

**RECEIVED**

*By City Clerk at 9:30 am, Feb 16, 2021*

# Boston Community Meeting Adult Use Marijuana Retail - 829 Boylston Street

**THIS MEETING WILL BEGIN MOMENTARILY**

## PLEASE NOTE

Your connection/line will be on mute until the Q&A section at the end of the presentation

This meeting will be recorded and made available at [siracommunity.com/boston](https://siracommunity.com/boston)

**We will respond to all questions at the end of the presentation**

# Sira Naturals

829 Boylston Street  
Boston, MA

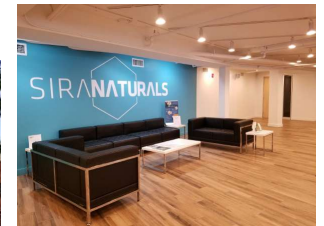
Boston Community Meeting  
February 18th, 2020



# Agenda



1. Introductions, Meeting Guidelines & Information
2. Sira Naturals Presentation
3. Questions & Answers

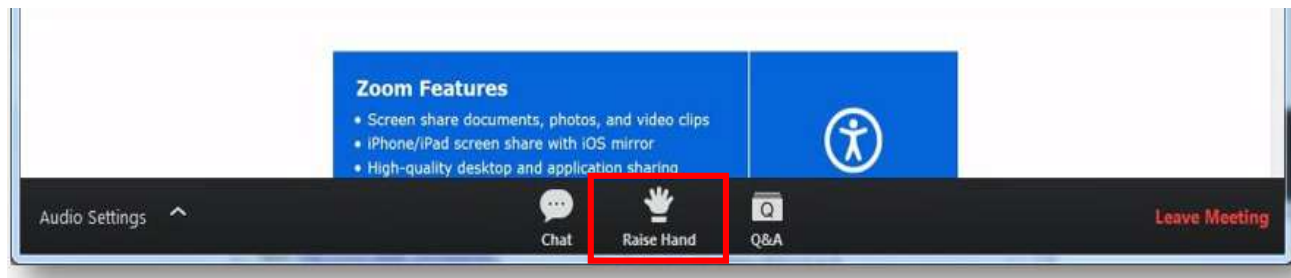


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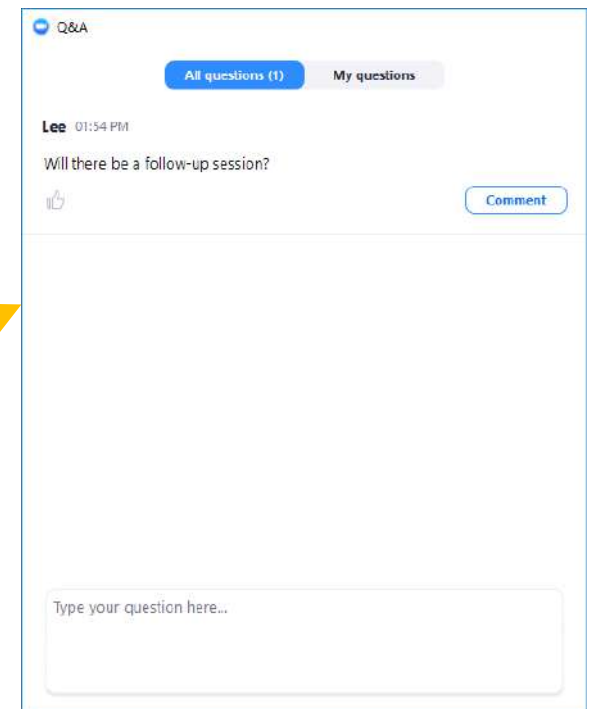
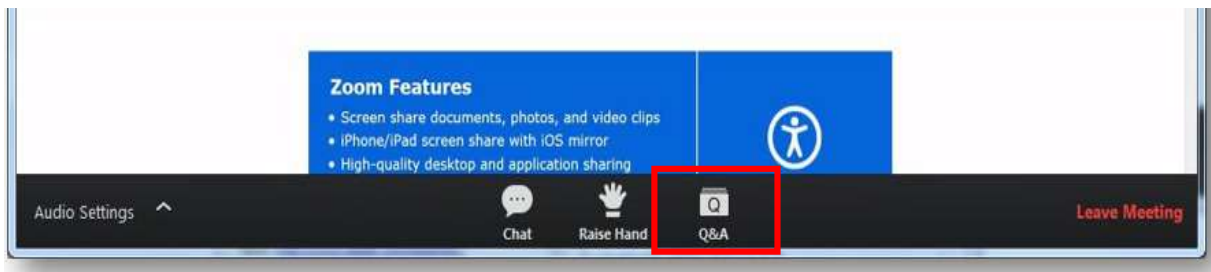
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# We Would Like to Hear More From You...



