

HERBAL POWER

329 COLUMBUS AVE.

Boston Cannabis Board Hearing
August 10, 2022

OWNERS



Desiree Franjul - 51%

- ❖ Majority Owner & Founder, Herbal Power
- ❖ Community Organizer & Builder
- ❖ Co-Owner, Stone's Throw Cannabis
- ❖ Roots in South End's Villa Victoria
- ❖ Northeastern University
- ❖ Bunker Hill Community College



Yomari Chavez - 39.01%

- ❖ Co-Owner & Chief Human Resources Officer, Herbal Power
- ❖ HR professional (10+ years)
- ❖ Harvard (Psychology) & Columbia University (MS Human Capital Management)



Brian Chavez - 9.99%

- ❖ Advisor & Investor
- ❖ Owner, Antonio's Pizzeria
- ❖ Owner of 3 approved cannabis retail locations in Boston
- ❖ UMass Boston (Economics)

Herbal Power:

- ❖ Certified Boston Equity Applicant
- ❖ CCC Social Equity Cannabis Retail Company
- ❖ 100% Owned by Boston Residents who are People of Color
- ❖ Combined experience in business operations, retail dispensary operations, human resources, and community organizing

PROPOSED LOCATION

- ❖ 329 Columbus Ave.
 - ❖ 2,900 sq ft across two floors
 - ❖ Dedicated entrance
 - ❖ Access to private alleyway in the rear
- ❖ Proposed Hours of Operation:
 - ❖ 10 am – 9 pm, Monday – Saturday
 - ❖ 12 pm – 8 pm, Sunday
- ❖ Proximity to public transportation (3 train lines and 8 bus lines), five blue bike stations, metered street parking, and five parking garages within walking distance



DIVERSITY PLAN

Employee Development

Goal: To ensure employee development and upward growth within the company.

Program: Employees will receive opportunities for career counseling, counseling on advancement opportunities, and training programs to assist them in career development. Offer employment benefits, including healthcare, paid leave, transportation stipends, and retirement benefits, so that employees may support themselves and their families.

Measurement: Employee records and feedback; monitoring internal advancement on a regular basis; feedback loop with employees.

Cannabis Community Building

Goal: To offer cannabis information to Boston residents who interested in learning about the benefits of cannabis.

Program: Offer free seminars that educate Boston residents about adult use cannabis including the uses of different strains of cannabis in day to day life, how to access resources and information, the different methods in which cannabis can be consumed, and the history of cannabis.

Measurement: Registration information, community & customer feedback.

Supporting Diversity

Goal: To work with other diverse businesses such as SE, EE, BEP, WMC, MOC.

Program: 20% of our business will go to companies who meet the above diversity requirements: vendors, ancillary businesses and other operational needs.

Measurement: Financial and other internal records.

EMPLOYMENT PLAN

Recruitment

- 75% Boston residents
- 50% BIPOC
- 50% women, LGBTQ+, disabled, or veterans
- 10% CORI
- Advertise in local and diverse platforms such as Massachusetts LGBT Chamber of Commerce, MassHires, Black Career Network, United Latino Job Bank, etc.
- Job postings will emphasize that cannabis experience will occur on site and is not a prerequisite to be hired
- Career fairs with daytime and evening hours to accommodate different schedules
- Employee referral bonuses to incentivize recruitment

