Cannabis Control Commission
COMMONWEALTH OF MASSACHUSETTS

CANNABIS CONTROL COMMISSION

Public Meeting

August 9th, 2018

Massachusetts Gaming Commission
101 Federal St., 12th Floor
Boston, MA 02110

1:00PM

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Agenda

1) Call to Order
2) Chairman's Comments & Updates
3) Approval Minutes From Previous Meetings
4) Executive Director's Report
    a. Staffing
    b. License Applications
5) Commission Discussion and Votes
    a. Guidance for Farmers
    b. Guidance on Marijuana Establishment Agent Registration
    c. Public Awareness Campaign
    d. Host Community Agreement Guidance—Discussion of Public Comment
    e. Equity-focused Municipal Guidance—Discussion of Public Comment

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Agenda Continued

6) Staff Recommendations on Completed License Applications
   a. Pharmacannis Massachusetts, Inc. (#MRN281252), Retail
   b. M3 Ventures, Inc. (# MCN281446), Tier 2/Indoor-Cultivation
   c. M3 Ventures, Inc. (# MRN281290), Retail
   d. M3 Ventures, Inc. (# MPN281346), Product Manufacturer
   e. I.N.S.A., Inc. (# MCN281268), Tier 7/Indoor-Cultivation
   f. I.N.S.A., Inc. (# MPN281426), Product Manufacturer
   g. I.N.S.A., Inc. (# MRN281680), Retail
7) New Business that the Chairman Did Not Anticipate at Time of Posting
8) Next Meeting Date

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Approval of Minutes from Previous Meetings

- April 18, 2018
- July 26, 2018

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Licensing Applications | August 9, 2018

- 2,264 Total Applications
- 219 Pending (At least 1 Part of Application)
- 112 Withdrawn
- 1,921 Incomplete
- 12 Provisional Licenses

The totals are distinct license numbers that have submitted at least one of the packets related to getting a license (App of Intent, Background, Management/Ops, Payment)

Type	#
Craft Marijuana Cooperative	2
Independent Testing Laboratory	4
Laboratory Agent	2
Marijuana Cultivator	45
Marijuana Establishment Agent	65
Marijuana Microbusiness	9
Marijuana Product Manufacturer	26
Marijuana Research Facility	3
Marijuana Retailer	54
Marijuana Transporter with Other Existing ME License	3
Third Party Transporter	6
Total	**219**

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Licensing Applications | August 9, 2018

95 Applications Under Review

The totals below are distinct license numbers that have submitted all required packets.

Type	#	+/-
Independent Testing Laboratory	2	+1
Marijuana Cultivator	33	+3
Marijuana Microbusiness	3	
Marijuana Product Manufacturer	24	+4
Marijuana Research Facility	3	
Marijuana Retailer	28	+2
Marijuana Transporter with Other Existing ME License	2	
Total	**95**	**+10**

RMD Priority: 62
Economic Empowerment Priority: 3
General Applicant: 30

The 95 applications represent 52 separate entities.

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Licensing Applications | August 9, 2018

Status	#
Application Submitted: Awaiting Review	20
Application Reviewed: More Information Requested	38
Application Deemed Complete: Awaiting 3rd Party Responses	18
All Information Received: Awaiting Staff Recommendation	7
Applications Considered by Commission	12
Total	**95**

Application Submitted
(Awaiting Staff Review)

→

Application Reviewed
(More Information Requested from Applicant)

→

Application Deemed Complete
(Awaiting background check or response to municipal notice)

→

All Information Received
(Awaiting Staff Recommendation)

