

PURE BOTANICALS, LLC

MCN281770

MRN281951

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Pure Botanicals, LLC
239 West Street, Pittsfield, MA 01201

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

Cultivation, Tier 1/Indoor (up to 5,000 sq. ft.)
Retail

The application was reopened three (3) times for additional information.

3. The applicant is a licensee or applicant for other Marijuana Establishment and/or Medical Marijuana Treatment Center license(s):

The applicant is not an applicant or licensee for any other license type.

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

Individual	Role
Devin Bajardi	Owner / Partner
Mark Penna	Owner / Partner

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

Entity	Role
Turnbuckle Consulting, LLC	Capital Contributor

6. Applicant's priority status:

General Applicant



7. The applicant and municipality executed a Host Community Agreement on January 24, 2019.
8. The applicant conducted a community outreach meeting on September 28, 2018 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on April 1, 2020 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Host quarterly training seminars for individuals who are past or present residents of an area of disproportionate impact; Commission-designated Economic Empowerment Priority Applicants; Commission-designated Social Equity Program Participants; Massachusetts residents who have past drug convictions; and Massachusetts residents with parents or spouses who have drug convictions. Pure Botanicals seeks 25% participation from the listed demographics

SUITABILITY REVIEW

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

MANAGEMENT AND OPERATIONS REVIEW

13. The applicant states that it can be operational within nine (9) months of receiving the provisional license(s).
14. The applicant’s proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 7:00 p.m.
Sunday: 12:00 p.m. – 5:00 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 goals for its Diversity Plan:

#	Goal
1	Giving hiring preferences for retail and management positions to individuals identifying as women and veterans (20%).

17. Summary of cultivation plan (if applicable):

The applicant submitted a cultivation plan that demonstrates the ability to comply with the Commission’s regulations.

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

Not Applicable.

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

Pure Botanicals, LLC plans to obtain marijuana from its affiliated licenses.

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;
5. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications; and
6. Final licensure is subject to the applicant revising its Diversity Plan goal to employ “20% or more women and/or veterans in retail and management positions” to be clearer and objectively reasonable, and to address the following questions:
 - a. What is meant by “retail” positions for a cultivation license?
 - b. What is the basis for the indication that annual advertisements in the Athol Daily News and The Greenfield Recorder are a way to target women and veterans?

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.

