

Team Green Mission Hill

9/15/2021

A Presentation for the Boston Cannabis Board





Why are we here today?

Vrinda Jody Mendoza Pekala
EEA#: EE201890
mojitosboston@gmail.com

Notice: Certified Economic Empowerment Recipient Status

Why Are You Receiving This Notice?

You are receiving this notice because you are a Certified Economic Empowerment recipient. Your certification was approved by the Cannabis Control Commission in April or May of 2018. Your certification is active and currently has no expiration date.

You should have previously received an approval notice in April or May of 2018 regarding your Certified Economic Empowerment recipient status. However, if you are unable to locate this approval

State Certified Economic
Empowerment Recipient
EE201890

Certified by City of
Boston's Equity Program

Previously held a Host
Community Agreement by
the City of Boston for our
location on Blue Hill Ave

We were granted a
Provisional License by the
Cannabis Control
Commission

Executive Team

▶ Jody Mendoza

- ▶ Long time Boston resident & small business owner
- ▶ Opened Mojitos Lounge on Winter Street in Boston in 2005
- ▶ Graduated with MBA from Boston College in 2005
- ▶ Active in community
- ▶ Served on Board of Directors for Roca, a non-profit that believes in giving second chances

▶ Richy Peña

- ▶ Attended Tobin Elementary and graduated from Madison Park
- ▶ Returned to Boston in 2007 to build the Boston music scene and help disadvantaged youths
- ▶ Founded the Boston Music Conference
- ▶ Won a Latin Grammy in 2010
- ▶ Served on the Boston Grammy Committee



Mojitos

Country Club

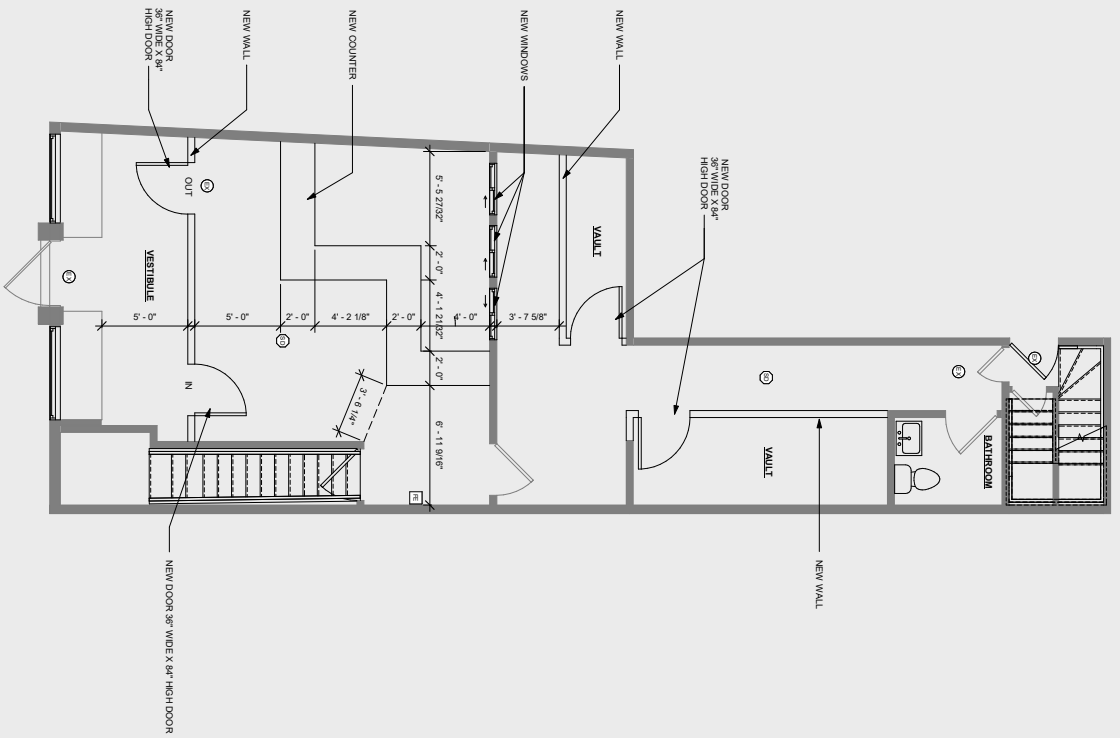
- ▶ New England's largest Latin Entertainment Complex with five distinct areas that include an Olympic sized swimming pool, a large concert and dance hall, two kitchens, a restaurant/lounge and a large luxurious patio
- ▶ We employ a staff of 40-80 people (seasonal changes)
- ▶ The only licensed on-premise venue 100% owned by a woman in the region



What are we proposing?

