

DISCLAIMER: This text is not a verbatim transcript. Communication Access Real Time Translation (CART) is provided in order to facilitate communication credibility and may not be a totally verbatim record of the proceedings.

Community Outreach RC Retail Princeton - 09.10.2020

.
>> BECCA RUTENBERG: I notice we have a few people that just joined by phone. Don't worry we are just preparing to get started on the meeting. And they will be started in a few minutes. Stay tuned. For a number of people filtering and we will get started in a minute or two and give people extra two minutes in case they are running late and then we will get going.

For the presentation the audience is automatically muted so no worry to hold back tears our excitement we won't be able to hear you.

[Laughing]

>> You said cheers and the captions says cheers.
>> BECCA RUTENBERG: Caption has a sense of humor I see.
>> Apparently I see.

[Laughing].

There are 34 people on the line I think a good time to get going. The one welcome everyone and thank you for joining us at red Cardinals committee outreach meeting in Princeton that we are holding in accordance with the Dr.

to administer order relative to virtual web-based community outreach. Just for a little bit of background and delve into the details this meeting was organized by red cardinal in compliance with the cannabis control commission regulation. Certainly before we get started we want to recognize a number of town elected and appointed officials in attendance we appreciate you can join us.

Before we get started I want to outline a few meeting practices in place. We will be accessing questions throughout the meeting using Q&A function. At the bottom of the screen if you hover your cursor over Q&A at the bottom of the screen that's how we will accept questions and comments. We will provide answers to any questions or comments at the end of the presentation and berating questions that were submitted as part of the checkbox on the right-hand portion of the screen. If you are sending a chat question make sure you send it to either the entire list of attendees or panelists entirely just because if you select one person we cannot guarantee the one person will see. We want to make sure you send chest to everyone and it seems like we have a good grip on that.

Pursuant to the commissions administered in order we identified neutral mother that's not associated with red cardinal to make sure we respond to every question. Trench it will be the neutral moderator and will ensure we answer every question submitted and the required research to respond at a later time and make sure we respond in writing as well. Annie will do comments that were sent email before the meeting. She is our Q&A person. If you're interested in speaking with us in person don't hesitate to reach out via the email and then

meeting notice you received. We are hosting socially distance office hours where Stan will be presenting a good portion of the meeting and holding office hours at town hall at six town hall drive. Hosting those office hours on September 14 from 2 to 4 PM and 7:54 PM as well as September 16 from 10 AM until noon. Please email us via my email in the notice. Just to schedule an appointment so we can make sure we are socially distant. And we can accommodate telephone meetings, video chat or in person meetings during alternate times. If interested in a copy of the presentation and is posted online, at RC retail Princeton -- for ease of access you can grab that URL in the meeting notice that used to get to the meeting. The meeting is being recorded so if you're interested in obtaining a copy to watch perhaps for fun or interest please send an email to my email address in the notice and we will send a link over and you can watch it at your leisure. It will be submitted to the town tab on file.

This meeting is being facilitated via closed captioning which hopefully see at the bottom of your screen. If on your phone and you want to receive a transcript send an email that's in the meeting notice or if you take a look in the chat there is a live link where you can view it live and say to your computer if interested in doing so. With that, give me a moment to share my screen.

Stan, I give it to you.

>> Thank you so much for all the work you have done to help us get organized for tonight's presentation and conversation with the community. We are very excited to have the opportunity, it is our first to have direct contact with the community. Some may have seen our

original proposal which is posted on the town website but some of you may also have seen this deck we are about to go through as having been posted earlier. But this is our first real interaction with you, the community in Princeton.

Let me give you some quick background so you understand who red cardinal is., A vertically integrated cannabis company forming here in Massachusetts. Our plan is to do cultivation, processing, and manufacturing products in our facility in Brewster. It's also receive provisional licenses from cannabis control commission. And under the law we can have three outlets and we have an HCA and special permit in the town of Amherst and application is pending for state licensure at the cannabis control commission. We were happy to be selected in Westfield for one of the two remaining host community agreements. We will begin negotiating with the city and plan to move forward with the project in that city. And extremely excited about the opportunity to have -- to work with the people in Princeton. The reason we are excited is when the opportunity was presented by friends who live in Princeton they said there's this wonderful treasure of a building that needs some tender loving care and it is going to cost a pretty penny to do that. In order to do that it needs a revenue source that can support that level of economic investment and they said the only thing they could think of that would work would be an adult use dispensary.