→

Applications Considered by the Commission

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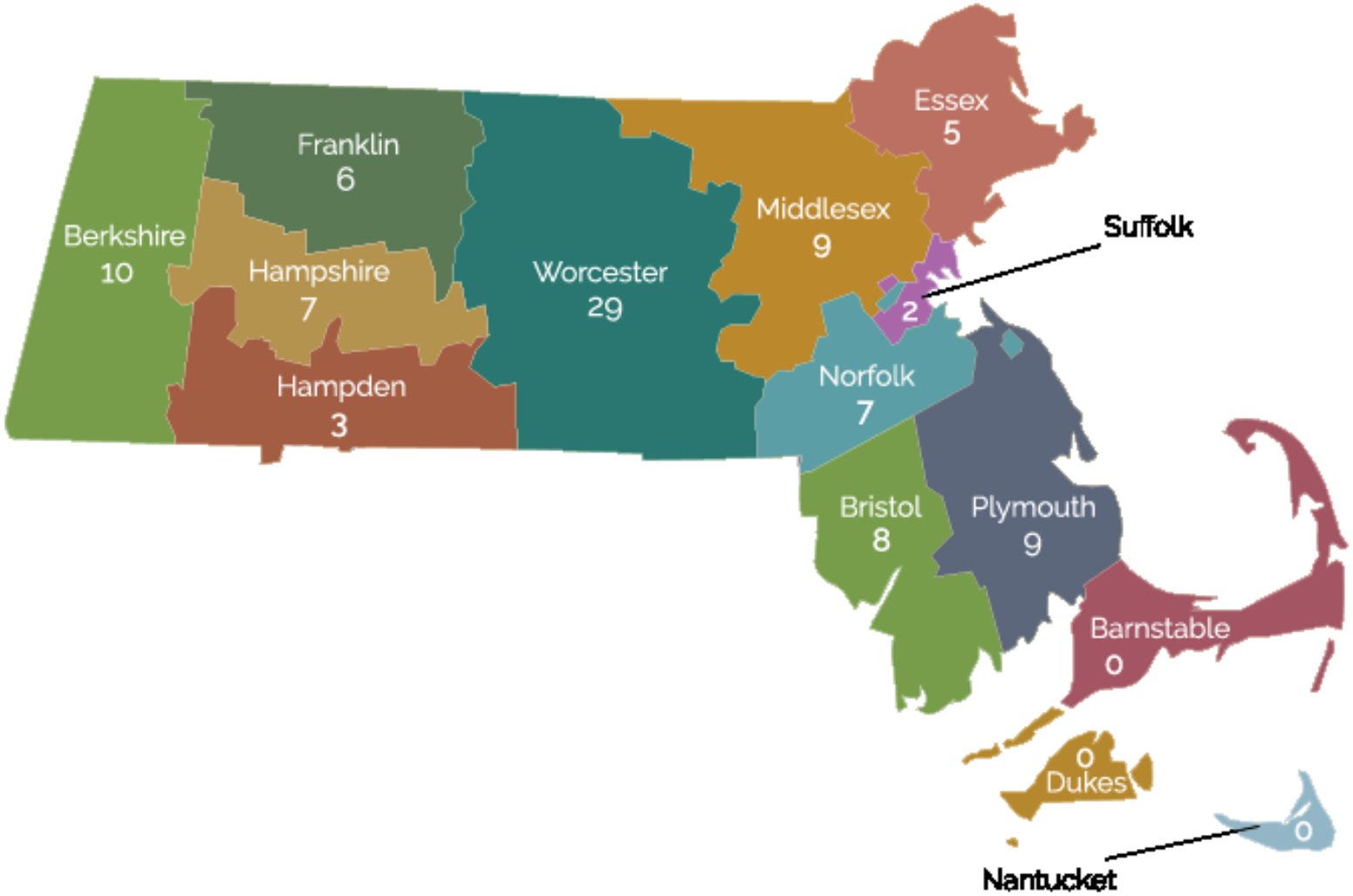

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Commission Discussion

- Guidance for Farmers
- Guidance on Marijuana Establishment Agent Registration
- Public Awareness Campaign
- Draft Guidance on Host Community Agreements: Discussion of Public Comments
- Draft Guidance on Local Equity: Discussion of Public Comments

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August 9, 2018

Public Awareness Campaign

Chapter 55 of the Acts of 2017, An Act to Ensure Safe Access to Marijuana

In Section 51, the Legislature established that: "(t)he department of public health, in consultation with the Massachusetts cannabis control commission, shall establish the following science-based public awareness campaigns: (i) a campaign to inform the public about responsible use of marijuana, including information on edibles and warnings about the dangers of manufacturing marijuana products at home; and (ii) a campaign to educate youth about marijuana use with a goal of decreasing the youth usage rate. The public awareness campaigns shall be funded from revenues received from the Marijuana Regulation Fund established in section 14 of chapter 94G of the General Laws."

Public Awareness Campaign: Research

- Massachusetts representative survey
  - Pre-survey (complete)
  - Post-survey (to be administered Jan through Feb 2019)

- Focus Groups
  - Pre-survey
  - Focus group

Focus Groups: Demographics of Participants

- 18 groups (n=206) participants: mix of race/ethnicity, income, and education consistent with the state census data for the respective geographic regions.

- Six cohorts included:
  - Adults 21-39 “users”
  - Adults 21-39 “intent-to-use”
  - Adults 40+ “users”
  - Adults 40+ “intent-to-use”
  - Middle school parents
  - High school parents

Results of All Focus Groups: Knowledge About the Law

- Majority were aware of the law
- Many aware of municipal votes on retail sales
- Aware of limits for possession and growth
- Some confusion over the legal age of use (18 vs. 21)
- Many talked about the prevalence of public use & enforcement
- Most understood the prohibition of public use

Key Messages

- Age of legal use
- Effects on driving
- Employer/municipalities/landlord rights
- Effects of edibles and various potency levels
- Tips on how to effectively engage children in these conversations
- The risks of youth use of cannabis