- ▶ Recreational Cannabis Dispensary at 1441 Tremont Street
- ▶ Approximately 1,000 sq.ft on the first floor.
- ▶ A finished basement could be utilized as a waiting area to avoid a line outside
- ▶ Hours of Operation:
 - ▶ Monday to Sunday 12:00 to 8:00
- ▶ Features will include
 - ▶ Vault for product security
 - ▶ Metal walls & ceiling
 - ▶ 24/7 security footage and bright lights
 - ▶ The interior will not be visible from the street





① 1st Floor Plan
1/4" = 1'-0"



Diversity & Inclusion

What are our goals?

▶ A minimum of 85% of our team will be drawn from the following demographics

- ▶ Minorities
- ▶ Women
- ▶ Veterans
- ▶ Persons with Disabilities
- ▶ Immigrant populations
- ▶ People of all gender identities and sexual orientations

▶ The jobs available to these demographics include the highest levels of management and career track opportunities

Diversity & Inclusion

▶ PROGRAMS

- ▶ We will hire from the community we are part of
- ▶ We will hire utilizing the robust networks we have been using for the last 16 years as business owners
- ▶ We will hold job fairs at our other business that caters to up to a 1000 people daily who fall into the target demographics
- ▶ We will be offering a living wage to communities who often have to fight to get hired, let alone at the wages we offer

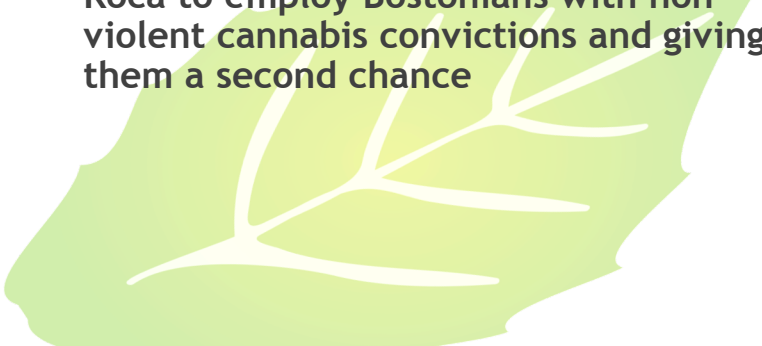
▶ MEASUREMENTS

- ▶ We will hold quarterly audits of our team demographic makeup and wages and provide that information to the Boston Cannabis Board
- ▶ For the last 16 years, we have had typically a 95%+ rate of hiring within the target demographic
- ▶ If our current staff were to be audited using the above criteria, 98.75% fall into the target demographic



Employment Plan

- ▶ 15-22 New Jobs
- ▶ All members of our team will make at the minimum a “living wage” of \$15.69 as defined by the City of Boston’s Jobs and Living Wage Ordinance
- ▶ 85% or more of our team will be Boston Residents
- ▶ We will, as we always have done, include women, minorities and other disadvantaged members of our community in meaningful managerial roles.
- ▶ All other factors being equal, preference will be given to members of the LGBTQIA community and veterans
- ▶ We will be working with the non-profit Roca to employ Bostonians with non-violent cannabis convictions and giving them a second chance





