CANNABIS IN CALIFORNIA
PERCEPTIONS VS. REALITY
Dispel myths about the current state of cannabis in California. Learn about how cannabis can help fill in gaps made by recent business shutdowns, such as replacing lost tax revenue, providing jobs, filling vacant commercial space, and improving security. Best practices for how to make your city’s cannabis approval experience productive and successful.

**Moderator:** Devon Julian, CEO, Culture Cannabis Club
**Speakers:** Lori Ann Farrell Harrison, City Manager, Costa Mesa
Juan Garza, Former Mayor, Bellflower
Tarquin Preziosi, Partner, Jones & Mayer
DEVON JULIAN
CHIEF EXECUTIVE OFFICER

- 10+ YEARS OF CANNABIS EXPERIENCE
- REGULATORY COMPLIANCE OVERSIGHT

BARIGYE MCCOY
VP OF GOVERNMENT AND PUBLIC AFFAIRS

- 13+ YEARS IN PUBLIC POLICY
- 5+ YEARS IN COMMERCIAL DEVELOPMENT
CULTURE CANNABIS CLUB

- Vertically integrated cannabis retailer with 18 retail licenses, 1 cultivation and 1 Micro Business including Distribution, manufacturing and Cultivation.
- Focuses on education using a unique, high-tech retail shopping environment
- Expertly trained and Knowledgeable staff with secure and compliant facilities
- Dedicated to Philanthropy, forging partnerships with elected officials, city staff, chambers of commerce, non-profits, beautification projects and the community.
BACKGROUND

PROPOSITION 215: The Medical Cannabis Regulation and Safety Act (MCRSA) was established through a series of bills passed by the California State Legislature in 2015 and 2016. MCRSA established the state’s three cannabis licensing authorities, the Bureau of Cannabis Control (“BCC”), CalCannabis Cultivation Licensing (“Cal Cannabis”), and the Manufactured Cannabis Safety Branch. MCRSA also created California’s first framework for the licensing, regulation, and enforcement of commercial medicinal cannabis activity.

PROPOSITION 64: California voters approved Proposition 64, the Adult Use of Marijuana Act (AUMA), in November 2016. Under Proposition 64, adults 21 years of age or older can legally grow, possess, and use cannabis for non-medicinal purposes, with certain restrictions. Additionally, AUMA also made it legal to sell and distribute cannabis through a regulated business beginning on January 1, 2018. California is on track for about $5 billion in cannabis revenue this year. That number is expected to be $7 billion in revenue by 2025.

LOCAL ADOPTION: Currently about 182 cities out of 482 municipalities and 31 out of 58 counties have cannabis regulations. That is about 40% of local governments in California have adopted cannabis.
LORI ANN FARREL HARRISON  
CITY MANAGER - CITY OF COSTA MESA

- Local Government and Finance Expert with 30 years of experience in both the public and private sectors.

JUAN GARZA  
FORMER MAYOR - CITY OF BELLFLOWER

- Regional Leader and Past Councilmember & worked to protect good paying jobs, attract investment to his city and region, uphold his community’s values and impress innovation.

TARQUIN PREZIOSI  
PARTNER AT JONES & MEYER  
ASSISTANT CITY ATTORNEY-CITY OF COSTA MESA & FULLERTON

- Exclusively devoted to the representation of cities and other public entities, with an emphasis in land use, CEQA, the Coastal Act, Federal Fair Housing Laws, Cannabis Regulation, the Public Records Act, the Political Reform Act, elections and related laws.
BALLOT MEASURE V. COUNCIL APPROVAL

- Which comes first; selection process or revenue vehicle?
- Ballot measure cost recovery?
- What is right for your city?
ZONING

- Retail; Industrial areas versus commercial?
- Parking
- Setbacks
POTENTIAL REVENUE

- Gross taxes versus development fees?
- Additional fees?
LEGAL LICENSED CANNABIS COMPANIES ARE NOT GOOD EMPLOYERS

- Wages and benefits
- Labor Peace Agreement with bona fide union
- Conditions of approval
IMPACTS OF THE ILLICIT MARKET

- Revenue loss
- Impacts to public health and safety
- How do you fight it?
APPLICANT SELECTION PROCESS

- Competitive vs. land use
- Property required pre or post selection
- Selection criteria
LEGAL CHALLENGES FROM APPLICANTS

- Applicant appeal process
- Process integrity
ADDITIONAL CONSIDERATIONS

- Community benefits.
- New and emerging industry.
- Social equity
- Open discussion
Q&A SESSION
THANK YOU

www.culturecannabisclub.com