## Please Submit your Questions at the End of the Presentation using the Q&A Feature



## Or Raise Your Hand if You Would Like to Speak!

# Our Team



## Experienced Local Professionals Focused on Community



**David Rosenberg**

*Founder, President & Board Member*



**Lou Karger**

*Founder, Treasurer & Board Member*



**Dwan Packnett**

*VP Government Relations & Community Investment*



**Michelle Foley**

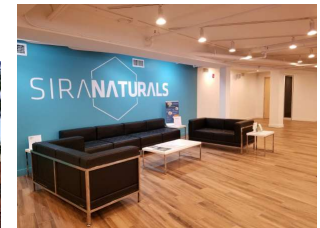
*Regional Dispensary Manager*



# Why Are We Here?



- In 2016, the residents of Boston overwhelmingly voted for cannabis legalization 63% to 37% in Massachusetts (compared to the statewide vote of 54% to 46%)
- Sira Naturals is proposing to locate a licensed adult-use cannabis retail operation at 827-829 Boylston Street
- 1<sup>st</sup> Community Meeting Held April 8, 2019
- Sira Naturals was awarded a Host Community Agreement by the Boston Cannabis Board in October and approved by the Boston Zoning Board of Appeal in January
- This Community Meeting is for Sira to present its plans and answer your questions and concerns





# Who Are We?



Founded in 2013, Sira Naturals is one of the most respected vertically integrated cannabis companies and one of the largest cannabis industry employers in the state.

## Leading the Way

- First Massachusetts cannabis company to provide workers with union protections and benefits (Under a Collective Bargaining Agreement with UFCW Local 1445)
- Only Massachusetts cannabis operator with zero deficiencies and zero incidences (Sira Naturals is often cited as “the gold standard” by state and local agencies)
- Established the first in the state Accelerator program to empower entrepreneurs and promote diversity and inclusion
- Co-founded CultivatED, the first in the nation jails-to-jobs program

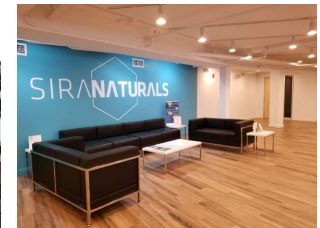
# Experienced and Focused on Community

## Expanding a Diverse Leadership Team & Community Investment Strategy

- Creation of *Sira.Community*
- Voluntarily Unionized with UFCW Local 1445
  - First cannabis company to partner with UFCW to offer Living Wages, Competitive Benefits & Higher Ed Opportunities
- Creation and expansion of the state's first Accelerator program to support Economic Empowerment entrepreneurs
- Over \$475,000/year directed to the City of Boston, economic empowerment programs and employment opportunities

## Sira Naturals Successful Compliance Record

- Zero incidents for Break-ins or Theft
- Zero incidents for Diversion
- Zero incidents for Public Nuisance



# 827-829 Boylston Street

Current



Proposed



## Property Description

- 18 Residential Units
  - 12: 1/BR/1BA
  - 6: 2/BR/1BA
- 4 Commercial Units
- All owned by Panther Properties

## New Location Description

- Safe and secure facility located at basement level
- Ideal location and purposefully constructed to be modest and inconspicuous
- Sira's operational experience and intentional design principles minimize any disruption to surrounding commercial areas

