered at this point. Attach proof of ownership of the site OR copy of signed lease OR letter of owner's willingness to lease to applicant.

**Part F: Bonus supplemental information**

This information is optional but encouraged. If you choose to submit information in any of the following categories, check the appropriate box and attach the report(s) to the application.

Availability of Professional Services at Location

Enhanced Product Safety

Environmental Benefits

Community Benefits

Labor and Employment

Local Enterprise

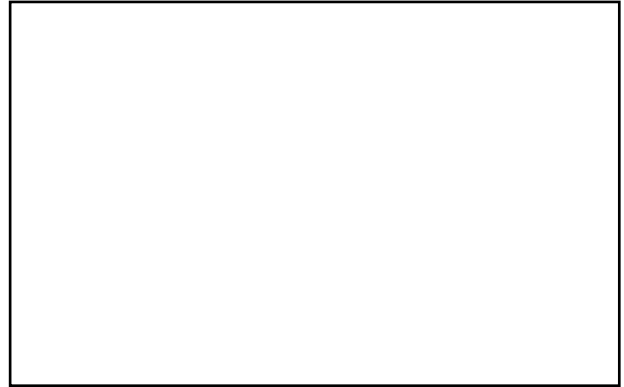
Qualifications of Principals

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**200 MPH Consulting, Inc.  
dba  
People's Cannabis Company**

**Principal Information**

Erik Stephen Miller, CEO  
2872 Ygnacio Valley Rd #137  
Walnut Creek, CA 94598



Erik Miller was one of the principal members of Community Flavor, Inc., which operated the original dispensary at this location from April 2001 to April 2015. With 14 years' experience at this location, he has an established relationship with the landlord and neighboring businesses, and is uniquely qualified to operate a dispensary here.



## California Secretary of State Electronic Filing



### General Stock Corporation - Articles of Incorporation

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Entity Name: 200 MPH Consulting Inc  
Entity (File) Number: C4838169  
File Date: 01/22/2022  
Entity Type: General Stock Corporation  
Jurisdiction: California

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#### Detailed Filing Information

1. Corporate Name: 200 MPH Consulting Inc
  2. Business Addresses:
    - a. Initial Street Address of Corporation: 972 San Miguel Rd  
Concord, California, 94518  
United States of America
    - b. Initial Mailing Address of Corporation: 972 San Miguel Rd  
Concord, California, 94518  
United States of America
  3. Agent for Service of Process:  
Individual Agent: Erik S Miller  
972 San Miguel Rd  
Concord, California, 94518  
United States of America
  4. Shares: 1000
  5. Purpose Statement: The purpose of the corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business or the practice of a profession permitted to be incorporated by the California Corporations Code.
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The incorporator affirms the information contained herein is true and correct.

Incorporator: Erik S Miller



# Secretary of State Certificate of Status

I, SHIRLEY N. WEBER, PH.D., California Secretary of State, hereby certify:

**Entity Name:** 200 MPH CONSULTING INC  
**Entity No.:** 4838169  
**Registration Date:** 01/22/2022  
**Entity Type:** Stock Corporation - CA - General  
**Formed In:** CALIFORNIA  
**Status:** Active

The above referenced entity is active on the Secretary of State's records and is authorized to exercise all its powers, rights and privileges in California.

This certificate relates to the status of the entity on the Secretary of State's records as of the date of this certificate and does not reflect documents that are pending review or other events that may impact status.

No information is available from this office regarding the financial condition, status of licenses, if any, business activities or practices of the entity.



**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California this day of July 14, 2024.

**SHIRLEY N. WEBER, PH.D.**  
**Secretary of State**

**Certificate No.:** 228476335

To verify the issuance of this Certificate, use the Certificate No. above with the Secretary of State Certification Verification Search available at [bizfileOnline.sos.ca.gov](http://bizfileOnline.sos.ca.gov).

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**BYLAWS**  
of  
**200 MPH Consulting Inc**  
**(the Corporation)**  
**SHAREHOLDERS**

### **1. Annual Meeting**

A meeting of the Shareholders of the Corporation (the "Shareholders") will be held annually for the purpose of electing directors (the "Directors") of the Corporation and for the purpose of doing other business as may come before the meeting. If the day fixed for the annual meeting is a legal holiday in the State of California, the annual meeting will be held on the next succeeding business day or on a date determined by the board of directors for the Corporation (the "Board") that is no later than two weeks after the date specified in the meeting notice.

The Corporation must hold its annual meeting within:

- a. 60 days after the date designated for the annual meeting or if no date was designated;
- b. 12 months after its last regular meeting.
- c. If the annual meeting is not held within that time period then any shareholder entitled to participate in the meeting may apply to the superior court of the proper county to fix the time and place of the meeting.

Management: Erik S Miller will be the President, Secretary, Treasurer and Director

### **2. Special Meetings**

Unless otherwise prescribed by statute, special meetings of the Shareholders, for any purpose or purposes, may only be called in the following ways:

- a. By a majority of the Board; or
- b. By the president of the Corporation (the "President"); or
- c. By the holders of shares entitled to cast in total not less than 10 percent of the votes on any issue proposed for the meeting where written requests describing the purpose or purposes for the special meeting are signed, dated and delivered to a member of the Board or other Officer of the Corporation.

The Board will determine the time, place and date of any special meeting provided that, in the case of a special meeting called by the requisite percentage of Shareholders in accordance with these Bylaws, the Board will issue notice of the special meeting within 20 days of receipt of the written demand(s) by the relevant Officer of the Corporation. The Board will schedule the meeting for a date not less than 35 nor more than 60 days after the receipt of the request.

### **3. Place of Meeting**

The annual meetings or special meetings of the Shareholders may be held at any place in or out of the State of California at a place to be determined at the discretion of the Board. If no designation of the location is made for any annual or special meeting of the Shareholders, the place of the meeting will be the Principal Executive Office of the Corporation. The Corporation must hold its annual meeting within the earlier of: a) six months after the end of the Corporation's fiscal year or; b) fifteen months after its last annual meeting. If an annual meeting is not held within that time period, a Shareholder may direct a request in writing to the Chairman of the Board of the Corporation to hold the annual meeting. If a notice of meeting is not given within 60 days of that request then any Shareholder entitled to vote at an annual meeting may apply to any court having jurisdiction for an order directing that the meeting be held and fixing the time and place of the meeting.

#### **4. Notice of Meetings**

The written notice of any meeting will be given not less than 10 days, but not more than 60 days before the date of the meeting to each Shareholder entitled to vote at that meeting. The written notice of the meeting will state the place, date and hour of the meeting, the means of remote communications, if any, and, in the case of a special meeting, the purpose or purposes for which the meeting is called.

If mailed, notice is given when the notice is deposited in the United States mail, postage prepaid, and directed to the Shareholder at the address of the Shareholder as it appears on the records of the Corporation. An affidavit of the secretary (the "Secretary") of the Corporation that the notice has been given will, in the absence of fraud, be prima facie evidence of the facts stated in the notice.

A written waiver, signed by the person entitled to a notice of meeting, or a waiver by electronic transmission by the person entitled to that notice, whether before or after the time stated in the notice, will be deemed equivalent to the person receiving the notice. Further, attendance of a person at a meeting will constitute a waiver of notice of that meeting, except when the person attends a meeting for the express purpose of objecting at the beginning of the meeting to the transaction of any business because the meeting is not lawfully called or convened.

#### **5. Consent of Shareholders in Lieu of Meeting**

Any action to be taken at any annual or special meeting of Shareholders, may be taken without a meeting, without prior notice and without a vote, if a consent or consents in writing, setting forth the action to be taken, is signed by the holders of outstanding stock having not less than the minimum number of votes that would be necessary to authorize or take the action at a meeting at which all shares entitled to vote on the matter were present and voted is delivered to the Corporation. Every written consent will bear the date of signature of each Shareholder who signs the consent. However, no written consent will be effective unless the consent is delivered, either by hand or by certified or registered mail, within 90 days of the earliest dated consent, to the Corporation for inclusion in the minutes or filing with the corporate records.

#### **6. Remote Communication Meetings**

Remote communication means any electronic communication including conference telephone, video conference, the Internet, or any other method currently available or developed in the future by which Shareholders not present in the same physical location may simultaneously communicate with each other.