Key Employee Benefits

- ▶ Child Care

- ▶ Not having child care is the #1 reason why our employees call out sick

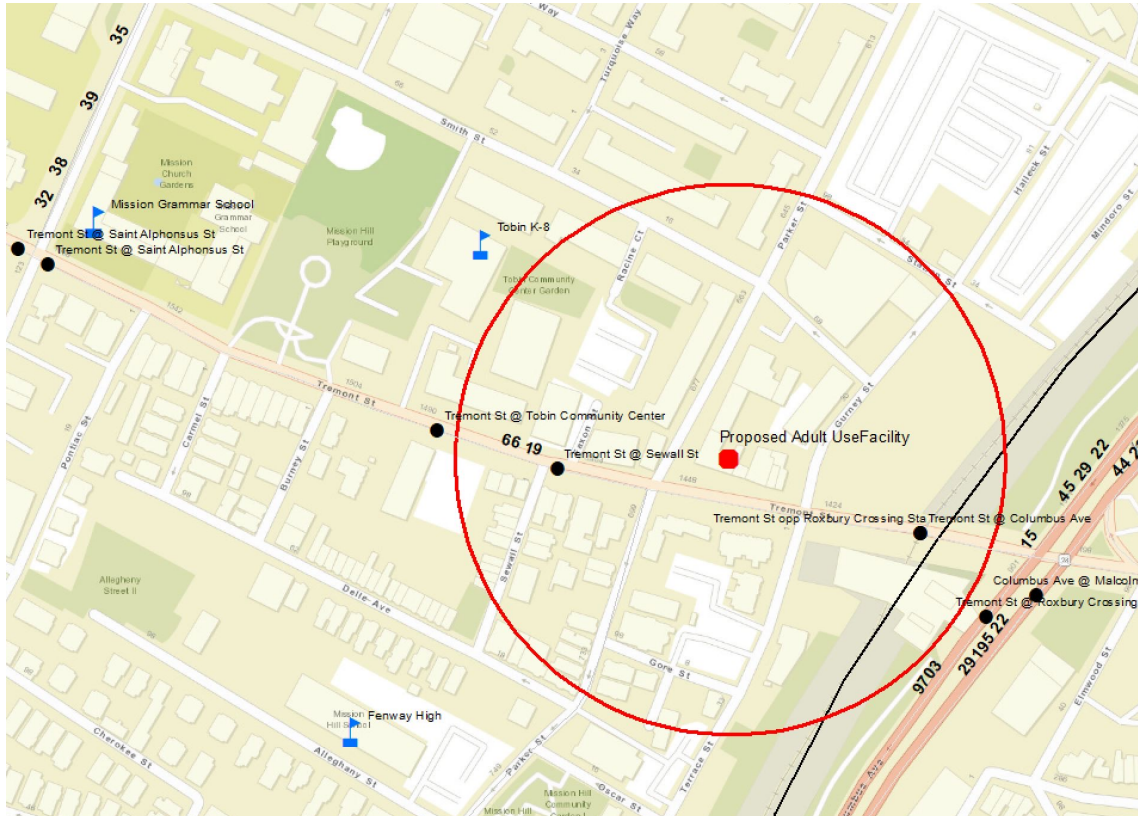
- ▶ Microloans

- ▶ These are very popular with our team.
- ▶ People need help today, not hope for benefits that may help later. They need the dignity of being able to access enough money to fix a car or pay rent when life surprises them.

- ▶ Staff only can apply for our “Microbusiness Incubator”



Location: 1441 Tremont Street



► PROS

- T station is directly adjacent
- Well lit, visible street
- No school within 500 feet
- Nearby bike path and bike rack will be provided
- No plans to add to traffic in the area. If you facilitate traffic by adding parking, expect it to be used

► CONS:

- Boston is a densely populated city
- Although there are no schools, there are other centers in the area
- During our process, another applicant has moved ahead and has approval, necessitating an exception
- We are early in the experience of having dispensaries in the City, few are eager to have a dispensary in their part of Boston, at least until they see how it works out for others

Challenges & Solutions

Q: What if there is a line during peak hours?

A: We will have a robust online platform and during peak hours,

- ▶ We will limit in person access
- ▶ Promote pre-ordering during those times
- ▶ Partner with a courier

Q: What if people want to congregate outside our establishment or double park?

A: We will inform them that we will never permit entry to people who aren't respectful of our rules and we will use PatronsCan to enforce this

Q: What about the crowds, where will they park?

A: We propose a modern, green-oriented urban store, with a community focus. We are intentionally not promoting our store on billboards or to communities that would need to drive to visit the store. We are promoting through word of mouth and online. We will offer “Green incentives”.

Transportation & Parking

We are located a minute from Roxbury Crossing T stop and the bike trail

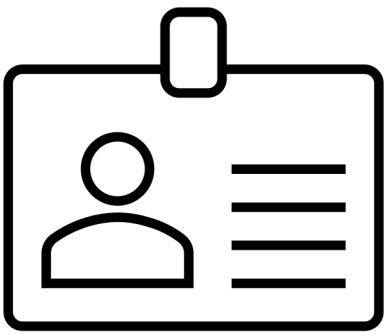
▶ Staff

- ▶ Transit passes will be provided
- ▶ Employee bike rack will be available
- ▶ Preference is given to local applicants

▶ Patrons

- ▶ “Green Bonus” gift bag items that incentivize biking or taking public transportation
- ▶ Local businesses will be asked if they have coupons or marketing material or samples to include in these bonus bags
- ▶ We will offer a “fastpass” to pre-order and pickup only
- ▶ NO entry permitted for anyone who double parks



