

WEBBER ROAD OPS, LLC
MRN283559

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Webber Road Ops, LLC
d/b/a Pioneer Cannabis Company
275 Sturbridge Road, Brimfield, MA 01010

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

Retail

The application was reopened twice (2) 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
Maura Doyle	Executive / Officer
Adrian Higgins	Owner / Partner
Christopher Kenny	Owner / Partner

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

Entity	Role
HK Holdings, LLC	Holding Company

6. Applicant's priority status:

General Applicant



7. The applicant and municipality executed a Host Community Agreement on April 27, 2020.
8. The applicant conducted a community outreach meeting on July 15, 2020 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on September 10, 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	Hire, in a legal and non-discriminatory manner, at least 25% of its employees from Target Areas, and/or Massachusetts residents who have, or have parents or spouses who have, past drug convictions.
2	Provide educational programs and informational sessions geared towards individuals from the Target Areas and/or Massachusetts Residents who have, or have parents or spouses who have, past drug convictions that are interested in the cannabis industry, with specific focuses on marijuana retailers and entrepreneurship, at least twice a year.

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 six (6) months of receiving the provisional license(s).
14. The applicant’s proposed hours of operation are the following:

Monday – Sunday: 10:00 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 goals for its Diversity Plan:



#	Goal
1	The Company endeavors to provide job opportunities to minorities, women, veterans, people with disabilities, and L.G.B.T.Q. +. The Company shall seek parity in its work force based on the American Community Survey (ACS) 2010 U.S. Census. Workforce availability statistics for the Total Civilian Labor Force Hampden County is as follows: Women 49.2% and Minorities 25.2%.
2	It shall be a goal of the Company to offer 100% of the Company's opportunities for advancement to management and executive positions internally, thereby providing opportunities to its diverse workforce, to the extent its workforce has been filled by diverse individuals for advancement.
3	It shall be a goal of the Company to ensure that one hundred percent (100%) of its employees receive training on diversity and sensitivity.

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

Webber Road Ops, LLC will purchase marijuana products from licensed Marijuana Establishments.

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; and
4. Provisional licensure is subject to the payment of the appropriate license fee.

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.