Where permitted under the statutes and regulations of the State of California, and in the sole and reasonable discretion of the Board of Directors, a meeting of Shareholders of the Corporation may be held at a specific location or may be held by any means of remote communication. Where a meeting will employ remote communication, one or more Shareholders may participate by means of remote communication or the meeting may be held solely by means of remote communication at the sole discretion of the Board of Directors. Where any remote communication is used in a Shareholder meeting, all persons authorized to vote or take other action at the meeting must be able to hear each other during the meeting and each person will have a reasonable opportunity to participate. This remote participation in a meeting will constitute presence in person at the meeting. All votes or other actions taken at the meeting by means of electronic transmission must be maintained as a matter of record by the Corporation.

## 7. List of Shareholders Entitled to Vote

The Officer who has charge of the Record of Shareholders of the Corporation will prepare and make, 10 to 60 days before every meeting of the Shareholders, a complete list of the Shareholders entitled to vote at the meeting, arranged in alphabetical order, and showing the address of each Shareholder and the number of shares of stock registered in the name of each Shareholder. The list must be available for inspection by any Shareholder. The list must be provided for any purpose related to the meeting:

- a. On a reasonably accessible electronic network, so long as the information required to access the list is provided with the notice of the meeting; or
- b. During ordinary business hours, at the Registered Office of the Corporation in this state.

If the Corporation decides to make the list available on an electronic network, the Corporation will ensure that this information is available only to Shareholders of the Corporation. If the meeting is to be held at a physical location, then the list will be produced and kept at the time and place of the meeting during the whole time of the meeting and may be inspected by any Shareholder who is present.

If the meeting is to be held solely by means of remote communication, then the list will also be open to the examination of any Shareholder during the whole time of the meeting on a reasonably accessible electronic network, and the information required to access the list will be provided with the notice of the meeting.

If any Director willfully neglects or refuses to produce the list of Shareholders at any meeting for the election of Directors, or to open such a list to examination on a reasonably accessible electronic network during any meeting for the election of Directors held solely by means of remote communication, those Directors will be ineligible for election to any office at that meeting.

The Record of Shareholders will be the only evidence as to who are the Shareholders entitled by this section to examine the list required by this section or to vote in person or by proxy at any meeting of Shareholders.

## 8. Quorum and Required Vote

A minimum of 51 percent of the shares entitled to vote, present in person or represented by proxy, will constitute a quorum entitled to take action at a meeting of Shareholders.

In all matters other than the election of Directors, any act of the Shareholders must be passed by an affirmative vote of the majority of the shares present in person or represented by proxy at the meeting and entitled to vote on the matter.

Directors will be elected by a majority of the votes of the shares present in person or represented by proxy at the meeting and entitled to vote on the election of Directors.

Where a separate vote by a class or series or classes or series of shares ("Eligible Shares") is required, 51 percent of the outstanding Eligible Shares present in person or represented by proxy, will constitute a quorum entitled to take action with respect to that vote on that matter. Any act to be taken must be passed by an affirmative vote of the majority of the outstanding Eligible Shares present in person or represented by proxy.

## **9. Shareholders Voting Rights and Proxies**

Subject to the Articles of Incorporation, each Shareholder will be entitled to one vote for each share of stock held by that Shareholder.

Each Shareholder entitled to vote at a meeting of Shareholders or to express consent or dissent to corporate action in writing without a meeting may authorize another person or persons to act for that Shareholder by proxy, but no proxy will be valid after 11 months from the date of its execution unless the proxy provides for a longer period.

Execution of a proxy may be accomplished by the Shareholder or by the authorized Officer, Director, employee or agent of the Shareholder, signing the writing or causing that person's signature to be affixed to the writing by any reasonable means including, but not limited to, by facsimile signature.

A duly executed proxy will be irrevocable if it states that it is irrevocable and if, and only as long as, it is coupled with an interest sufficient in law to support an irrevocable power. A proxy may be made irrevocable regardless of whether the interest with which it is coupled is an interest in the shares or an interest in the Corporation generally.

## **10. Voting Rights of Fiduciaries, Pledgers and Joint Owners of Shares**

Persons holding shares in a fiduciary capacity will be entitled to vote the shares so held. Persons whose shares are pledged will be entitled to vote, unless, in the transfer by the pledger on the books of the Corporation, that person has expressly empowered the pledgee to vote the shares, in which case only the pledgee, or that pledgee's proxy, may represent and vote the shares.

## **11. Voting Trusts and Other Voting Agreements**

Two or more Shareholders may, by agreement in writing, create a voting trust by depositing their shares with a voting trustee, who will have the authority to vote the shares in accordance with the terms and conditions of the voting trust agreement. To be valid, the voting trustee must deliver copies of the list of Shareholders and the voting trust agreement to the Secretary of the Corporation. Upon receiving the voting trust agreement, the Corporation will issue new share certificates in the name of the trustee and cancel the old share certificates. The new share certificates issued will state that they are issued pursuant to a voting trust agreement.

Any amendment to a voting trust agreement will be made by a written agreement, a copy of which will be filed with the Secretary of the Corporation.

The right of inspection of any voting trust agreement or related amendment by a Shareholder of record or a holder of a voting trust certificate, in person or by agent, will be the same right of inspection that applies to the securities register of the Corporation.

An agreement between two or more Shareholders, if in writing and signed by the parties to the agreement, may provide that in exercising any voting rights, the shares held by them will be voted as provided by the agreement, or as the parties may agree, or as determined in accordance with a procedure agreed upon by them.

The above provisions concerning voting trusts and voting agreements will not be deemed to invalidate any voting or other agreement among Shareholders or any irrevocable proxy which is not otherwise illegal.

## **12. Cumulative Voting**

Shareholders may use cumulative voting elections when electing Directors.

## **BOARD OF DIRECTORS**

## **13. General Powers**

The business and affairs of the Corporation will be managed by or under the direction of the Board.

## **14. Number, Tenure and Quorum**

The Board will consist of one member, who will be a natural person. Directors need not be Shareholders. The Director will hold office until that Director's successor is elected and qualified or until that Director's earlier resignation or removal. Any Director may resign at any time upon notice given in writing or by electronic transmission to the Corporation. In order to transact business at a meeting of the Directors, a quorum of 51 percent of the total number of Directors eligible to vote will be required. The vote of the majority of the Directors present at a meeting at which a quorum is present will be the act of the Board.

## **15. Regular Meetings**

By resolution, the Board may provide the time and place, either within or without the State of California, for the holding of regular meetings without any notice other than that resolution.

## **16. Special Meetings**

Special meetings of the Board may be called by or at the request of the President or by a majority of the Directors. The person or persons calling that special meeting of the Board may fix any date, time or place, either within or without the State of California, to be the date, time and place for holding that special meeting.

## **17. Notice**

Written notice of the date, time, and place of a special meeting of the Board will be given at least 30 days prior to the date set for that meeting. The written notice can be given personally, by mail, by private carrier, by telegraph, by telephone facsimile, or by any other manner as permitted by the California General Corporation Law. The notice will be given by the Secretary or one of the persons authorized to call Directors' meetings.

If written notice is mailed, correctly addressed to a Director's address as provided in the Corporation's current records, the notice will be deemed to have been given to that Director at the time of mailing. If written notice is sent by private carrier or if the written notice is sent by United States mail, postage prepaid and by registered or certified mail, return receipt requested, the notice will be deemed to have been given to a Director on the date shown on the return receipt. Otherwise notice is effective when received by a Director.

Notice of any Directors' meeting may be waived by a Director before or after the date and time of the meeting. The waiver must be in writing, must be signed by a Director, and must be delivered to the Corporation for inclusion in the minutes or filing with the corporate records. The attendance of a Director at a meeting of the Board will constitute a waiver of notice of that meeting except where a Director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully convened.

## **18. Action by Directors Without a Meeting**

Any action to be taken at any meeting of the Board or of any committee of the Board may be taken without a meeting if all members of the Board or committee, as the case may be, consent to it in writing, or by electronic transmission and the writing or writings or electronic transmission or transmissions are filed with the minutes of proceedings of the Board, or committee. This filing will be in paper form if the minutes are maintained in paper form and will be in electronic form if the minutes are maintained in electronic form.

## **19. Remote Communication Meetings**

Remote communication means any electronic communication including conference telephone, video conference, the Internet, or any other method currently available or developed in the future by which Directors not present in the same physical location may simultaneously communicate with each other.

A meeting of the Board may be held by any means of remote communication by which all persons authorized to vote or take other action at the meeting can hear each other during the meeting and each person has a reasonable opportunity to participate. This remote participation in a meeting will constitute presence in person at the meeting.