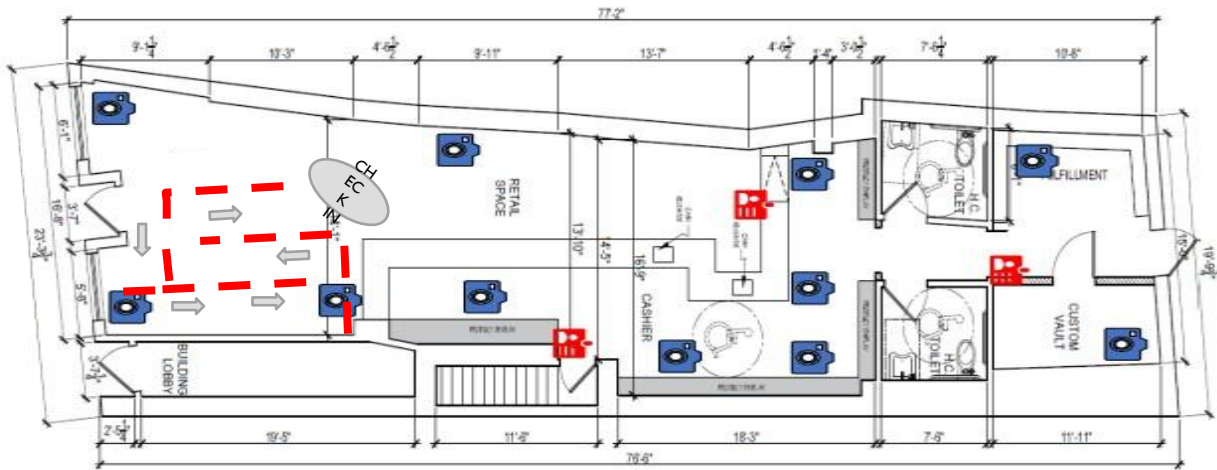
Retention

- Offer a living wage, comprehensive benefits, and substantial on-the-job training to attract and maintain local and diverse talent composed of the following demographics: Boston residents, women, BIPOC, veterans, LGBTQ+, disabled, or people from immigrant populations.
- A mix of full-time and part-time roles that provide flexibility
- Diverse and inclusive workplace with an open-door policy for continuous feedback between employees and management
- Commitment to promote from within utilizing equitable and leading workplace practices
- Continued workforce development opportunities virtually and in-person

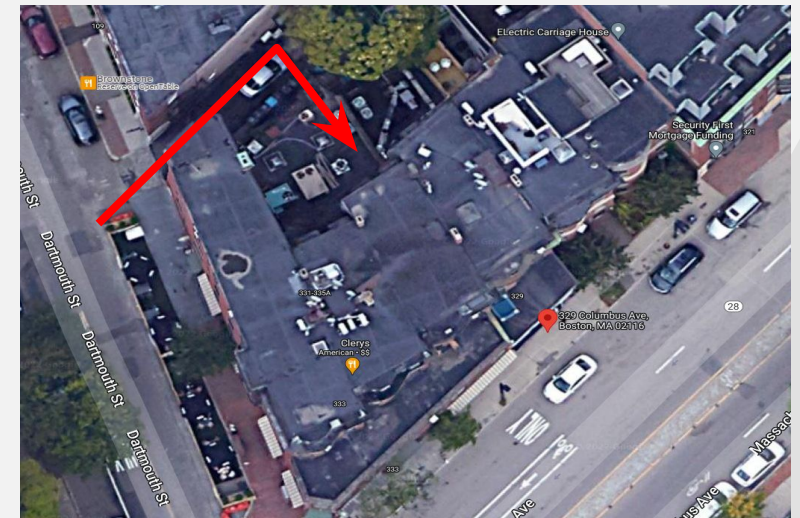
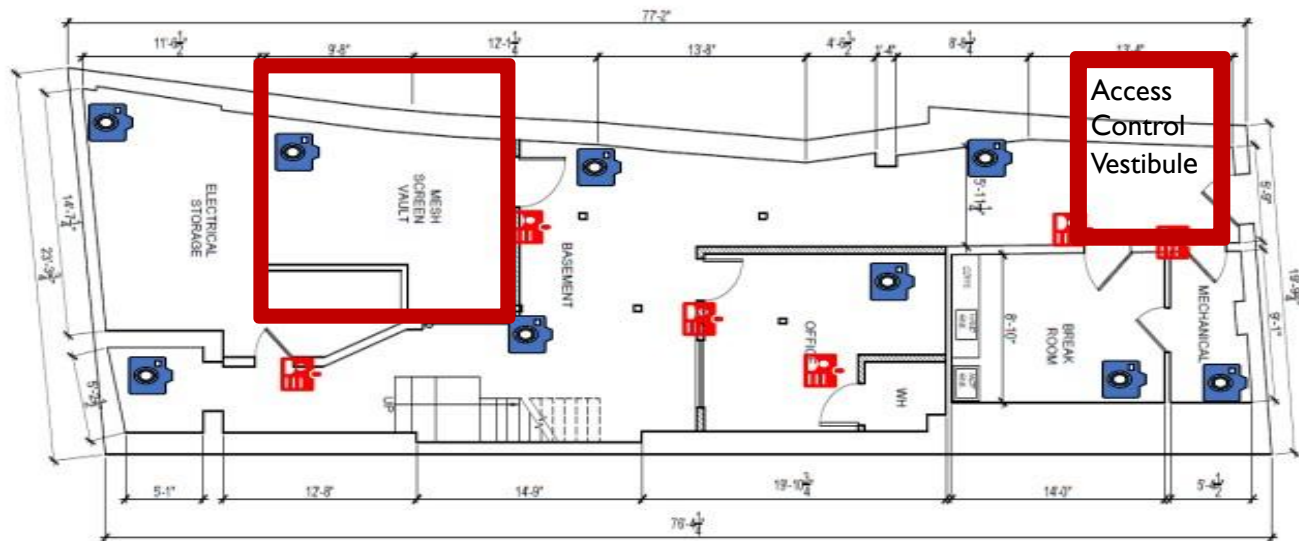
Employee Experience