# Timeline & Proposed Location



**Initial Application Filed August 21, 2018**

**1<sup>st</sup> Community Meeting Held April 8, 2019**

**827-829 Boylston Street in Back Bay**

- Intentionally designed with minimal frontage and exposure
- Reflects Sira Naturals' exceptional safety record and gold standard operations with current medical establishments in Somerville & Needham

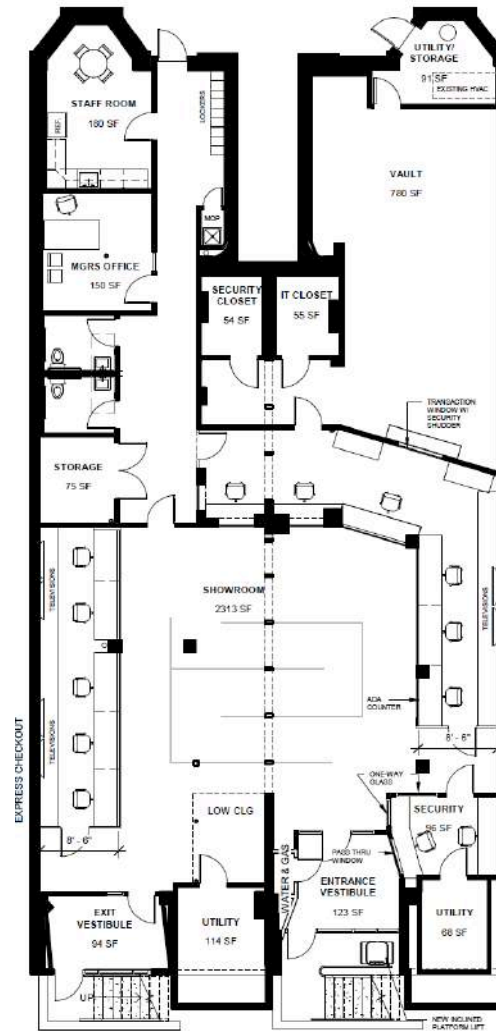
**Back Bay Architectural Board Review & Approval**

- Responding to Back Bay community requests, Sira Naturals will install a mobility lift at front entrance

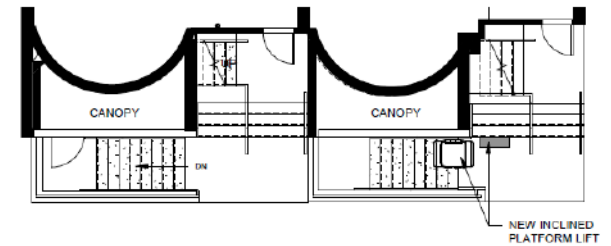


# Floor Plan

- 4,500 sq. feet
- No Outdoor Queuing
- Mobility Lift at Front Entrance
- Safe & Secure Premises



① PROPOSED GROUND/ FIRST FLOOR PLAN  
1/8" = 1'-0"

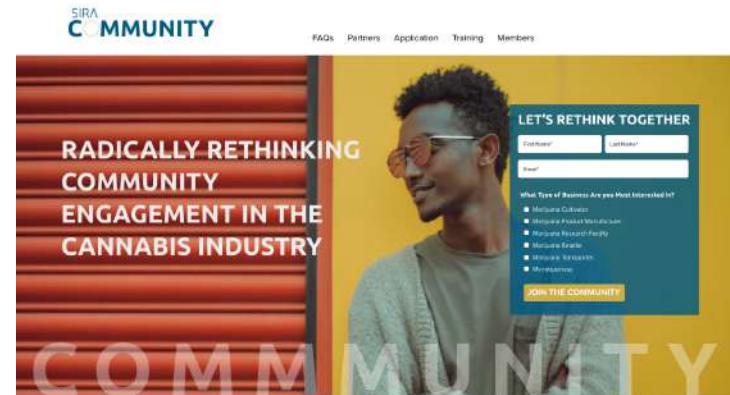


BOYLSTON STREET

② PROPOSED LIFT - STREET LEVEL  
1/8" = 1'-0"

# Radically Rethinking Community Engagement for Equity & Social Justice

People of color from communities disproportionately impacted by the war on drugs want more than just a job in the cannabis industry. They want and deserve the opportunity to build a career, to own an adult use cannabis business beyond a retail store or thrive within the structure and security of a publicly traded cannabis company. Most of all, having languished under unjust laws and systemic racism, they deserve the right to choose their own destiny and place in the legal cannabis industry.



