

HERBOLOGY GROUP, INC.
MRN281814

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Herbology Group, Inc.
8 Woodard Road, Greenfield, MA 01301

2. Type of license sought (if cultivation, its tier level and outside/inside operation):

Retail

3. Applicant is a licensee or applicant for other Marijuana Establishment license(s):

Retail (provisional license)
Retail (application submitted)

4. List of all required individuals and their business roles in the Marijuana Establishment:

Jane Hawman—Executive
Michael Duku—Executive
Stephen Gotwald—Director
Anna Gray—Close Associate
Bradford Baker—Close Associate
April Hawman—Close Associate

5. List of all required entities and their roles in the Marijuana Establishment:

Herbology Holdings, LLC—is an entity providing initial capital resources.

6. Applicant's priority status and information pertaining to co-located operations:

RMD Priority (RP201924)

The RMD business will not be co-located with the adult-use business in Greenfield.
The RMD has a Provisional Certificate of Registration for dispensing, cultivation, and processing in Chester.

7. The applicant and municipality executed a Host Community Agreement on August 13, 2018.
8. The applicant conducted a community outreach meeting on April 11, 2018 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on January 7, 2019 stating the applicant was in compliance with all local ordinances and bylaws.
10. The applicant proposed the following programs for its Positive Impact Plan:
 - a. Commit to one percent (1%) of its revenue to the Cannabis Control Commission's Social Equity Training and Technical Assistance Fund;
 - b. Host education seminars on best business practices in the marijuana industry; and
 - c. Recruit employees from areas of disproportionate impact.

SUITABILITY REVIEW

11. There were no concerns arising from background checks on the individuals or entities associated with the application.
12. There were no disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions.

MANAGEMENT AND OPERATIONS REVIEW

13. The applicant states that it can be operational within seven (7) months of provisional licensure.
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 9:00 a.m. – 8:00 p.m.
15. The applicant submitted all applicable and required summaries of plans, policies, and procedures for the operation of the proposed establishment. The summaries were determined to be substantially compliant with the Commission's regulations.
16. The applicant proposed the following programs for its Diversity Plan:
 - a. Host career fairs in underrepresented and minority communities;
 - b. Specifically use suppliers who are committed to diversity and inclusion;
 - c. Provide training on recognizing conscious and unconscious bias;
 - d. Develop relationships with organizations serving minorities, women, people of all gender identities and sexual orientations, veterans, and persons with disabilities for employment referrals; and
 - e. Establish recruitment efforts at higher learning institutions, and institutions with programs that reach diverse people.
17. Summary of cultivation plan (if applicable):

Not applicable.

18. Summary of products to be produced and/or sold (if applicable):

Not applicable.

19. Plan for obtaining marijuana or marijuana products (if applicable):

The applicant plans to obtain marijuana or marijuana products by contracting with other licensed establishments.

20. ISO 17025 Certifying Body and Certificate Number (if applicable):

Not applicable.

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations;
2. Final license is subject to inspection to ascertain compliance with applicable state laws and local codes, ordinances, and bylaws;
3. The applicant shall cooperate with and provide information to Commission staff;
4. Provisional licensure is subject to the payment of the appropriate license fee; and
5. Final license is subject to the licensee providing to Commission staff an amended Positive Impact Plan that includes specific information on the details and frequency of its proposed programs. Additionally, the licensee will ensure that the plan is amended to ensure all programs are intended to be put into effect and any programs that may not be put into effect are removed from the plan.

The applicant has demonstrated compliance with the laws and regulations of the Commonwealth and suitability for licensure. Therefore, the applicant is recommended for provisional licensure.