## **20. Vacancies and Newly Created Directorships**

When vacancies or newly created directorships resulting from any increase in the authorized number of Directors occur, a majority of the Directors then in office, although less than a quorum, or a sole remaining Director will have the power to appoint new Directors to fill this vacancy or vacancies. Each new Director so chosen will hold office until the next annual meeting of the Shareholders.

If at any time, by reason of death or resignation or other cause, the Corporation should have no Directors in office, then any Officer or any Shareholder or an executor, administrator, trustee or guardian of a Shareholder, or other fiduciary entrusted with like responsibility for the person or estate of a Shareholder, may call a special meeting of Shareholders for an election to fill the vacancy.

When one or more Directors resign from the Board and the resignation is to become effective at a future date, a majority of the Directors then in office, including those who have so resigned, will have the power to appoint new Directors to fill this vacancy or vacancies. The appointments of these new Directors will take effect when the resignation or resignations are to become effective, and each new Director so chosen will hold office until the next annual meeting of the Shareholders.

## **21. Removal**

Any Director or the entire Board may be removed, with or without cause, by the holders of a majority of the shares then entitled to vote at an election of Directors at a special meeting of the Shareholders called for that purpose. No director may be removed when the votes cast against removal would be sufficient to elect the director if voted cumulatively at an election where the same total number of votes were cast.

## **22. Organization**

Meetings of the Board will be presided over by the President, or in the President's absence by a Director chosen at the meeting. The Secretary will act as secretary of the meeting, but in the absence of the Secretary, the person presiding at the meeting may appoint any person to act as secretary of the meeting.

### **23. Chairman of the Board**

The Chairman of the Board, if present, will preside at all meetings of the Board, and exercise and perform any other authorities and duties as may be from time to time delegated by the Board.

### **24. Compensation**

The Board will, by resolution, fix the fees and other compensation for the Directors for their services as Directors, including their services as members of committees of the Board. All changes to Director compensation are subject to ratification by the Shareholders.

### **25. Presumption of Assent**

A Director of the Corporation who is present at a meeting of the Board will be presumed to have assented to an action taken on any corporate matter at the meeting unless:

- a. The Director objects at the beginning of the meeting, or promptly upon the Director's arrival, to holding the meeting or transacting business at the meeting;
- b. The Director's dissent or abstention from the action taken is entered in the minutes of the meeting;  
or
- c. The Director delivers written notice of the Director's dissent or abstention to the presiding officer of the meeting before the adjournment of the meeting or to the Corporation within a reasonable time after adjournment of the meeting.

Any right to dissent or abstain from the action will not apply to a Director who voted in favor of that action.

## **COMMITTEES**

### **26. Appointment**

The Board may designate one or more committees, each committee to consist of one or more of the Directors of the Corporation. The Board may designate one or more Directors as alternate members of any committee, who may replace any absent or disqualified member at any meeting of the committee.

In the absence or disqualification of a member of a committee, the member or members present at any meeting and not disqualified from voting, whether or not that member or members constitute a quorum, may unanimously appoint another member of the Board to act at the meeting in the place of any absent or disqualified member.

The committee or committees, to the extent provided in the resolution of the Board will have and may exercise all the powers and authority of the Board in the management of the business and affairs of the Corporation, and may authorize the seal of the Corporation to be affixed to all papers which may require it. No such committee will have the power or authority in reference to the following matters:

- a. Approving or adopting, or recommending to the Shareholders, any action or matter (other than the election or removal of Directors) expressly required by the California General Corporation Law to be submitted to Shareholders for approval; or
- b. Adopting, amending or repealing any Bylaw of the Corporation.

### **27. Tenure**

Each member of a committee will serve at the pleasure of the Board.

## **28. Meetings and Notice**

The method by which Directors' meetings may be called and the notice requirements for these meetings as set out in these Bylaws will apply to any committee designated by the Board as appropriate.

## **29. Quorum**

The requirements for a quorum for the Board as set out in these Bylaws will apply to any committee designated by the Board as appropriate.

## **30. Action Without a Meeting**

The requirements and procedures for actions without a meeting for the Board as set out in these Bylaws will apply to any committee designated by the Board as appropriate.

## **31. Resignation and Removal**

Any member of a committee may be removed at any time, with or without cause, by a resolution adopted by a majority of the full Board. Any member of a committee may resign from the committee at any time by giving written notice to the Chairman of the Board of the Corporation, and unless otherwise specified in the notice, the acceptance of this resignation will not be necessary to make it effective.

## **32. Vacancies**

Any vacancy in a committee may be filled by a resolution adopted by a majority of the full Board.

## **33. Committee Rules of Procedure**

A committee will elect a presiding officer from its members and may fix its own rules of procedure provided they are not inconsistent with these Bylaws. A committee will keep regular minutes of its proceedings, and report those minutes to the Board at the first subsequent meeting of the Board.

## **OFFICERS**

### **34. Appointment of Officers**

The Officers of the Corporation (individually the "Officer" and collectively the "Officers") will consist of the President, a treasurer (the "Treasurer") and the Secretary. The Officers will be appointed by the Board at the first meeting of the Directors or as soon after the first meeting of the Directors as possible, if Officers have not already been appointed. Any appointee may hold one or more offices.

### **35. Term of Office**

Each Officer will hold office until a successor is duly appointed and qualified or until the Officer's death or until the Officer resigns or is removed as provided in these Bylaws.

### **36. Removal**

Any Officer or agent appointed by the Board or by the Incorporators may be removed by the Board at any time with or without cause, provided, however, any contractual rights of that person, if any, will not be prejudiced by the removal.

### **37. Vacancies**

The Board may fill a vacancy in any office because of death, resignation, removal, disqualification, or otherwise.

### **38. President**

Subject to the control and supervisory powers of the Board and its delegate, the powers and duties of the President will be:

- a. To have the general management and supervision, direction and control of the business and affairs of the Corporation;
- b. To preside at all meetings of the Shareholders when the Chairman of the Board is absent;
- c. To call meetings of the Shareholders to be held at such times and at such places as the President will deem proper within the limitations prescribed by law or by these Bylaws;
- d. To ensure that all orders and resolutions of the Board are effectively carried out;
- e. To maintain records of and certify, whenever necessary, all proceedings of the Board and the Shareholders;
- f. To put the signature of the Corporation to all deeds, conveyances, mortgages, guarantees, leases, obligations, bonds, certificates and other papers and instruments in writing which have been authorized by the Board or which, in the opinion of the President, should be executed on behalf of the Corporation; to sign certificates for the Corporation's shares; and, subject to the instructions of the Board, to have general charge of the property of the Corporation and to supervise and manage all Officers, agents and employees of the Corporation; and
- g. To perform all other duties and carry out other responsibilities as determined by the Board.

### **39. Treasurer**

Subject to the control and supervisory powers of the Board and its delegate, the powers and duties of the Treasurer will be:

- a. To keep accurate financial records for the Corporation;
- b. To deposit all money, drafts and checks in the name of and to the credit of the Corporation in the banks and depositories designated by the Board;
- c. To endorse for deposit all notes, checks, drafts received by the Corporation as instructed by the Board, making proper vouchers for them;
- d. To disburse corporate funds and issue checks and drafts in the name of the Corporation, as instructed by the Board;
- e. To submit to the President and the Board, as requested, an account of all transactions by the Treasurer and the financial condition of the Corporation;
- f. To prepare and submit to the Board annual reports detailing the financial status of the Corporation; and
- g. To perform all other duties and carry out other responsibilities as prescribed by the Board or the President.

### **40. Secretary**

The Secretary will perform the following duties:

- a. Prepare the minutes of the meetings of the Shareholders and meetings of the Board and keep those minutes in one or more books provided for that purpose;
- b. Authenticate the records of the Corporation as will from time to time be required;

- c. Ensure that all notices are duly given in accordance with the provisions of these Bylaws or as required by law;
- d. Act as custodian of the corporate records and of the corporate seal, if any, and ensure that the seal of the Corporation, if any, is affixed to all documents the execution of which on behalf of the Corporation under its seal is duly authorized;
- e. Keep a register of the post office address of each Shareholder;
- f. Sign, along with the President, certificates for shares of the Corporation, the issuance of which will have been authorized by resolution of the Board;
- g. Have general charge of the Record of Shareholders of the Corporation; and
- h. Perform all duties incidental to the office of Secretary and any other duties as from time to time may be delegated to the Secretary by the President or the Board.