**Sira.Community is a three-phased equity driven Diversity & Inclusion and Employment program** of community engagement, work force development and mentoring entrepreneurs designed to provide people in disaffected communities information and opportunities that open a path toward a career in cannabis.

## Sira.Community Goals

**ENGAGE:** Support job opportunities & local organizations

**HIRE:** Actively identify, recruit, and provide useful resources for employment and entrepreneurship

**ACCELERATE:** Provide coaching, workshops & business strategies to support entrepreneurial journeys at every stage





# Sira.Community

Community Members

1. You Can't Be What You Can't See



2. There's a Place for You in the Cannabis Industry



3. Empowering Entrepreneurs



Sira Community Partner & Alumni Network



Economic Mobility





# Employment Plan



## Historic, Voluntary Partnership with UFCW Local 1445

- The first and only Cannabis Union Employer in Massachusetts
- Living wages, comprehensive benefits and career pathways
- Creation of first ever UFCW Cannabis Apprenticeship Program

## Boston First

- Implement local hiring preference for Boston residents
- Commitment to reflect the demographics of the City of Boston

## The CultivatED Program

- Co-founders of the first in the nation cannabis jail-to-jobs program
- Innovative partnerships with Greater Boston Legal Services, Lawyers for Civil Rights, Roxbury Community College, MA Association of Community Colleges, Suffolk County Sheriff's Dept., and the Urban League of Eastern Massachusetts



*Announcing CultivatED with Partner Organizations*

# Community Investment | Boston

## Community Investment in the Back Bay

- Committed \$150,000 Annually

## Sira Accelerator Program

- \$300,000 Annually for Economic Empowerment Entrepreneurs

## The CultivatED Program

- \$25,000 annually as a Founding Member



*PPE Donation to  
Boston Police Union  
w/Korean American  
Association*

Engagement, Education & Employment



# Community Support



## Letters from Public Officials

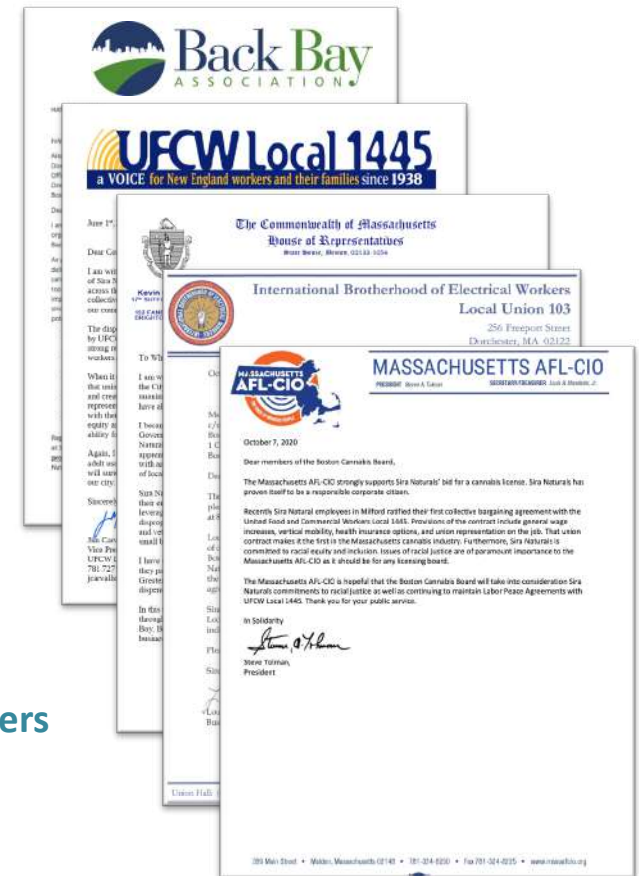
- City Councilor Kenzie Bok
- State Senator William Brownsberger
- State Senator Nicholas Collins
- State Representative Chynah Tyler  
*(Chair of Black & Latino Caucus, Chair of the Boston Delegation)*
- State Representative Kevin Honan