Took a trip to town and met with officials and got a lay of the land and when the town decided to put it out for redevelopment, our company decided to submit a proposal and we are very excited to have the opportunity under the

proposal that was adopted and accepted by the select board to help restore and preserve this historic treasure in East Princeton.

We are in the business of economic development. We will do our share of being good neighbor and supporting various things in the community. But this is fundamentally an economic development project an opportunity to create a business that will employ local people, higher local vendors and contractors and engage with the community and all of the ways that the good neighborhood in any successful business that wants to spend many years becoming part of and supporting and engaging with the community in which they are hosted.

That is our big vision in relation to Princeton. Now it takes people to do this. Briefly I will describe the senior team, stand care of that of the principal and CEO and he has decades of experience managing both construction and operation of apartments and residential projects across many states. The second-generation leader. Company founded by his father and four uncles. A very successful community oriented business.

Salvador or Sammy as we call him is our operations manager and he brings to the team some good educational background and experience. Also retail experience into of his other brothers Nico and Anthony are part of the development team to help us bring to life our vertically integrated company.

The director of operations and construction is Jeff Roy blur. You will hear from him later as he makes them part of the presentation. The way I think about Jeff is he is

a guy that can see a pile of rocks and envision what that pile of rocks can turn into. When he saw mechanics Hall and we went into it we saw a building with solid bones but needed a lot of tender loving care. He said this is doable and got right on board and happily was part of the team that put together the proposal that the select board voted and supportive. I am the community liaison and I have a number of years of experience both with local government and state government. Some consultants you will hear from this evening, the first guy is familiar to a lot of people in town because Mike Wilson is the guy hired by the friends of mechanics Hall that will do an in-depth study on what it would take to save and bring back to life the wonderful treasure in the community. And our proposal follows significantly along the lines of the vision and the research and work that he and his team did so we may hear from him later tonight. Tony Kopp a chatty is our expert on traffic and parking and we have representatives from growth of security solutions which is our security expert team that will help make sure the building is totally secure to the satisfaction of police and fire chief and the satisfaction of the state.

That is the senior team working on developing the project. If we can go to the next slide we are talking about why we wanted to be in Princeton starting with this beautiful building and the history behind the building. Several of us have experience in passion for preserving things of the past in ways that are consistent with the intention of the community and the people who created those treasures originally. We wanted to do it in such a way as to honor its past and make sure that we bring it up to code and that it would be able to serve the customers and community and a way such a shop should be

operated. We know that the community was interested in economic development and increasing tax revenues and a couple new revenue streams attached to the building. We'll go onto the property tax rolls which it was not at this time there will be the three percent excise tax with the -- the town voted and those two sources of revenue will help the community support other activities that the community wishes to undertake.

We found in our conversations as we prepared the proposal that we have a community that values partnership and working together collaboratively to come up with a good result so this kind of business friendly and in it together attitude is something that we really value and no will carry us far.

From our own point of view we see the opportunity to do something really special for the community even as we run a successful business by bringing back to life this beautiful building and making the second floor available to community use. It was of course originally created as a building for community use and it's had many different uses all of which have focused on bringing people together, educating them, convening them, creating a sense of community and so we want to do business on the first floor and help create and maintain community with you on the second floor.

We also want to ensure that we hire as many of our vendors and contractors and employees from the community so you not only have a new business in town but an employer of some of your neighbors because very important to us is that we become integrated into the community and you think of us as a good neighbor and not just a

business. Not just here to sell goods and take the money out of town. We are here to be a part of the community. As mentioned earlier we would look forward to doing our share an active successful business can be the committee by supporting all kinds of activities including nonprofits and maybe your senior center. And just being part of the community and integrating into the texture and fabric of the community.

With that I will hand the baton to Jeff and he will carry us through the next few slides beginning with the business plan.