#### **41. Delegation of Authority**

The Board reserves the authority to delegate the powers of any Officer to any other Officer or agent, notwithstanding any provision in these Bylaws.

### **LOANS, CHECKS, DEPOSITS, CONTRACTS**

#### **42. Loans**

Without authorization by a resolution of the Board, the Corporation is prohibited from making or accepting loans in its name, or issuing evidences of indebtedness in its name. The authorization of the Board for the Corporation to perform these acts can be general or specific.

#### **43. Checks, Drafts, Notes**

All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the Corporation must be signed by a designated Officer or Officers, agent or agents of the Corporation and in a manner as will from time to time be determined by resolution of the Board.

#### **44. Deposits**

All funds of the Corporation not otherwise used will be deposited to the credit of the Corporation in banks, trust companies, or other depositories designated by the Board.

#### **45. Voting Securities Held by the Corporation**

The President, or another Officer or agent designated by the Board will, with full power and authority attend, act, and vote, on behalf of the Corporation, at any meeting of security holders or interest holders of other corporations or entities in which the Corporation may hold securities or interests. At that meeting, the President or other delegated agent will have and execute any and all rights and powers incidental to the ownership of the securities or interests that the Corporation holds.

#### **46. Contracts**

The Board may give authority to any Officer or agent, to make any contract or execute and deliver any instrument in the name of the Corporation and on its behalf, and that authority may be general or specific.

#### **47. Conflict of Interest by Directors**

A Director or Officer of the Corporation will not be disqualified as a Director or Officer for the sole reason that the Director or Officer deals or contracts with the Corporation either as a vendor, purchaser, or otherwise.

### APPENDIX - Glossary

**Bylaws** - the purpose of these bylaws (the "Bylaws") is to provide rules governing the internal management of the Corporation.

**Chairman of the Board** - Once a Board of Directors has been appointed or elected by the Shareholders, the Board will then elect a chairman (the "Chairman of the Board"). The Chairman of the Board will act to moderate all meetings of the Board of Directors and any other duties and obligations as described in these Bylaws.

**Corporate Officer** - A corporate officer (individually the "Officer" and collectively the "Officers") is any individual acting for or on behalf of the Corporation. An Officer of the Corporation will usually be appointed to a specific task such as secretary, president, treasurer or other similar position. One person may hold several offices. The Officers will manage the day-to-day operations of the Corporation and report to the Board of Directors.

**Principal Executive Office** - The Principal Executive Office for the Corporation is where the President of the Corporation has an office.

**Principal Office** - The Principal Office of the Corporation is the address designated in the annual report where the executive offices of the Corporation are located.

**Principal Place of Business** - The Principal Place of Business is the address at which the Corporation conducts its primary business.

**Registered Office** - The Registered Office is the physical street address within the state where the registered agent can be contacted during normal business hours for service of process.

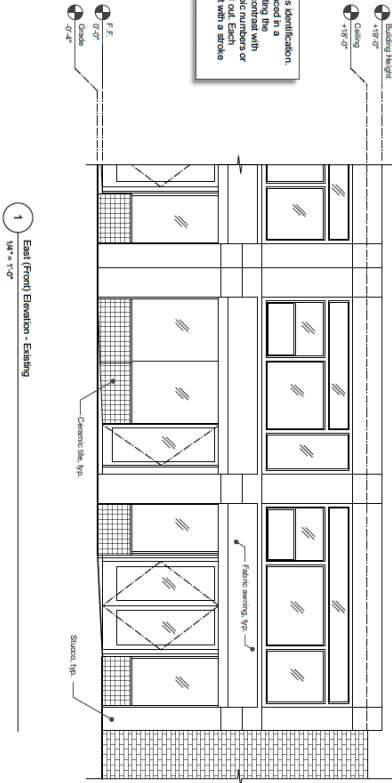
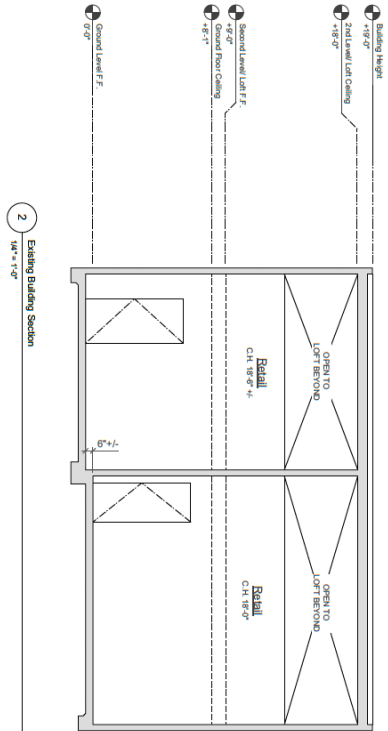
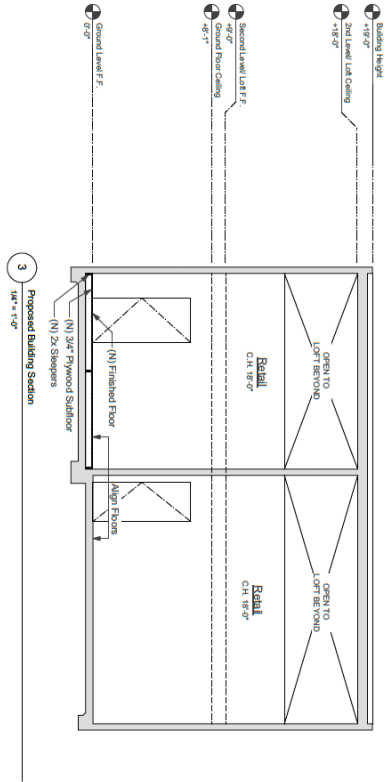
**Record of Shareholders** - A Record of Shareholders is the complete record of the owners of shares of stock in the Corporation

Dated 01/22/2022



Erik S Miller (The "President")





Buildings shall be provided with approved address identification. The address shall be placed in a prominent position that is visible from the street or road fronting the property. Address identification characters shall contrast with the background and be in a sans serif, alphanumeric letters. Numbers shall not be spelled out. Each character shall be not less than 4 inches in height with a stroke width of not less than 0.5 inch.

NO.	REVISIONS DESCRIPTION	DATE

DATE August 14th, 2019  
 PROJECT 18042  
 SCALE 1/4" = 1'-0"

**A2.1**



2590 Telegraph Ave  
 Berkeley, CA 94704

**DRAE'TING CAFE ARCHITECTS**  
 T 510.251.2511  
 F 510.726.6707  
 www.drae'ting.com

**PREMISES DIAGRAM**

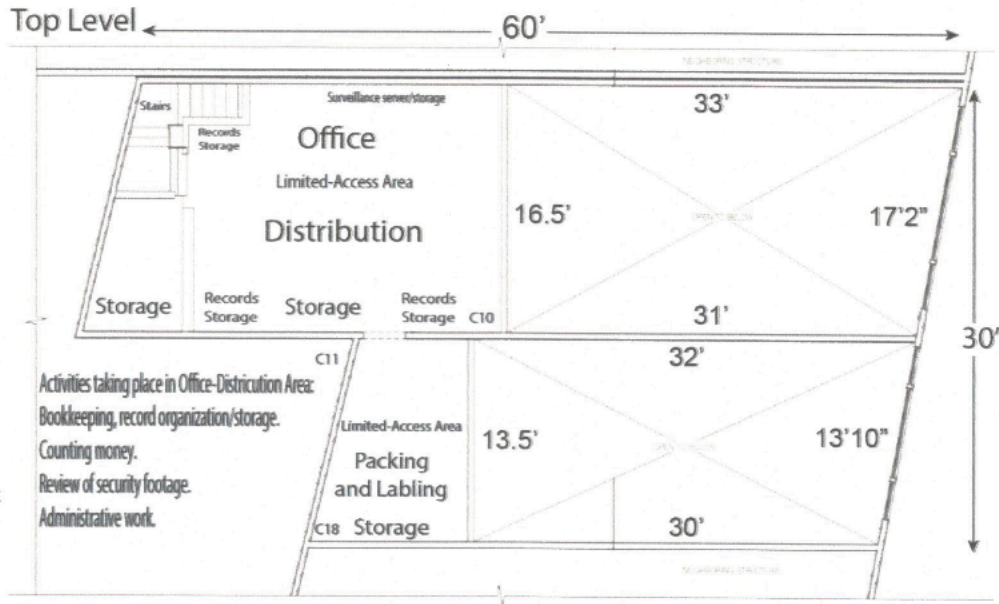
The premises diagram must be drawn to scale and clearly identify property boundaries, entrances, exits, interior partitions, walls, rooms, windows and doorways. The activities in each room and the location of all cameras must be identified on the diagram. For more detailed information see the instructions on the back.