- Online platform to submit feedback and suggestions anonymously and seamlessly
- Mentorship program
- Diversion, Anti-Racism, and Inclusion Trainings
- Accessible for individuals with disabilities to work comfortably
- Volunteering with Ellis South End Neighborhood Association, South End Technology Center, Childe Hassam Park, and other neighborhood groups
- State-of-the-art security within the facility

FLOOR PLANS: RETAIL AND ADMINISTRATIVE



- ❖ Security guard at entrance
- ❖ Check-in area/vestibule and dedicated queuing area
- ❖ Controlled access inside store
- ❖ Monies transported by Plymouth Armor Group
- ❖ Product will be delivered in rear via access control vestibule (mantrap)



SITE, TRAFFIC & PARKING

❖ Traffic and parking analysis conducted by Fuss & O'Neill

- ❖ Analyzed existing traffic conditions in the area, crash data, inventory of on-street parking in the area and availability of the same, available public transportation, and the impact of the proposed use on traffic and parking.

Bay Back Station is located approximately 500 feet from the site providing Amtrak rail, orange line rail, the MBTA number 10 bus and the MBTA number 39 bus.

Copley Station is located about 2,000 feet away providing green line rail and MBTA buses 9, 39 and 55.

MBTA bus stop is located 1,500 feet away at corner of Huntington Avenue and Dartmouth Street that services MBTA buses 9, 10, 39, 55, 501 and 504.

MBTA 43 bus services Tremont street about 1,500 feet away.

Silver line is located about 2,500 feet away and services stops along Washington Street.

MBTA bus 9 services Berkley Street about 1,200 feet away.

The Tufts Medical Center station is located 3,500 feet away is serviced by the orange and silver lines.

The Prudential Center is located 2,000 feet away and is serviced by the green line and MBTA 39 Bus.

Three blue bike stations within 0.25 miles.

❖ Key takeaways:

- ❖ No significant impact on traffic operations.
- ❖ No impact to existing crash patterns or negative impact to overall traffic safety.
- ❖ Parking demand is not expected to exceed available parking supply even during peak hours of operation based on available on street parking, nearby public transit, and existing parking garages in the immediate area.
- ❖ The proposed use is no more impactful than the prior restaurant use and, in fact, is less impactful than other retail uses allowed at the space.