>> Good evening everyone. This is an interesting way to talk to the public. I don't think I learned how to do this through my public speaking training but here we go. Our business plan is summarized in front of you but I first want to talk about as Dan said talking to the community to let you know what we are doing as well as get your feedback and comments so we can do a better job of fitting in. Right now we are negotiating the agreements with the select board to purchase and sale agreement and post community to agreement. Once the agreements are finalized we will go forward on our design and that will take 6 to 8 weeks and following that we will submit for a building permit. After that we have to wait on the candidate's condition with the state to get our provisional license and approval of architectural review. As you can imagine we don't have any control over that so we don't know how long it will take. It could take anywhere from 3 to 5 months. It is hard to say when actual construction will start. Once we have the approvals we will have already identified local contractors and vendors who have the capability to do this kind of work and get started right away.

The construction think it will take 150 business days which is about seven months. A very complicated job and very exciting to get in and take a building of that age and make it look like it did 100 years ago. We are excited about that.

Once it is done we plan to be open seven days a week. We do not have our business hours set yet and we are waiting to finalize that with the town leaders. Business hours vary depending on public input so we are open to listening and negotiating those hours.

But it being seven days a week as white as Stan said we expect to hire 15 to 20 full-time employees who will rotate through the seven day time period. We will look for those employees with local media advertising, one or more local job fairs and anyone in the job who was recommendations of someone that can use a job we would be happy to take the recommendations.

Preference will be given to those who live in town and those who have been disbursement leak affected by enforcement of marijuana laws before it was legalized in Massachusetts. As far as traffic and parking, we have seven parking places, what is handicap accessible. The design is such that you drive in and make a loop around the building and drive back out. If we do have lots of traffic -- traffic early on we will coordinated with the judgment the police department on how to control it. All costs associated will be paid by us. If you turn the slide, Rebecca. The other part of our plan is customer centric. One, the experience was shopping with us will be exemplary. That rages from the interior design of the

store to the quality of our products. A simple, easy purchasing process.

One of the things I learned in business school was if you are going to be successful you need to make things easy to buy. That's what we are wishing for. The parking is very convenience. Right outside the door. And finally good neighbors as Stan said. A business is primary person - my purpose is to make money but it's duty a consideration of that money is to give back to the community, social responsibility.

All of us believe that that is important no matter what the business is. In Princeton we are looking at volunteering our employee time. We pay them and they work in the community on something of value. Monetary contributions to organizations of need and other ways it can be identified talking to the local community. And we also will keep that building in pristine condition we know it is a meaningful building and we want it to be a source of pride. Becca, if you can move to the next slide.

This is our proposed site plan prepared by Tony at Hayes engineering. We think it is the best plan but it is conceptual so subject to change based on new information and input from the building department and the town itself. What you see is the building, new traffic pattern and parking. In the back those little boxes are drainage structures. In the front those dashed lines are septic systems. Additionally there is a well associated with the project. It may or may not be in good shape. Part of our job would be to test the well and if it fails to meet standards we would do a new one.

The landscaping will be nice and fit in with the local community. I have been up there and it will fit right in in that neighborhood. It will look really nice.

. This is our conceptual floor plan. You can see our interest is in the front, the exit is out the back. The -- entrance is in the front. The exit has to have a vested you in the back to make it secure so no one -- when people go out they have to be buzzed out and no one can sneak in the back door without getting stopped by security.

To the side is a side door that's independent of the first floor that goes to the second floor. Our second floor design is just an open space so not included on the slide. However, stand indicated we want to develop the space for the benefit of the community but those -- the design and what the use will be are still subject to input for elevators and negotiating our agreements there but we are committed to making it a beneficial use to Princeton.

With that said I will turn it over to Rebecca to talk about security. Diversion and nuisance mitigation.
>> Thank you Jeff and for your earlier comment Stan. Security, is often top of mind to neighbors. One of the things that I think most people find particularly reassuring is between the local police department and the cannabis control commission the facilities are designed to be similar security levels to a bank, pharmaceutical company, anything with a secured product and reviewed time and time again on multiple iterations from every

stage whether from initial schematic design all the way up to the initial building, like when sketching it out, all the way two days before opening by the cannabis control commission to make sure nothing is missed in a full comprehensive plan is intact.