Full Name of Applicant		Team Handed Corporation dba Patient's Care Collective			License Type Applied For	
Proposed Premises Street Address		City	State	ZIP	Nearest Cross Street	
2590 Telegraph Ave		Berkeley	CA	94704	Parker	
					Microbusiness	

**Dimensions Top Level:**  
 Office/Distribution:  
 N 27' x E 16'5"  
 S 29' x W 17'2"  
 Packing & Labeling/  
 Storage Room:  
 N 8' x E 13'5"  
 S 10' x W 13'10"

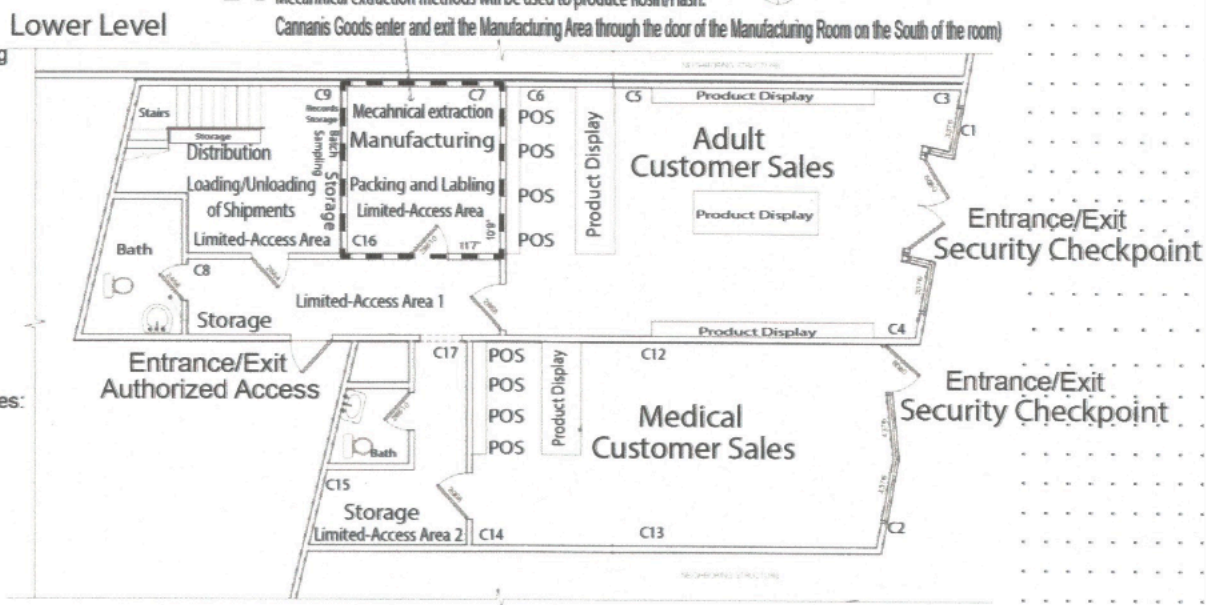
**Dimensions Lower Level:**  
 Adult Customer Sales:  
 N 33' x E 17'2"  
 S 31' x W 16'5"  
 Manufacturing/  
 Packing & Labeling:  
 N 11'7" x E 10'9"  
 S 11'7" x W 10'9"

Distribution/  
 Loading and Unloading  
 of Shipments:  
 N 11'11" x E 10'9"  
 S 11'11" x W 10'9"  
 Limited-Access 1/  
 Storage:  
 N 22'6" x E 5'1"  
 S 22'6" x W 5'1"  
 Limited-Access 2/  
 Storage:  
 N 9'2" x E 5'4"  
 S 10' x W 5'4"  
 Medical Customer Sales:  
 N 32' x E 13'10"  
 S 30' x W 13'5"



Activities taking place in Office-Distribution Area:  
 Bookkeeping, record organization/storage.  
 Counting money.  
 Review of security footage.  
 Administrative work.

(Activities taking place in Manufacturing Area: Level 1, Type 6  
 Mechanical extraction methods will be used to produce Rosin/Hash.  
 Cannabis Goods enter and exit the Manufacturing Area through the door of the Manufacturing Room on the South of the room)



The Principle activities to be conducted are Adult and Medical Retail, Distribution and Manufacturing.

# People's Cannabis Company: Business Plan

## Table of Contents

1. Executive Summary
2. Company Description
3. Social Equity Program Participation
4. Management Team
5. Financial Projections
6. Marketing and Sales Strategy
7. Competitive Analysis
8. Operational Plan
9. Community Benefits
10. Conclusion

## 1. Executive Summary

People's Cannabis Company will be a licensed retail cannabis dispensary in Berkeley, California, established by Erik Miller, a seasoned professional with 14 years of experience in the cannabis retail industry. People's Cannabis Company prioritizes providing a welcoming and educational environment for adult consumers (21+) while offering a curated selection of high-quality, locally-sourced cannabis products. We are committed to responsible retailing, social equity within the cannabis industry, and giving back to the local community.

## 2. Company Description

People's Cannabis Company will be a licensed cannabis retailer with a deep understanding of customer needs and a dedication to ethical sourcing practices. Our passionate and knowledgeable staff will be specifically chosen for their in-depth knowledge of:

- Cannabis products and their effects
- Cannabis safe use practices
- Local and state cannabis regulations

People's Cannabis Company will prioritize creating an inclusive atmosphere where everyone feels comfortable exploring cannabis products, regardless of prior experience. Many Bay Area cannabis consumers are knowledgeable, and are seeking a trustworthy and informative cannabis retail experience, including:

- High-quality cannabis flower, edibles, and concentrates
- Locally-sourced and organic products
- Educational resources and knowledgeable staff

The location at 2588 Telegraph Avenue was previously home to a cannabis dispensary from 2001 to January 2024, and has a good reputation with cannabis consumers and the neighborhood businesses.

### 3. Social Equity Program Participation

People's Cannabis Company is firmly committed to social equity in the cannabis industry. We understand the importance of leveling the playing field and will actively participate in local social equity program initiatives through purchasing decisions, partnerships, mentorship and guidance, and community outreach.

### 4. Management Team

- **Erik Miller, CEO:** 15 years of experience in cannabis retail operations, proven track record of profitability and community involvement. Skilled in staff training, inventory control, and ensuring regulatory compliance.
- **Staff:** The People's Cannabis Company team will consist of people with experience in customer service and extensive cannabis product knowledge. We will also have licensed security guards on-site during operating hours and during opening and closing procedures.

### 5. Financial Projections

Our financial projections demonstrate the viability of People's Cannabis Company. We present conservative estimates for the following over the first three years of operation:

- **Sales Forecasts:** Based on market research, industry benchmarks, and previous retail performance at this location, we project sales of \$2,000,000 in year 1, \$2,500,000 in year 2, and \$2,750,000 in year 3. We will refine these forecasts quarterly based on actual sales data.
- **Operational Expenses:** We project operational expenses of \$2,000,000 in year 1, including startup costs, staff salaries, rent, inventory costs, marketing expenses, and taxes. These expenses will decrease as a percentage of revenue over time.
- **Projected Profitability:** We project profitability by year 2, with increased profitability in the following years.

### 6. Marketing and Sales Strategy

People's Cannabis Company will implement a data-driven marketing and sales strategy that reaches our target audience while adhering to local regulations regarding cannabis advertising. Our approach will include:

- **Digital Marketing:** Develop a user-friendly website with:
  - Informative product descriptions
  - Educational resources, including tutorials on safe cannabis use
  - Age-verification technology
  - SEO optimization
- **Content Marketing:** Create informative blog posts and social media content aligned with customer survey findings. Examples include:
  - **Product Reviews:** Feature high-quality, locally-sourced products with detailed descriptions and potential effects.