## Letters from Community Groups

- Back Bay Association
- UFCW Local 1445
- IBEW Local 103
- Steven Tolman, President, Massachusetts AFL-CIO
- David Gibbs, Community Action Agency of Somerville
- Neighborhood Association of the Back Bay (non-opposition)

## Community Members, Abutters, Community Organizations & Stakeholders

- Ed Borash, Sir Speedy
- Jody Mendoza, Mojito's Country Club
- Dennis Benzan, Western Front LLC



# Sira Open House

*Our Community Feedback Loop*



## Maintain Frequent Communication with the Neighborhood

Quarterly Community Meetings with Retail Management & Community Investment Teams

**Michelle Foley**

Regional Dispensary Manager

**Dwan Packnett**

VP Government Relations & Community Investment

**Open to All Abutters**

# Professional, Safe & Secure



## Experienced Security and Operations Team

- Highly professional team with decades of experience. Our security measures meet or exceed the standards for local banks and financial institutions

## Cannabis Control Commission Inspectors Train at Sira Naturals' Facilities

## Focused on Keeping Neighborhoods Safe & Preserving Public Health

- Appointment Only Launch
- Zero Tolerance Policy & Banning Any Customer who Violates Policies from ALL Sira Stores

## Sira Naturals Successful Compliance Record

- Zero incidents for Break-ins or Theft
- Zero incidents for Diversion
- Zero incidents for Public Nuisance

# Prevention of Diversion Plan



## Restricted Access to Sira Facilities

- Customers enter through a secure vestibule and may not enter the sales floor without first presenting valid identification. Security has sole discretion to refuse entry for any reason
- Entry restricted to properly identified individuals 21+ only and customers are greeted first by security. All ID's are scanned prior to entry to detect underage, fraudulent, or expired identification cards
- Sira security personnel will perform regular sweeps of the area around the facility to monitor the safety of the general public and prevent any diversion events from occurring

## Preventing Diversion to Minors

- **Zero Tolerance Policy** for the removal or diversion of cannabis products resulting in immediate dismissal and notification of appropriate law enforcement authorities
- Sira adheres to all CCC regulations regarding childproof packaging and labeling

# Transportation



## Centrally Located, Easily Accessible Local Retail

- Sira Naturals intentionally chose this location with the understanding that our neighborhood-based customers will walk, ride or utilize the numerous and convenient public transit options available in the area
- Located in one of Boston's most accessible communities for walking, biking, and public transit, our 829 Boylston Street location will be one of the most transit-friendly cannabis operations in the City of Boston
- Extensive public parking options are also available at existing private and public parking facilities surrounding 829 Boylston Street

## Transportation Options

*Sira subsidizes MBTA Passes & Blue Bikes memberships for all employees*

- Green Line (Copley Square)
- Commuter Rail (Back Bay)
- Orange Line (Back Bay)
- Bus Routes (9,10,39,55,57,502,504)
- Blue Bike Station (829 Boylston)