With product delivery and pick up the product is delivered on a randomized route and time throughout the week. To ensure the full security of the property and product is maintained. It is taken into a secure rear door and put in the vaults could accompany has four agents to make sure it has its integrity from the first to the ends. 24/7 video surveillance interior and exterior of the building. That video surveillance is hooked up on two sets of energy sources. And some of the crazy New England winters if the power goes out video surveillance remains as well as all the other alarm systems. Maintain video surveillance for side mandated by the cannabis control commission I can bring it up and requirement is you can bring it up on the spot to ensure you are able to provide local police departments or commission documentation of exactly what is happening in any area of your facility.

We will install a variety of security equipment including interior panic alarms, parking lot lighting, perimeter alarms, along failure notification system that can alert either the executive management team as well as the local police department that alarm has gone off. There are secure entry and exit vestibules. But I think back to what I thought of a marijuana dispensary may be like when we were just starting to legalize marijuana I harken back to the days of going to the liquor store with my father when I would accompany him in and be visually looking at all the different products on the wall as we would put

them into a basket. And your experience in a marijuana facility for those watching that may not have been in them is different. Only individuals 21 years of age or older with a valid government ID is allowed to enter the premises.

If you are unable to show you are 21 or older or have an ID that the staff is uncomfortable with you are immediately denied entry prior to entering the facility.

Once you go in there's typically a few display shelves under shatterproof glass that can show you what the product looks like. By and large transaction occurs one-on-one consultation where you show your ID to the customer service representative again, make your sale and exit through a series of doors to ensure that no intended entrance can come into the facility. We will pay at a regular meeting with the Princeton Police Department for any operational issues and improvement or even ways we can utilize our video surveillance to assist them in any way great sometimes chemical done for video surveillance of their speeding.

And like any business, there is immediate reporting of suspicious activity. Anything that makes us our chargeback we will report the activity to the police department as well as the cannabis control commission. Training security agents on duty at all times during business hours. Employees will be trained in diversion prevention, produce limitations and security protocols. For folks who may not be entry dispensaries there are purchase limits per day on marijuana and marijuana products so all of our ages be trained to know they are - and no one is exceeding that mount. What's called a

limited access area that's only accessible for employees and red cardinal agents. Including an interior vaults were all marijuana and marijuana products will be stored when not being sold.

All products are tracked with what's called seed to sale. For the moment they are planted in the soil all the way until they make it into the hands of an eligible consumer. Using a metric system that can track where the product was at any given point, who touched it and how it made its way through the distribution system to the consumer. All marijuana waste stored in a before carried off and disposed of at a licensed facility. No marijuana waste will be stored outside of the dispensary.

Talking a little bit about diversion. Red cardinal has no tolerance for diversion of any kind. Any employee that intentionally or negligently diverse product will be terminated immediately and reported to law enforcement. We don't ever want to have any hesitation as to whether or not someone can be trusted and then it is a one-time policy. Any customer found to have illegally diverted product is banned from red cardinal and reported to law enforcement. We go through numerous identification checks to make sure all customers are 21 or older and pursuant to cannabis control commission regulations there will be no marketing initiatives or any branding designed to appeal to minors or folks under the age of 21. No shapes or fruit or cartoons or renderings that would be appealing to children.

Even to get to Ricardo's website someone will have to click that they are indeed over the age of 21 to gain access to a website. Similar to an alcohol website. --

Red Cardinals website. There will be educational materials for customers that was hurting safe manners to store, transfer and consume the product reducing the risk of unintended diversion after sale. Sometimes diversion happens if a parcel is stored improperly. Sometimes diversion is accidentally digested bike plan - my pets. We educate on how to store, transport and consume. Agents can say this and very helpful ways at the point of sale to ensure folks that may not be as familiar with the process of purchasing marijuana or products legally have an opportunity to ask questions in a nonconfrontational environment.