- **Safe Cannabis Use Guides:** Address topics like proper dosing, consumption methods, and responsible storage. Consider infographics or short explainer videos to enhance understanding.
- **Local Cannabis News:** Share relevant industry updates and educational content. Utilize curated content from reputable sources and highlight local cannabis news and events.
- **Local Partnerships:** Partner with complementary local businesses to reach a wider audience who might be interested in cannabis for relaxation or pain management. Examples include yoga studios, art galleries, and wellness centers. Explore opportunities for co-branding initiatives or hosting educational events at our dispensary.
- **Loyalty Programs:** Implement a customer loyalty program rewarding repeat business and incentivizing referrals. This could include points programs or exclusive discounts tailored to customer preferences based on survey data (e.g., discounts on locally-sourced products or educational workshops).
- **In-Store Experience:** Create a welcoming and informative in-store experience with knowledgeable, friendly staff providing exceptional customer service. Offer educational workshops on-site to further engage customers, addressing topics identified in customer surveys, such as product selection based on desired effects or terpene profiles (aromatic compounds in cannabis).

## 7. Competitive Analysis

The Berkeley cannabis market currently includes five other established dispensaries. People's Cannabis Company will differentiate itself by:

- **Customer Experience:** Prioritizing a welcoming and educational environment with knowledgeable, friendly staff ensures a positive customer experience.
- **Focus on Local Sourcing:** Our dedication to sourcing products locally fosters trust, strengthens the local economy, and aligns with customer preferences for fresh, high-quality cannabis.
- **Educational Focus:** Workshops led by industry professionals set us apart and empower customers to make informed choices, addressing their desire for educational resources.
- **Social Equity Commitment:** Our active participation in social equity programs demonstrates a commitment to social justice in the cannabis industry, resonating with socially conscious consumers.
- **Data-Driven Approach:** Utilizing customer survey data allows us to tailor our product selection, educational resources, and loyalty program to better meet unmet customer needs compared to other dispensaries.

## 8. Operational Plan

People's Cannabis Company will prioritize smooth and efficient operations to ensure a positive customer experience and regulatory compliance. Here's a breakdown of our operational plan:

- **Staffing:** We will recruit and train a team with a passion for cannabis and excellent customer service. All staff will undergo regular training on product knowledge, responsible cannabis use,

and age verification procedures. We will also have licensed security guards on-site during operating hours.

- **Inventory Management:** We will establish a strict inventory control system using seed-to-sale tracking software to ensure compliance with regulations and minimize shrinkage.
- **Supplier Relationships:** We will develop strong relationships with reputable and licensed cultivators, processors, and distributors within Berkeley and surrounding areas, prioritizing social equity vendors whenever possible. This ensures a consistent supply of high-quality, locally-sourced cannabis products.
- **Security Protocols:** We will implement a comprehensive security plan that includes:
  - High-definition security cameras with 24/7 monitoring
  - Monitored alarm system with emergency “panic buttons”
  - Cashless payment system to reduce cash handling risks
  - Licensed security guards on-site during operating hours
  - Rigorous access control procedures to prevent unauthorized entry
- **Compliance:** We will maintain the highest standards of compliance with all local, state, and federal cannabis regulations. We will have a designated compliance officer to monitor regulations and ensure adherence.

## 9. Community Benefits

People's Cannabis Company is committed to being a positive and socially responsible force in Berkeley. We will achieve this through:

- **Local Sourcing:** Prioritizing purchasing cannabis products sourced from within Berkeley and the surrounding area to support the local economy and foster a strong community connection.
- **Charitable Donations:** Donating a portion of our profits to local charities focused on social justice initiatives, community development, and cannabis education programs. We will prioritize organizations supporting social equity in the cannabis industry.
- **Educational Workshops:** Hosting free educational workshops for the community on safe cannabis use, responsible cultivation practices, and the history of cannabis legalization. These workshops will be led by industry professionals and open to the public (21+).
- **Community Engagement:** Partnering with local organizations to sponsor events, and volunteer our time for community improvement initiatives. For example, partnering with a local environmental organization for a neighborhood park clean-up day, or sponsoring a community art event.

## 10. Conclusion

People's Cannabis Company will be a responsible and valuable addition to the Berkeley cannabis industry. We are committed to providing high-quality cannabis products, fostering a safe and educational environment for customers, actively participating in social equity programs, and giving back to the local community. Our data-driven approach, focus on local sourcing, and commitment to social responsibility position us for success in a competitive market.

**People's Cannabis Company  
Neighborhood Compatibility Plan  
July 2024**

The property at 2588 Telegraph Avenue previously operated as a cannabis dispensary from April 2001 to January 2024. During that time an excellent relationship was established with the neighbors and neighboring businesses. People's Cannabis Company plans to continue those good relationships through:

- Security patrols during operating hours
- Exterior cameras monitoring the front, rear, and parking areas of the dispensary
- Designating a community relations staff person
- Providing BPD and neighboring businesses with a 24-hour contact person
- Educating dispensary patrons about neighborhood best practices
- Ensuring that any neighborhood concerns are addressed immediately

# People's Cannabis Company Safety and Security Procedures July 2024

## 1. Definitions

1.1. Guard Card. In California, security guards are licensed by the Bureau of Security and Investigative Services (BSIS). In order to get a security guard license (guard card), you must first complete a pre-licensing course, often referred to as a "guard card class".

1.2. Employee I.D. Badge. A laminated or plastic-coated identification badge issued by the licensee and worn at all times while engaging in commercial cannabis activity. The identification badge shall, at a minimum, include the licensee's "doing business as" name and license number, the employee's first name, an employee number exclusively assigned to that employee for identification purposes, and a color photograph of the employee that clearly shows the full front of the employee's face and that is at least 1 inch in width and 1.5 inches in height.

1.3. Limited-Access Area. Established areas where only authorized individuals may enter. Authorized individuals include individuals employed by the retailer as well as any outside vendors, contractors, or other individuals conducting business that requires access to the limited access area. An individual in the limited-access area who is not employed by the retailer shall be escorted by an employee of the licensee at all times within the limited-access area. An individual who enters the limited-access area shall be at least 21 years of age. A log of all authorized individuals who are not employees of the retailer who enter the limited-access area is maintained at all times.

## 2. Policy

2.1. It is the policy of People's Cannabis Company for all Security Personnel to maintain a current Guard Card and carry it with them at all times at work.

2.2. Furthermore, it is our policy to train all Security Personnel on Security Procedures and to retain those training records for future inspection.

## 3.0. Purpose

3.1. The purpose of this document is to (1) identify the goals and objectives of the Security Procedures, (2) implement policies at People's Cannabis Company related to the Security Procedures, (3) ensure the safety of employees and customers.

#### 4.0. Scope

4.1. This procedure applies to the Security Manager and all Security Personnel who are employed by People's Cannabis Company.

4.2. The General Manager and Supervisors shall also be trained on Security Procedures.

#### 5.0. Responsibilities

5.1. Security Manager - is responsible for implementing and training security personnel on Security Procedures.

5.2. Security Personnel - are responsible for ensuring that the Security procedures are followed.

#### 6.0. Required Supplies

6.1. Limited-Access Area Visitors Log.

6.2. Security Daily Reports and Incidents Reports Log.

6.3. Guard Card.

#### 7.0. Procedure

7.1. The primary role for security personnel is to observe and report, and to prevent problems at People's Cannabis Company. These could be problems related to robbery, nuisance activity, law enforcement activity, or other threats or incidents. Security personnel are expected to be alert at all times and carry their Guard Card (do not carry any weapons on you while on scheduled shifts at People's Cannabis Company). Please talk with your Supervisor if you have questions or concerns regarding your role or duties.

In addition to normal operating procedures and instructions from your Supervisor, be careful to uphold these security procedures at People's Cannabis Company:

7.1.1. Be friendly to other staff, members and neighbors at all times. Be sure that you are treating others like human beings first. Keep the work environment stress free and comfortable – both in front of the customers and elsewhere. Avoid long in-depth interactions with customers so that you may stay aware of your surroundings. Remember the safety of our team depends on you.

7.1.2. Avoid wearing sunglasses, if possible, when speaking to a customer. This helps break down barriers and build rapport. Give a smile when possible.

7.1.3. Avoid all distractions, including phone use during your shift. If phone use is required please communicate with your supervisor or coworker and excuse

yourself from IN FRONT of the store. No more than 2 mins allowed. Constantly look up, down, and around our streets and anticipate/avoid issues.

7.1.4. Always remember that People's Cannabis Company is a recreational and a medical facility. You should act, speak and present yourself in a way that is appropriate. Remember that your body language and tone of voice matter.