OPERATIONS & SAFETY

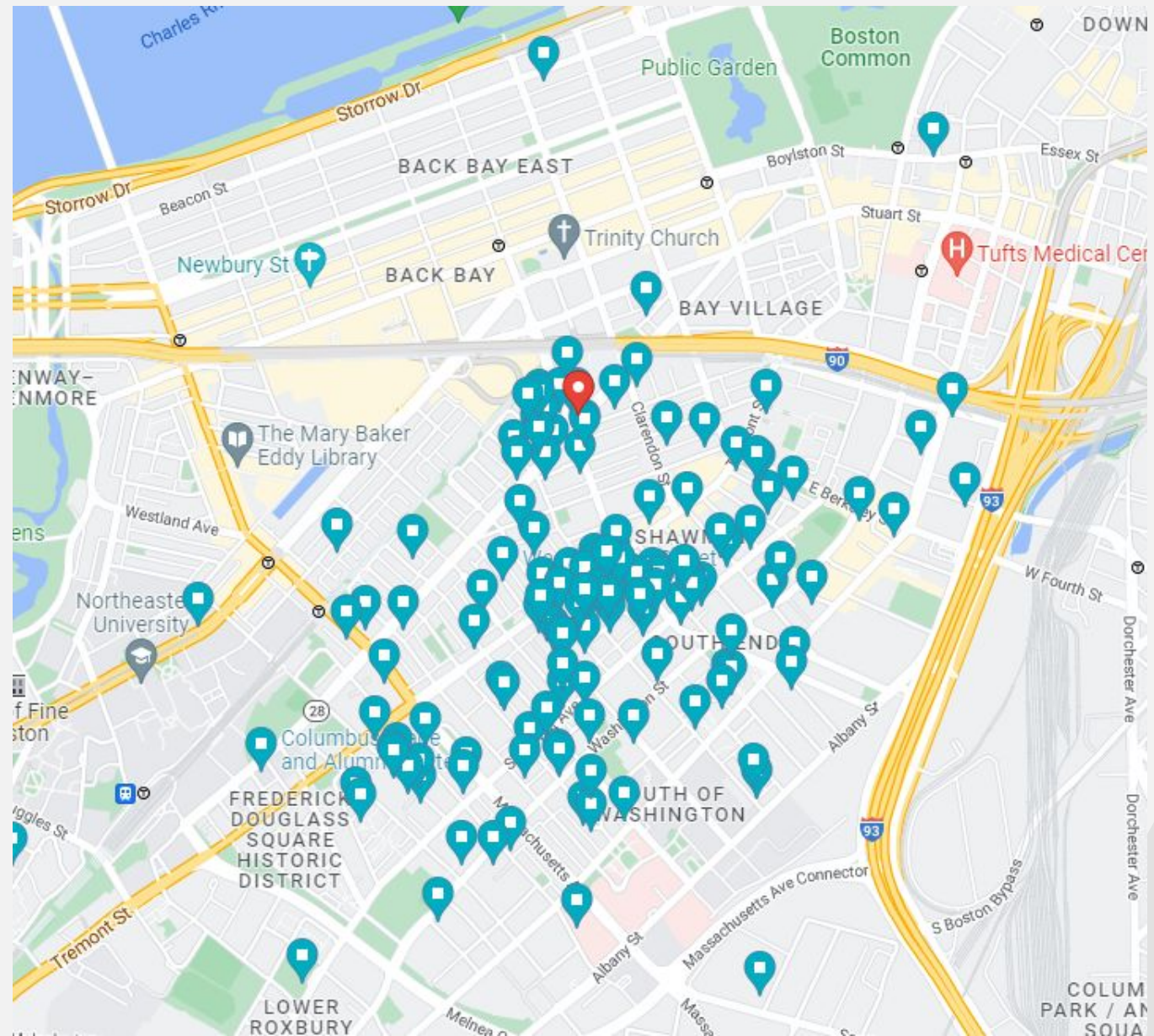
- ❖ Good Neighbor Agreement signed by every customer
- ❖ Security plans developed by the Windwalker Group
- ❖ Minimum of one dedicated security guard during operating hours
- ❖ State and national background checks for employees
- ❖ Limited cash and product maintained on site
- ❖ Live CCTV access to BPD, BCB, and CCC
- ❖ Deliveries of product will be randomized between the hours of 9:00am and 2:00pm and will be taken via the dedicated and secure rear door accessible through the alley