Talking a little bit about preventing nuisance. In terms of parking the proposed development includes one accessible and six regular parking spaces. Through a traffic impact assessment, Hayes engineering determined that the parking spaces can accommodate 2020 vehicles per hour. We may explore parking agreements with abutting parcels and the cause of any traffic or parking control measures needed. Example may be a parking intended to help transverse lot safely. Hayes engineering during the assessment determined that the customer traffic generated by red cardinal at mechanics Hall will have an insignificant impact on traffic traveling in both directions on Route 140. In terms of odor. All products will be prepackaged before coming to the facility. Waste will be returned in original packaging so no open products will be available on site which is where you might have otherwise encountered odor or nuisance problems there.

With that I will move it over closer to the questions realm. And I believe perhaps a good way to start is just

reminding folks on the process you can put questions in the check by speaking to all attendees or panelists. A good way to start, Annie, and Stan, if you great would be to start with written comments that we received that were asked to put in the record?

>> Sounds good.

>> I have three statements, two that were sent ahead of time to add to the record and I do see we have some questions in the Q&A and Jennifer I see you have one in the chat, I see them all. Jay Fitzgerald states, I won't be able to attend the community outreach meeting this week. I have read the proposal and I am in support of the plant are red cardinal to purchase, upgrade, and open mechanics Hall as an adults use marijuana retail store. I believe this is a great outcome for the building and see little downside in adding this retail use to town. I live on Isaacs White which is a short walk to mechanics Hall. Thanks, Jay Fitzgerald.

Second from Lynn Houck it says I have lived for over 50 years in Princeton and for many of those years have traveled through the village to and from work on a daily basis. Over the years I developed a love for the village. That love drove me to learn more about the history and ultimately to coordinate a book of local art, poetry and prose published in 2017 titled the scenes and seasons of a small New England village. I think the majority of residents would agree that recently completed reconstruction project of Main Street and its historic district has significantly improved the look and feel of the village and has greatly benefited its residents. Saving and restoring mechanics Hall is absolutely essential to retaining the complete history of the village. Restoration would be a crowning accomplishment.

I have a hard time imagining the village without mechanics Hall and while I may not be a future customer of red cardinal I'm thankful they have come forward with well-thought-out plans to repurpose this key structure while preserving its historical integrity and outward appearance. And Mr. Houck has two questions. First, would like to hear a little bit more about how red cardinal plans to use the related -- excuse me, the plans related to the use of the second floor for community purposes and what that would look like and second, would also like to learn about the scheduled hours of operation and traffic plans, especially if there will be higher than anticipated traffic flow.

>> Let's begin with the traffic question and I think that question belongs in the hands of Tony.

>> I kind of broke up a little bit on the portion of traffic flow, can you restate the question one more time

>> Yes, forgive me. It says I would like to learn more about the scheduled operations -- scheduled hours of operation and the traffic control plans especially if the business experiences a higher than anticipated traffic flow.

>> I know a lot of people have seen and heard of the disasters when the recreational program first rolled out. It happens any time you have two uses east of the Mississippi River. It is kind of a destination type facility. At this point we are well over 30 recreational facilities. We have worked on over 100 traffic studies for both medical and recreational facilities and what we are saying is that demand is decreasing for the facilities as the supply increases.

It is a very weird model that keeps evolving but we saw for numbers early on have dwindled because it is a web heavy industry.

We base this analysis on about 15 minute turnaround time inside the store for seven spaces, customers turnaround four times per hour so that gives 28 spaces in the peak hour. We see transaction times as low as 45 minutes. There are some web applications -- for to five minutes. The consumer completes the entire transaction except for the payment online than they just go into the store and check in and provide their order number, walk right up to the counter because they received the text message everything is packaged, receive the order and walked out. The transaction time is very small. What we are seeing is for a facility of this size about 100 customers per day, Georgia vehicle trips because each consumer assuming they come by vehicle they arrived and that is called one trip and then when they depart that is a second trip but that's 100 customers on average per day and based on some data some of the facilities we are currently monitoring during October, pre-Covid, we are estimating peak hour that 22 customers in the peak hour. The traffic demand should be minimal. The reason we set the parking lot up the way it is as it allows customers to enter. It's a little bit of a reverse set up than you would normally see your customers are traveling clockwise around the building that allows them take you on site and recirculate the site. We can queue up about 16 additional cars on the site if there's an issue but there will be parking lot attendants that direct the customers so people can pull out while they are still queuing on our site.