7.1.5. If there are three security team members present outside, one should conduct a neighborhood patrol. Get to know our neighbors and report any concerns they may have.

7.1.6. Security personnel should record the time, date, and any observations from their patrol in the security logbook before completing their shift. Be sure to sign the entry and notify your supervisor verbally of anything out of the ordinary.

7.1.7. Security personnel should check out with the security Supervisor before leaving for the day.

7.1.8. Remember that some customers may feel intimidated by security personnel, and others may have some degree of ambivalence about visiting a cannabis facility. Be sensitive to this, and do not take it personally. Be professional, yet friendly.

7.1.9. Vendors/distributors must have identification at all times. Preferably a work badge.

7.1.10. Security personnel are to stay at their post until the shop is fully closed up and the alarm is set.

7.1.11. Stay alert and pay attention at all times.

7.1.12. DO NOT leave the front of the store for any reason between 9:00pm - 9:30pm. This includes going to the store or inside any place other than People's Cannabis Company. If you need to go to the restroom please do so BEFORE 9PM. Closing is one of the most sensitive times and needs to be taken seriously. Please do not be on your phones, walk away from in front of the store, or play around.

7.1.13. Escort the night supervisor to their car if they parked in the back lot, or stand guard with them until their ride arrives. At that point you may clock out to end your shift.

7.1.14. Conflicts should be handled in a mature and professional manner.

7.1.15. Never threaten or assault somebody when you are at work.

7.2. Procedure for allowing individuals access to the premises

7.2.1. Be sure to greet every customer as they approach you on the sidewalk. Before entry, politely ask for ID. If under 21 ask for a Doctor's recommendation/card.

- A. Check the expiration date to confirm it's up to date.
- B. Confirm the name matches on both the ID and recommendation.
- C. Confirm that the picture ID matches the person in front of you by confirming details such as height, eye color, etc.
- D. Confirm the patient's age by checking birth date and make sure the ID is valid by checking expiration date.
- E. Check that the patient is over the age of 18 years old with a recommendation. If the patient is under 18, they must be accompanied by a parent or court-appointed legal guardian who must also provide a written authorization to complete the patient's registration as the patient's caregiver.
- F. Caregivers and patients must have valid documents from a doctor's office (I.D. for both persons and doctor's recommendation with valid expiration date.) for entry. The patient must come in with the caregiver and register for the first visit ONLY unless unable to do so (ex. bedridden or minors). After the initial visit the caregiver may come and get medicine without the patient. If documents are NOT VALID and BOTH patients are over 21, they may be granted access with an ID but will not be able to get a medicinal discount.
- G. A caregiver under 21 may also pick up medicine for a qualified medical patient if they have valid documents. (ex.ID cards for both the patient and themselves, patient's doctor's recommendation, authorization to be a caregiver from doctor or People's Cannabis Company provided form)

7.2.2. If you observe any of the following policy violations, please log the incident and alert the supervisor immediately. These are grounds for People's Cannabis Company membership termination.

- A. Diversion of medicine for non-medical use.
- B. Reselling medicine.
- C. Consuming medicine in the facility or a public place in the neighborhood.
- D. Shoplifting.
- E. Threats or acts of violence.
- F. Disruptive or abusive behavior or comments.
- G. Other causes that, in the opinion of a Principal or Supervisor, are harmful to the facility, staff, neighborhood, or members.
- H. Operating a motor vehicle after ingesting product on site.

7.2.3. Individuals who are at least 21 years of age may purchase all retail with valid documents. The ability to purchase Medical Retail shall be limited to individuals who are at least 18 years of age and have a valid physician's recommendation.

7.2.4. At any time that the premises is not open for retail sales, ensure that:

- A. The premises are securely locked with commercial-grade, nonresidential door locks.
- B. The premises are equipped with an active alarm system, which shall be activated when the retailer or its employees are not on the licensed premises.
- C. Only employees and contractors of the retailer are allowed to enter the premises when not open for retail sales. At least one security guard shall be present.

7.2.5. A retailer shall only sell adult-use cannabis goods to individuals who are at least 21 years of age, and medicinal cannabis goods to individuals at least 18 years of age who possess a valid physician's recommendation for himself or herself or a person for whom he or she is a primary caregiver.

- A. A retailer shall verify the ID expiration, identity, age, and physician's recommendation, if applicable, of a customer.

### 7.3. Procedure for access points and security personnel

7.3.1. Ensure that any person on the licensed premises, except for employees and contractors of the licensee, are escorted at all times by the licensee or at least one employee of the licensee when in the limited-access areas of the premises during regular retail operation hours.

7.3.2. All agents, officers, or other persons acting for or employed by a licensee shall display a laminated or plastic-coated identification badge issued by the licensee at all times while engaging in commercial cannabis activity. The identification badge shall, at a minimum, include the licensee's "doing business as" name and license number, the employee's first name, an employee number exclusively assigned to that employee for identification purposes, and a color photograph of the employee that clearly shows the full front of the employee's face and that is at least 1 inch in width and 1.5 inches in height.

7.3.3. Security personnel shall be present at times during business hours and shall comply with Chapters 11.4 and 11.5 of Division 3 of the Business and Professions Code.

7.3.4. Ensure that the limited-access areas can be securely locked using commercial-grade, nonresidential door locks. A licensee shall also use commercial-grade, nonresidential door locks on all points of entry and exit to the licensed premises.

7.3.5. Establish limited-access areas and permit only authorized individuals to enter the limited-access areas.

7.3.6. Authorized individuals include individuals employed by the retailer as well as any outside vendors, contractors, or other individuals conducting business that requires access to the limited access area.

7.3.7. An individual in the limited-access area who is not employed by the retailer shall be escorted by an employee of the licensee at all times within the limited-access area.

7.3.8. An individual who enters the limited-access area shall be at least 21 years of age.

7.3.9. Maintain a log of all authorized individuals who are not employees of the retailer who enter the limited-access area. These logs shall be made available to the Bureau upon request.

7.3.10. Do not receive consideration or compensation for permitting an individual to enter the limited-access area.

#### 7.4. Procedure for non-armed theft

7.4.1. Removing any cannabis, cannabis products, plants, waste material, equipment, records, intellectual property or other items from the facility without permission, including paper or electronic copies of records or other printed materials is theft. All personnel are required to report theft to the Manager immediately. The Manager is responsible for:

- A. Preventing theft and securing the return of the stolen property, if it is possible to do so with undue risk.
- B. Terminating the personnel caught stealing, or suspending the personnel pending an investigation.
- C. Taking precautions to prevent an individual who steals from reentering the facility.
- D. Filing a police report, as required under local and state laws and regulations.

#### 7.5. Robbery

##### 7.5.1. Procedure during an armed robbery

- A. Don't be a Hero or Heroine! do nothing that would jeopardize your safety or the safety of others.
- B. Do not attempt to fight, overpower or otherwise physically interfere with the robber.
- C. If a firearm is displayed always assume it is real and loaded.
- D. Make no sudden moves and remain calm. If the robber(s) have a weapon, those persons will likely use it if provoked.

- E. Inform the robber of any surprises. If someone is expected back soon or if you must reach or move in any way, tell the robber what to expect so they will not be startled. A suspicious move by an employee may trigger a violent reaction by the robber and endanger the lives of many people.
- F. **Activate the alarm buzzer ONLY if you can do so safely and without detection.**
- G. Follow the robber(s) directions, but volunteer nothing more than you are asked.
- H. If the robber hands you a note, place it out of sight to retain as evidence ONLY if you can do so safely and without detection.
- I. Study the robber(s) as carefully as possible without being obvious. Note height, weight, race, age, clothing, jewelry, sex, speech characteristics, scars, tattoos, deformities, way they walk, and method of operation.
- J. Description of any weapons used. Try to notice barrel length, barrel color, color of grips, whether a pistol is automatic or a revolver.
- K. Note any peculiarities shown by the robber (i.e. smelled of alcohol, appeared to be "high" on drugs, etc.)
- L. Note the number of accomplices and where they stood. Pay special attention to the way the robbers address each other. Under stress, they may use real names.
- M. Note the type of weapon used by the robber and where it was carried.
- N. Note the direction in which the robber(s) departed and how the money was carried away (sack, bank bag, etc.)
- O. Try to remember exactly what the robber(s) said
- P. **ALWAYS REMEMBER THAT MONEY OR EQUIPMENT CAN BE RECOVERED OR REPLACED. A LIFE CANNOT.**

#### 7.5.2. Procedure after a robbery

- A. The designated employee should call Security, if not already notified, and then call 911. Give them your name, location, and report the robbery. Do not leave the phone until you have answered all the questions that may be asked. If an injury has occurred, advise police and state if an ambulance is needed.
- B. The person who dealt with the robber(s) should be near the person designated to call 911. This is to assist the caller in answering any questions asked by the police.
- C. As soon as the robbery has been reported to Security, lock all doors, ask all witnesses to remain, and allow no one to enter until officers arrive.
- D. **DO NOT TOUCH ANYTHING!** This is to preserve the crime scene and any fingerprints that may have been left by the robbers.
- E. All persons who were present during the robbery should immediately begin writing all that can be remembered.
- F. Do not discuss the robbery with anyone until after you have given your information to the police.