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MORE ABOUT MARIJUANA

The Media Plan

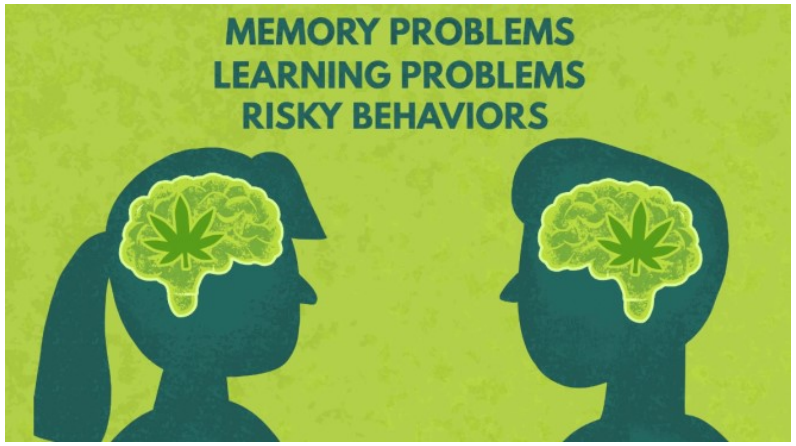
Broadcast – TV, radio, etc.

Youth Prevention

Responsible Adult-use

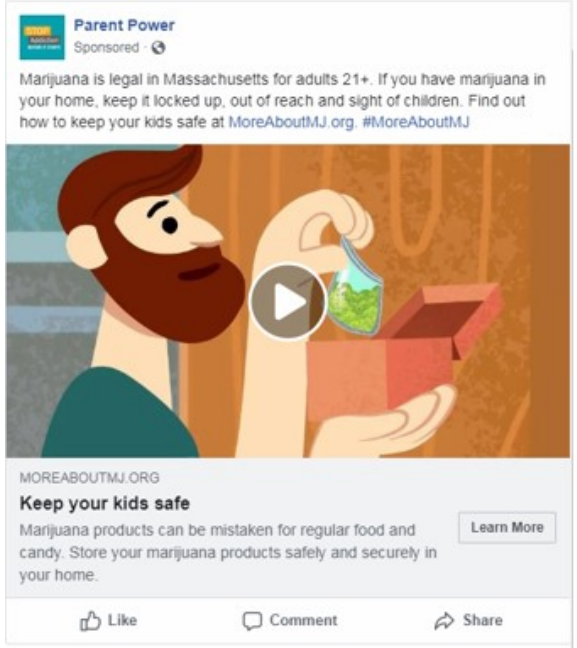
The Media Plan

Digital – social media, display ads, etc.



Facebook Ad

HTML5 Ad



Sponsored Ad

The Media Plan

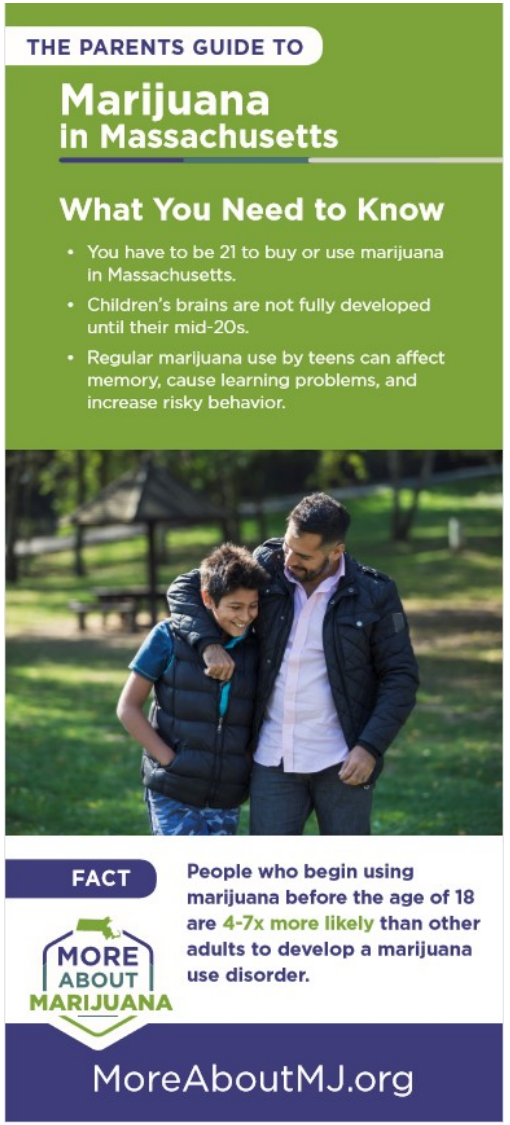
Out of Home – billboards, transit, etc.

The Media Plan

Print Collateral

Key Benefits:

- Supports constituent outreach initiatives
- Partner with non-profit and corporate sectors



Thank You

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Staff Recommendations on Completed License Applications

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Next Public Commission Meeting

Thursday, August 23rd
1:00 PM

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