That may happen during the curiosity factor the first weeks or month the facility is open but it may happen on some of the marijuana related events and holidays, April 20 is a big one I guess and if there are any local events in Princeton you may get some people of higher interest rate in the traffic manager plan we have is to encourage our employees to carpool and use other modes of transportation's they are not using spaces. In the parking lot attendants and police details during that initial curiosity factor time and many times we anticipate high volumes of customers.

>> A related question, the question is have you approached quick stop for potential additional parking, parking appears to be type for peak hours. Does it appear to be?

>> I kind of touched on that, based on the 15 minutes transaction time we can provide parking for 28 customers during the peak hour. We anticipate 22 customers in the peak hour. I know the ownership and I will let them that, having engaged discussions with some local properties to get some overflow parking or employee parking. But as the engineer I wouldn't be too tied into that negotiation. I know it's on the table.

And, again, that 15 minute number when we first looked at this is now decreasing.

You may see 6 to 10 times turnover for the parking lot which would be 42 through 70 customers that we can accommodate in one hour. But again our business projections just don't show that level of sales at the facility.

>> Jeff, anything to add on that question of overflow?
>> Two things to add. One, Tony, thank you, very good description. We have not approached stop but that is an alternative that we will consider as we go forward in the design development of the project. As I said earlier we are still negotiating with the town to finalize our agreement. Once those things are solidified we will take more affirmative action on issues like talking to our neighbors about sharing parking or what have you been the second thing I want to add and Tony is correct, the excitement over an opening retail outlet is diminished it's my understanding there is a retail outlet to the west of us, a 20 to 30 minute drive so we have competition but also places where other people can go closer to their homes.

However, in the event that we have a mob so to speak in the early days we will coordinate with the Princeton Police Department and we will pay all costs associated with gaining their help in any type of traffic management have to perform.

>> And in the spirit of continuing to work with and negotiate with the town and work things out, I think that is the way to think about the question of how will the second floor be used? We would like to see it be an active venue, not only for East Princeton residence, not only for that village that does but to bring other people from other parts of town. So hopefully there will be activities that can happen on that second floor. There can be meetings of organizations, they can be potentially classes under certain circumstances. What we need to do is work with the town leaders and make sure that we

understand what the state rules and laws and rules and regulations are because of the activity on the first floor.

We have to make sure we are in total compliance first before we make any decisions and make plans for the second floor.

The second floor is intended to be a community activities space. Just have to figure out what kinds of activities can occur within the building on the second floor. Both from a legal perspective given the use on the first floor and given the nature. A piece in process. You will find there are a number of things in your proposal that had yet to be developed which we will be developing with the local PD.

>> A couple follow-up questions regarding the community space upstairs. Will that be handicap accessible?

>> Jeff? Anything and plans that address that at this time or is that one of the open questions?

>> Right now we have got to finalize investigating the rules and regulations about what use can be had on the elevated floor. There are some exemptions based on the height of the building and the floor area. But as I have indicated, the drawings are conceptual. A work in progress. My sense is if it is public space it will be accessible. We have yet to determine the true use of the space. I don't want to use -- to keep saying it but once we finalize the agreement with the town that's when we will invest in design development that will flush out the issues. As I said, we are committed to making that space a space that's beneficial to Princeton and not for our own use.

How we get there we are not sure yet, but we are committed to getting there.

>> Thank you. Regarding the community space, is there a separate entrance for the second floor?

>> Yes. I indicated that when we were looking at the floor plans. The entrance to our space on the first floor is directly in the front, the front right corner. And on the entrance to the second floor is around to the rights, a side door entrance and you go in the door, a little vestibule you walk up the stairs and there is also a second means of egress in the rear of the building and staircase that comes down and goes out to the parking lot in the back. That is set up to meet the building code for egress and action -- access and accessibility for handicapped people you still have that to work out.

Student will there be a charge for the community to use the second floor space?

>> I will answer that as well. We don't know yet. We don't know what it will be used for and once we finalized our agreements and we reached consensus, collaboration with the town, we can figure that out.