#### 7.6. Emergencies

7.6.1. The Compliance Officer shall ensure that all staff members are trained on the proper procedures for responding to an emergency at the facility. The Manager and staff are accountable for responding in an appropriate manner.

7.6.2. Medical Emergencies – All staff members should know where to find a First Aid Kit and a Spill Kit (supplies to clean up bodily fluids). If there is a medical emergency that requires care exceeding First Aid, staff should call 911 for an ambulance without delay. Staff should always call an ambulance if any individual:

- A. Loses consciousness.
- B. Bleeds, vomits or defecates profusely or uncontrollably.
- C. Suffers chest pains.
- D. Suddenly becomes confused, disoriented or unresponsive.
- E. Breaks a bone or has likely broken a bone.
- F. Requests medical assistance.

7.6.3. Burglary – This Security Plan includes daily and routine inspections to detect unauthorized access to the property. If evidence of burglary is discovered, staff should:

- A. Refrain from entering any unsearched area of the facility, until it has been checked and cleared by law enforcement or Security Contractors.
- B. Notify law enforcement of the incident.
- C. Notify the Manager immediately.
- D. Prevent others from entering the facility to preserve any evidence.
- E. Follow the instructions from law enforcement or Security contractors, including instructions about when to enter the facility.

7.6.4. Fire – The primary goals for all personnel in the event of a fire is to escape the facility unharmed and to assist others in doing so. In the event of a fire at the facility, staff should:

- A. Call 911 for the Fire Department after exiting the facility.
- B. Never re-enter a burning building.
- C. Ensure that all personnel are accounted for. Notify first responders if anyone is missing.
- D. Fire extinguishers mounted throughout the facility are for emergency use during an evacuation only. Never stay inside a burning building after the evacuation and attempt to fight the fire.

#### 7.7. Checking for Fake IDs.

7.7.1. An Individual using a fake ID or trying to pose as someone else in order to gain access to the premises is immediately banned.

7.7.2. A bona fide (legally acceptable) ID is one card that contains these six items:

- A. Issued by a government agency. (Federal, State, county, or city)
- B. Name of the person.
- C. Date of birth.

- D. Photograph.
- E. Physical description. (height, weight, hair and eye color)
- F. Currently valid. (not expired) California Driver's License/I.D. Card.
- G. Out-of-state Driver's License/I.D. Card.
- H. U.S. Military I.D.'s without a physical description are acceptable as of 1/1/2010.
- I. Both U.S. and foreign Passports with photographs, but without a physical description are acceptable as of 1/1/2010.
- J. A foreign ID and you are 100% sure that it is real.
- K. U.S. government immigrant I.D. card.
- L. Birth Certificate.
- M. School or work I.D. card.
- N. ID issued by a non-government agency.
- O. Social security card.
- P. Foreign driver licenses/ID cards that do not feature the name, date of birth, photograph and physical description in a language you understand.
- Q. Check-cashing card.
- R. A document that is expired, altered, borrowed, stolen, counterfeit, or forged.
- S. A person may not combine two unacceptable I.D.'s to make one acceptable I.D.

#### 7.8. The F-L-A-G System for Checking I.D.

7.8.1. If a patron looks underage, say, "I will need to see your I.D., please. Could you remove it from your wallet?" Then, check the I.D. using the F-L-A-G system. Ask for I.D., then: (Feel, Look, Ask, Give Back.)

##### a. "F" Feel.

- i. **On the new California drivers license and identification cards issued after September 2010** – The cardholder's date of birth is shown across the primary photo with raised numbers.
- ii. **Other states** use security features such as: **Laser Engraved Tactile Signature** – The cardholder's signature is laser engraved with raised lettering. **Laser Engraved Tactile Date of Birth** – The cardholder's date of birth is laser engraved with raised numbers.
- iii. **Lumps and Bumps** – On all other IDs feel for information cut out or pasted on, especially near the photo and birth date. Do not accept obviously altered I.D. cards.
- iv. **Layers** – Real California magnetic stripe IDs are made in three layers. The three layers are bonded with heat so they won't come apart without destroying the card. Insert your fingernail or a sharp object into a corner of the card. If the layers separate, the card is fake and you should not accept it.

##### b. "L" Look.

- i. **Using a flashlight pressed against the back of the card** – A laser perforation in the shape of the California Brown Bear can be seen.
- ii. **Alterations** – Look for alterations at the birthdate area.
- iii. **Photograph** – Minors can alter their hairstyles, eye makeup, and eye color. Therefore, focus on the person's nose and chin, ears and eye shape. These features do not change. For people with beards or mustaches, cover the beard or mustache and focus on the nose or ears. If the photo does not closely match the person, do not accept the I.D. Look what side the photograph is on. The photograph for minors appears on the right; adults are on the left. On the new CALIFORNIA drivers license and identification cards issued after Sept 2010, the adult card is horizontal. The minor card is vertical.
- iv. **Height and Weight** – If they do not reasonably match the person, do not accept the I.D.
- v. **Date of Birth** – Do the math! In many decoy programs the retailer is cited because he or she asked for I.D., but failed to calculate the person's age. Legal age devices can be helpful.

- vi. **Apparent Age** – For you to have a successful defense, the patron must look like they could be 21 years old. If not, do not accept the I.D. no matter how good it looks.
- vii. **Expiration Date – Do not accept expired I.D. cards.** Also, false I.D. cards will often have a colon (:) after the word “Expires.” Genuine cards do not have the colon.
- viii. **Typeface** – Counterfeits may be done on a typewriter and contain spelling or other errors. If you see this, do not accept the ID.
- ix. **Signature – On the new California driver’s license and identification cards issued after September 2010, the signature is raised above the cardstock and can be felt.**

**“A” Ask Questions.**

- i. What is your driver’s license number?
- ii. What is your zip code?
- iii. What month were you born? If they respond with a number instead of the name of the month, they are probably lying.
- iv. Would you sign your name for me please? A signature comparison can be a quick way to tell if someone is using a fake ID.

**“G” GiveBack or Get it.**

- v. If the I.D. does pass the feel, look and ask tests, give it back to the patron and let them enter. If it does not, refuse entry. Then, either give the I.D. back or seize it if you believe that it is a fake.
- vi. Take note of the incident in the incident log book. Be sure to include details about what happened. Include the name that was on the ID if you remember it.
- vii. Properly dispose of the ID after you seize it. The police department cannot cite an individual for using a fake ID if the individual is no longer present.

7.9. Good I.D. Policies

7.9.1. The following are some good I.D. policies:

- A. Ask for I.D. from everybody no matter the age. If someone asks you, “Why are you checking my I.D.?” say, “Our policy is to card everybody.”
- B. Managers will support employees’ decisions to refuse service.
- C. Door personnel and CCs will both check IDs.
- D. Post signs.
- E. Call the police for help if needed.
- F. If in doubt about an ID, **don’t** accept it.

7.10. Identifying Minors (And How They May Fool You)

7.10.1. Be aware that minors may look and act in ways that may fool you. Some minors may look or act young. Others look or act in ways that *may fool you*.  
Identifying Minors:

- A. Physical Appearance.
- B. Behavior and Dress.
- C. I.D. Excuses.
- D. Nervousness when approaching you to show the ID.

7.11. What to do if a fake ID is received.

7.11.1. If you are doubtful in any way then refuse entry and ask the customer to come back with a passport to accompany the ID. If the name on the passport and ID do not match, deny entry.

7.11.2. If you believe the ID to be fake then confiscate the ID. Let the customer know you are required to by law. If they take the ID back and run, **let them go**. Log ALL details inside the incident report book. Put the ID inside the security folder and notify the supervisor of the issue so they may properly dispose of it.