- ❖ Only 21+ will be allowed in store with valid Massachusetts identification ID or State License
- ❖ Anti-diversion training will be provided for all employees
- ❖ Diversion training prevents inventory from being purchased for minors
- ❖ Reserve the right to deny sales to any individual
- ❖ Utilization of approved packaging and labeling
- ❖ Use of state approved seed-to-sale tracking system, METRC
- ❖ Storage of product in compliance with 935 CMR 500.105(11)

COMMUNITY ENGAGEMENT & BENEFITS

- 200 South End residents signed letters or petitions in support
- MOU & Letter of Non-Opposition from the Ellis Neighborhood Association
- Board members of Childe Hassam Park
- Annual donation to South End Technology Center
- Members of South End Business Alliance
- Members of Ellis Neighborhood Association
- Commitment to volunteer and positively contribute to diversity, equity, and inclusion initiatives

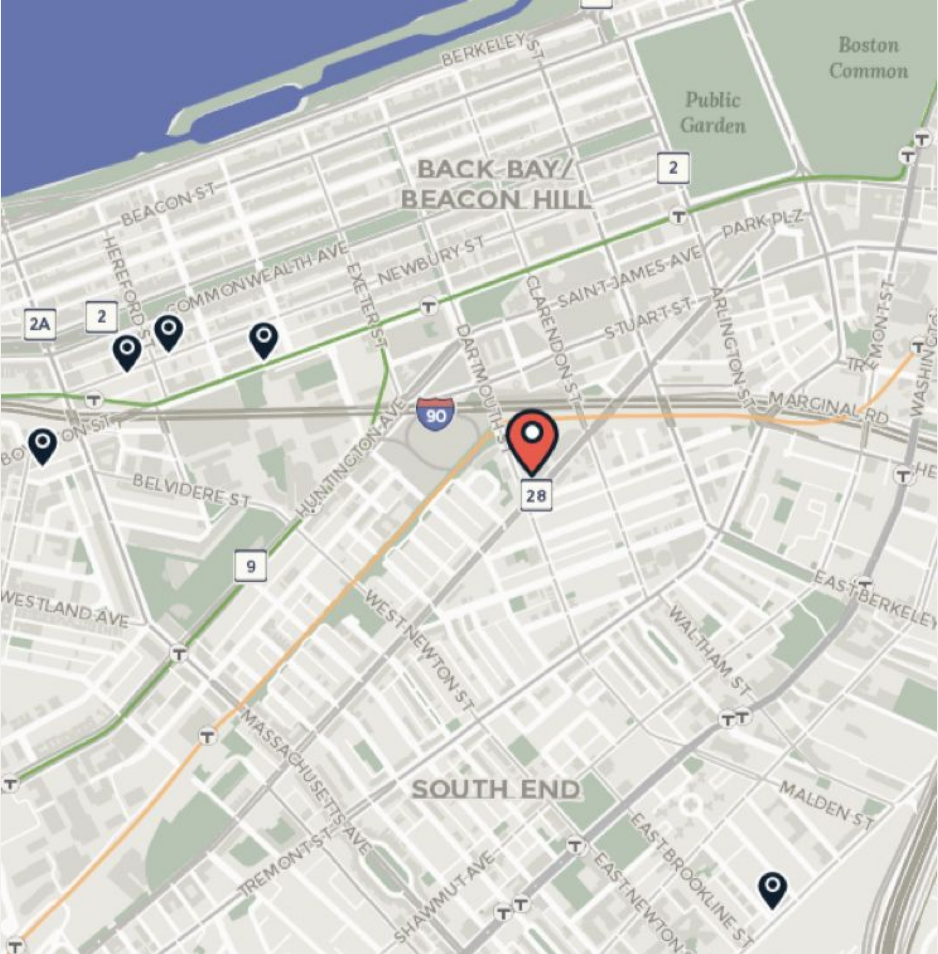
- Engage MassHire and other group to fulfill commitment to hire locally
- Commissioned traffic analysis to ensure no negative impact
- Beautification and revitalization of vacant storefront
- Increased security presence
- Seek community partnerships that uplift low-income and marginalized groups impacted by the failed war on drugs