# Transportation Options

1/4 Mile Radius



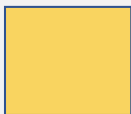
Subway



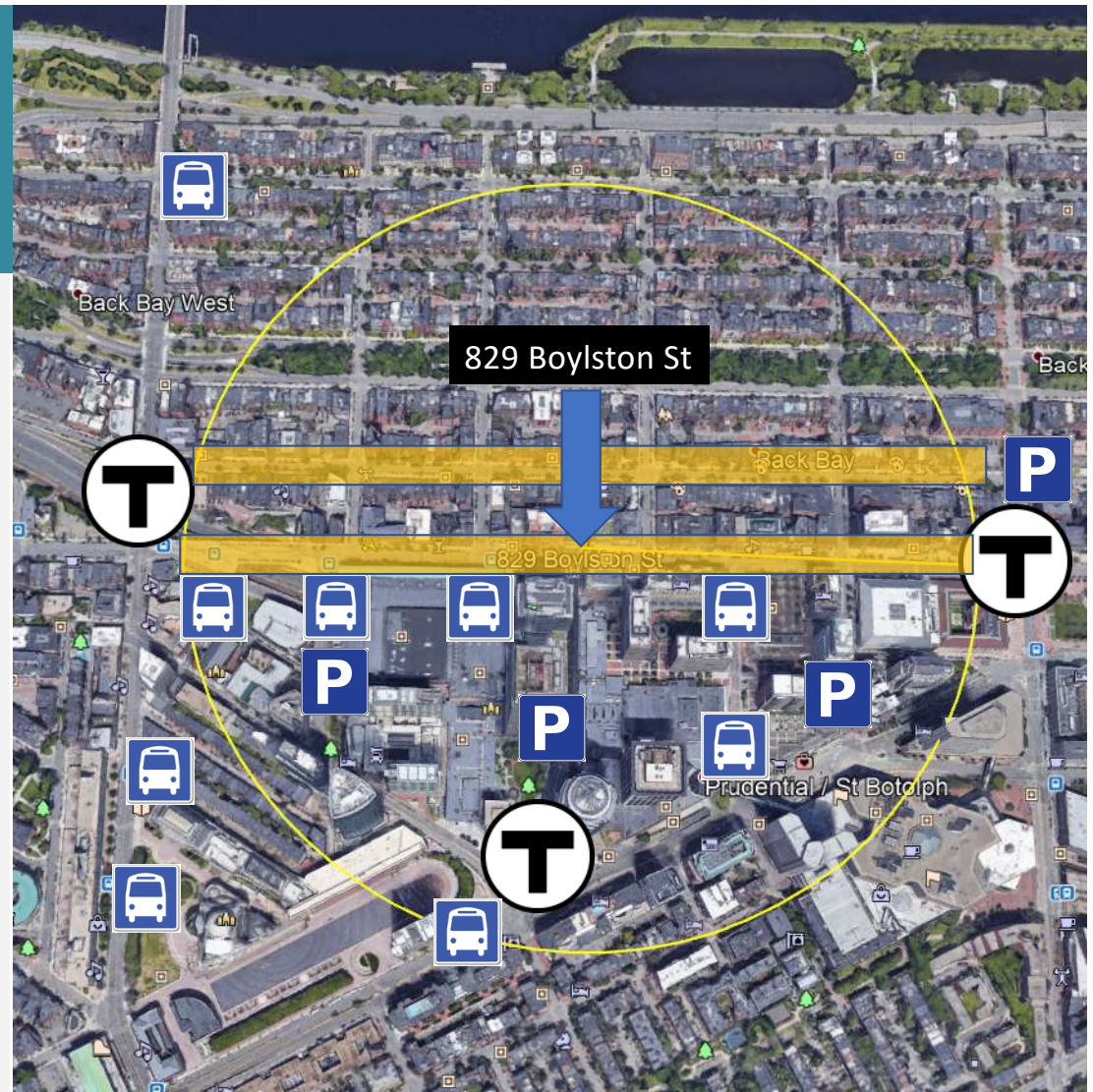
Bus Stop



Parking Facility



Metered Parking



# Sira Naturals & Back Bay

## Experience & Excellence

- A safe and secure facility informed by Sira's extensive retail experience
- Purposefully designed to be inconspicuous and non-disruptive
- Broad support from community members

## Industry-Leading Community Investment

- You Can't Be What You Can't See
- There's a Place for You in the Cannabis Industry
- Sira Accelerator
- Sira.Community

## Record of Success & Safety

- CCC Inspectors train at Sira Naturals facilities
- Successful ongoing operations in Somerville, Milford & Needham with no violations
- 24/7 safety monitoring, strict enforcement of product safety and limited facility access

## Local Hiring for Union Jobs

- Local jobs with living wages and competitive benefits with UFCW Local 1445
- Sira's priority is to hire locally and promote job openings via **Boston First** program

# Question & Answer



- 1) Questions Submitted in Advance
- 2) Questions Received via Email or Zoom
- 3) Open Question & Answer Section to All Community Meeting Participants
  - Review of Zoom Meeting Features