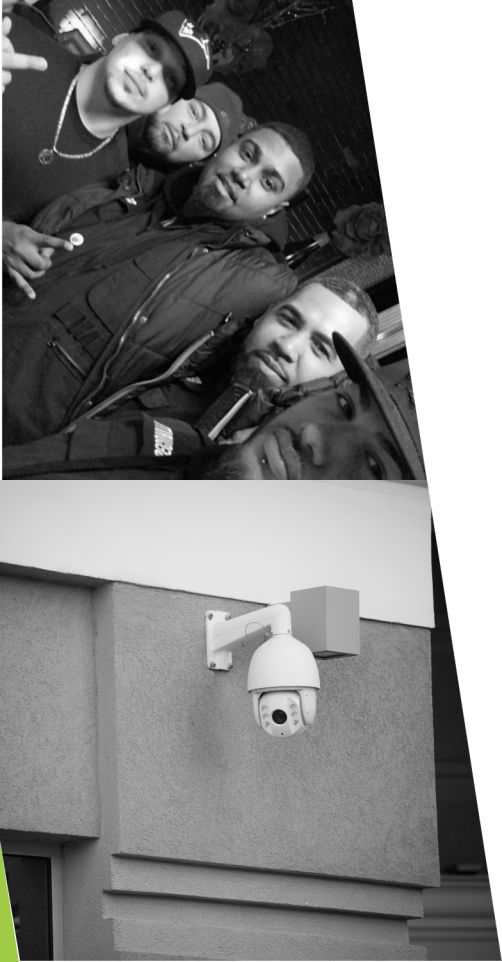


Security Personnel

- Team Green will implement procedures to prevent loitering and ensure that only those people permitted by the CCC regulations can be on the premises
- All entrances and exits will be alarmed and require a code to enter
- Security Personnel will be provided with extensive training that includes
 - Best practices for personal safety and crime prevention
 - An Emergency Action Plan
 - Diversion prevention
 - Physical inspection of premises and lighting
 - Daily inspection and reports of cameras and security systems
 - Daily visitor log
 - Constant surveillance of the front area for any loitering, litter or illegal product usage

Additional Security Measures

- ▶ We are aware of the intense scrutiny that this industry faces and therefore we developed a comprehensive plan based off of 935 CMR 500.110(5)
 - ▶ Once product is received, it is stored in a secure temperature control vault that is monitored 24/7
 - ▶ All products are required by law to be traced from “Seed to Sale” through the METRC
 - ▶ All products are kept out of sight
- ▶ Security of the Premises
 - ▶ 24/7 surveillance that is accessible by police or city officials in real time anytime
 - ▶ Providing the police and city officials with floor plans and a written security plan prior to opening



Diversion Prevention & Protecting Our Youth



- Preventing diversion of product is a legal and moral responsibility for all dispensary operators. All operations are thoroughly and meticulously scrutinized by the Cannabis Control Commission
- All employees must become certified through a CCC approved Responsible Vendor training program and receive 8 additional hours of training per year
- Signs in the dispensary, on the receipt and provided in the bag will explain the consequences of diverting these products to minors
- We use PatronsCan to prevent anyone under 21 from accessing the dispensary
 - ▶ PatronsCan uses facial recognition
 - ▶ Generates a log of who has visited the shop, preventing anyone from exceeding daily limits
 - ▶ Secure and private data management that is only accessible by law enforcement
- ▶ Security will be vigilant in and outside the building to prevent any illegal behavior

Transportation of Product and Money

- ▶ Transportation of Cannabis
 - ▶ To date the MA Cannabis market has not experienced these security issues.
 - ▶ We will use the highly regulated operators that are licensed under our wholesale distributors.
 - ▶ If we were to transport the products ourselves, we will
 - ▶ Use two dispensary agents in the vehicle
 - ▶ Continuous camera monitoring
 - ▶ GPS tracking
 - ▶ Secure and unmarked vehicles
 - ▶ Randomized routes and times
 - ▶ Verify shipping manifests at both ends of shipment
- ▶ We will use of an armored transport provider that is licensed pursuant to M.G.L. c. 147, § 25.
 - ▶ As with the transportation of cannabis randomized routes and times will be used
 - ▶ Cameras will be directed at the safe within the vault at all times
 - ▶ In the event of any incident, whether related to the transportation of cannabis or money or otherwise, we will, within 24 hours, notify the
 - ▶ Cannabis Control Commission
 - ▶ The Boston Police Department
 - ▶ The Boston Cannabis Board
 - ▶ All documents, video, incident reports etc will be retained for a minimum of one calendar year

- ▶ Local Business Owners, Community Leaders and Residents will have direct access to us.
 - ▶ mojitosboston@gmail.com
- ▶ We are proud to say that we were voted on and approved by the Community Alliance of Mission Hill AND Mission Hill Neighborhood Housing Services
- ▶ We will hold a walk through and showing for the community prior to opening to the public. This private reception will be available to all MH residents 21+
- ▶ In accordance with our Good Neighbor Agreement, we will take part in a 9-member Advisory Committee with representatives from all major community groups
- ▶ We have committed to donate \$10,000 to Roca and \$10,000 to Mission Hill community, for a minimum total of \$20,000 in addition to the 3% of gross sales that goes back to the City of Boston
- ▶ Lastly, we are appreciative of the support shown to us at our community meeting and the encouragement of our fellow Bostonians

Team Green & the Mission Hill Community



We welcome any questions at this time.

