ROADMAP TO CANNABIS

“Getting it right the first time!”

Monterey City Council
Regular Meeting
December 1, 2020
Our Objectives

- Establish process for permitting and regulating commercial cannabis operations in the City of Monterey
- Do it right the first time!
- Staff will draft the proposed ordinance for final approval by City Council
- Solution will be...
  - Based on best practices
  - Reflective of input received from:
    - Neighbors
    - Business Districts
    - Consultants
    - Prospective cannabis retail operators
    - City Council
Public Input

● Stakeholder Analysis
  ○ Council (frequent check-ins)
  ○ Residents & Neighborhood Associations
  ○ Business Associations
  ○ Commercial Cannabis Operators

● How do we get public outreach?
  ○ Virtual town halls
  ○ Online portals/platform/pin board
Revenues

● Where does the monies go to?
● Council Members wishes
  ○ Tyller: housing programs/rental assistance/social justice
  ○ Alan: and homeless/social service providers AND City
● City Staff:
  ○ Budget Deficit
  ○ Service levels
● Neighbors:
  ○ ???
● Important: Create common understanding
Six Step Process

● Step 1: Create a Starting Point!
● Step 2: Decision Point / Consensus Reached?
● Step 3: Prepare for Launch (Policy Adoption)
● Step 4: Launch! (Permits Issued)
● Step 5: Confirm, Monitor and Regulate
● Step 6: Review Process & Revise where Necessary
Step 1: Create a Starting Point!

- City Team understands and has created a comprehensive plan
- 2-pronged approach with objective to get red light // green light

Timeline: September 2020 through February 2021
Value Drivers

- What is “in it” for the community?
- Does the initiative align with community values?
- Is it about “public health”?
- Is it about “revenues”?
IMPORTANT!

- Solicit Pros / Cons
- Assess
- Conclude

If widespread support - document - advance
If reaction is 50/50 - document - report to Council
If widespread opposition - document - report/advise Council
How do we define Community Consensus?

- Proposed solution everyone can live with
- Sufficient time / sufficient information
- Addresses everyone’s concern
- Good, thoughtful, engaged facilitation through virtual town halls and digital engagement methods
Step 2: Decision Point / Consensus Reached?

- Decision to proceed
  - Retail
  - Special Events
  - Lab-testing
  - Manufacturing
  - Delivery

- Maximize Revenues?
- Allowable Locations
- Selection Process

Timeline: February through April 2021
Step 3: Prepare for Launch (Policy Adoption)

- Policy Adoption
- RFP
- Selection Process - Prospective Retailers/Operators

*Timeline: Summer / Fall 2021*
Step 4: Launch! (Permits Issued)

- Market Demand
- Issue Permits

Timeline: Late 2021
Step 5: Confirm, Monitor and Regulate

- Confirm successful launch - Loophole Analysis
- Track and Monitor Operators
- Review and Collect Revenues
- Identify / Manage Community Impacts

Timeline: Late 2021 and beyond
Step 6: Review Process & Revise Where Necessary

- Identify lessons learned
- Process loopholes
- Revise existing rules/ordinance
- Rethink conditions of use permits

Timeline: Late 2021 and beyond