POPULATION DENSITY & PUBLIC NEED

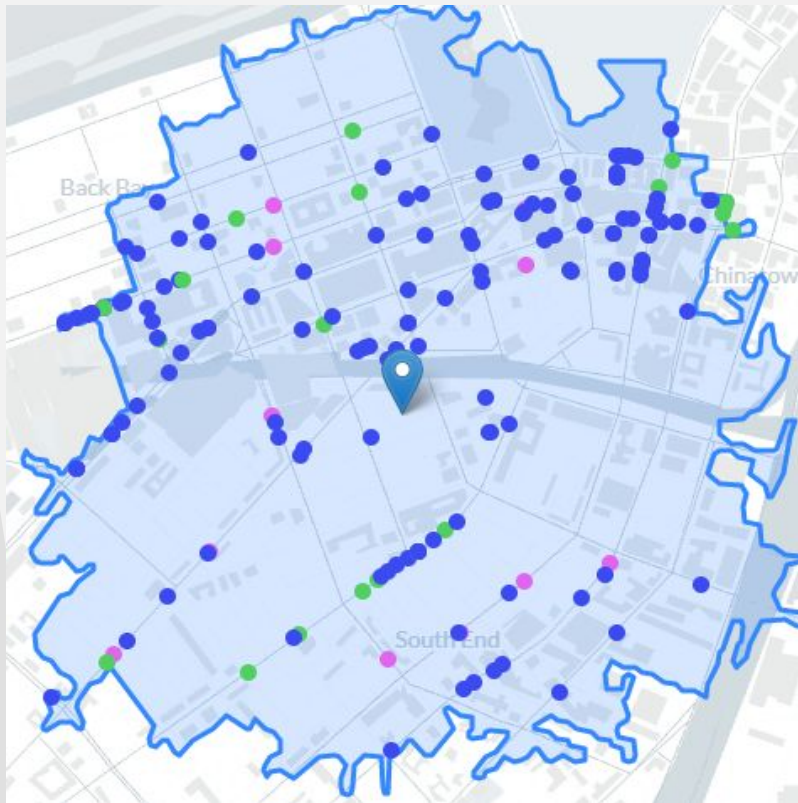


POPULATION DENSITY MAP

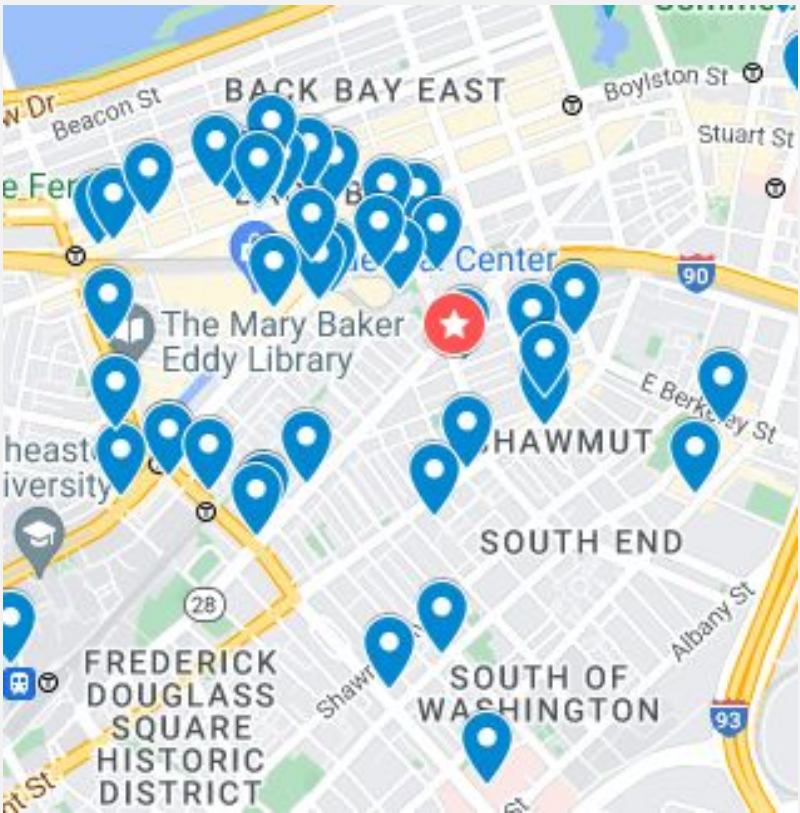


HOST COMMUNITY AGREEMENT OVERLAY