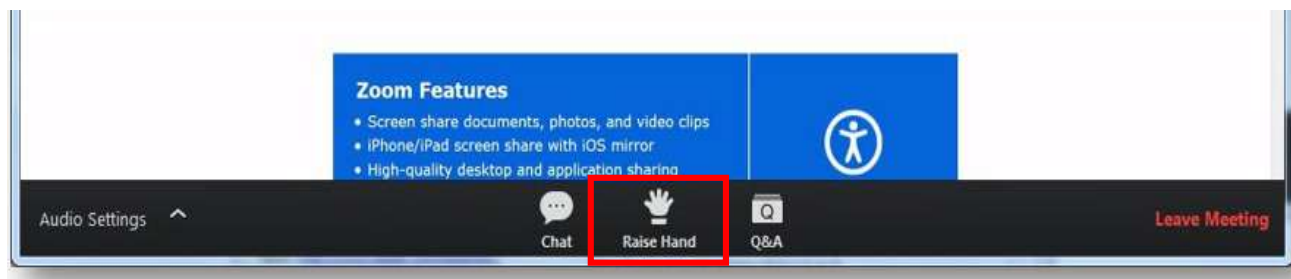


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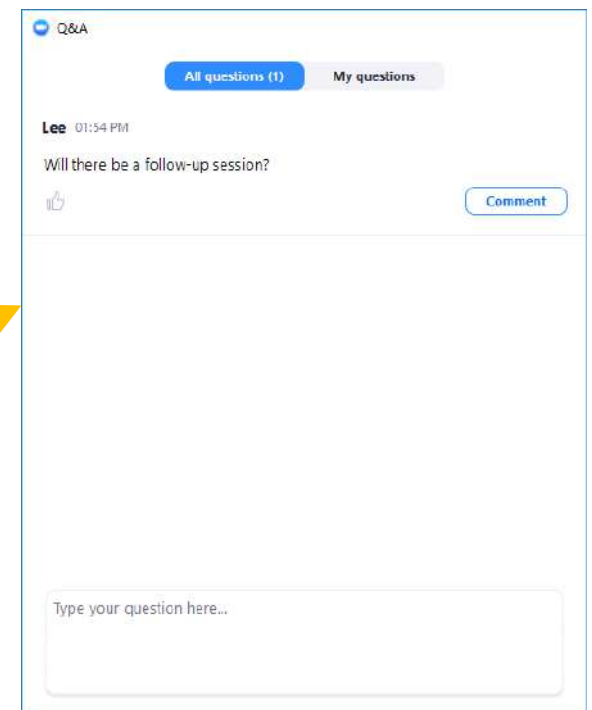
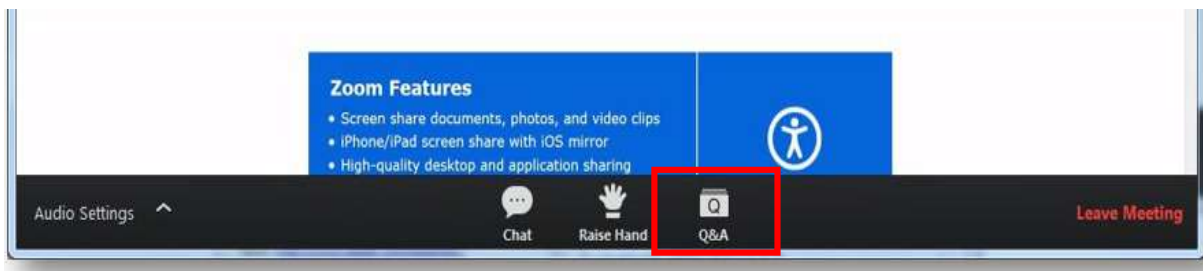
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# Thank You!

Dwan Packnett

VP Government Relations & Community Investment

[Dpacknett@siranaturals.org](mailto:Dpacknett@siranaturals.org)

617.631.6838

[Learn More about Sira.Community](#)

[www.siranaturals.org/cannabis-social-equity](http://www.siranaturals.org/cannabis-social-equity)

[Contact the Community Team](#)

[community@siranaturals.org](mailto:community@siranaturals.org)