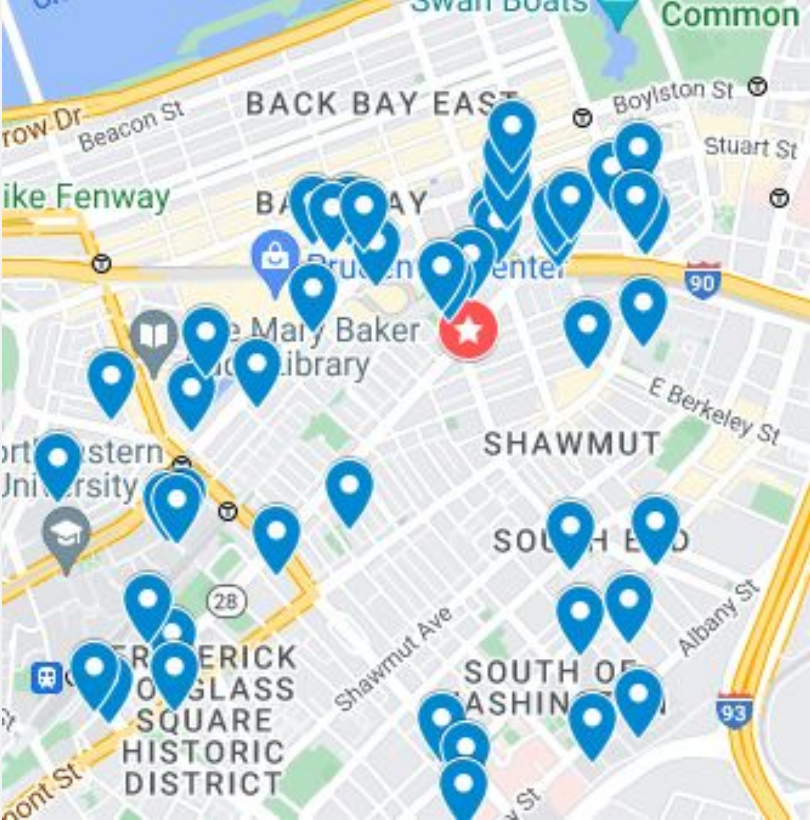
POPULATION DENSITY & PUBLIC NEED



LIQUOR LICENSES



COFFEE SHOPS



PARKING GARAGES

THANK YOU!

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