>> Finally regarding the community space, the question was asked, how would a member of the community make a suggestion on how to use that's close

>> I think Becca put in the invitation her email address questions and comments where they can be sent so I would encourage anybody who would like to comment or make suggestions to take advantage of Rebecca sharing her email address.

>> Excellent. If anyone has any follow-up questions regarding any of the answers our panelists have given make sure you put that in the question and answer box. Karen Cruz has asked that I give the names of people

asking questions, I will do that. Thank you, Karen.

We are going to go back to our third statement that was emailed in. It states Mr. Jeffrey lagging loss states, he asks where can I find the latest and comprehensive for the hall and the changing times?

>> I think it is on the town website as part of our original proposal. That would be the most current and there were two drawings in today's presentation and those are also posted one in a site that Becca referenced earlier and it is also on the town website. But I think those drawings are the same both in our proposal and in today's deck.

And as things change there will be other postings I'm sure as the process moves along. Gene Green would like to know how often are marijuana shops broken into?

>> Anyone know that? -- How often are marijuana shops broken into?

>> As far as I know no break-ins in Massachusetts since the first stores have open. I heard out West has security was not so rigid where stores are broken into, but as that described the security is like a bank. The vault is in the interior secant cut a hole in the outside. Security is tight during the day, agents on duty and at night there are alarms as Becca described in the perimeter, breaking alarms and cameras on 24 seven, parking lot is lit so I think the reason I don't know about any break-ins is because everyone has that type of security. Becca, if you have better information please let us know.

>> I think break-ins in general and marijuana facility whether retail cultivation are extremely rare and with the one exception I can think of recently and perhaps the

only true break in in the Commonwealth I have heard of being the unfortunate looting of pure oasis. Some contentious times in Boston. I would say that is largely not a common occurrence. These facilities it is very easy, I've done it myself, to accidentally trigger an alarm. They are extremely sensitive and police and staff stated the ready to make sure everything is operating in accordance with all procedures and regularly do compliance exercises and drills just to make sure they are operating in a way that doesn't lead any calls for unauthorized diversion or entry into the facility. They are extremely safe. I will make a note, my husband is on the executive board of our local neighborhood Association. Emily were faced with a similar proposal; I think he expected me to get a different answer he said I suppose security is really my main concern because I need to make sure it is secure. I said Brett, that is the least of the concerns because the cannabis control commission certainly ensures that every single facet of operation is done in full compliance and with excellence and takes -- no room for excuses or divergence from any plans.

>> ANNIE NAGLE: Regarding the community activities and parking, and anonymous attendee asked if there is enough parking for people taking advantage of community activities upstairs and read Cardinal customers?

>> Discussing this originally I believe the intent was that the committee area and the regional hours would offset and there would have to be some off-site parking during weekend hours in those occurrences. But I believe the idea -- [Indiscernible].

>> ANNIE NAGLE: One more regarding traffic. Joseph has

asked or stated that the road is pretty busy during ski season with traffic heading to -- [Indiscernible] As you consider the impact of that traffic flow and traffic jams? I've seen a lot traffic in Berlin Hudson and that's on a four-way highway.

>> We did a preliminary traffic study looking at some state rates on the roadway. There are seasonal adjustment factors. We haven't done actual traffic counts because this is very preliminary and that we are negotiating with the town. Have to go through site plan review and planning board approval from the town of Princeton and we provides a more detailed data at that point. This was the study for feasibility. The road overall is not heavily traveled. It is the peak hour causes a level of service changes. Looking at 22 additional vehicles during the peak hour and for the marijuana facility the morning peak hour tends to happen sometime between 10 AM and noon. It is very on the ones we have studied but that is offset from the typical AMP hour. Most happen between the hours of 5 AM and 7 AM. It is the p.m. peak hour that coincides between 5 PM and 7 PM. The p.m. peak hour is 6 PM and 7 PM for marijuana retailers. Would only be the nighttime peak hour we would have any impact on level of service of the road and we would flush that out more as we finalize the design.

>> ANNIE NAGLE: Thank you. As a reminder if you have any follow-up questions please feel free to put them in the Q&A option. A couple statements. Anonymous attendee states please ensure the parking lot lighting is dark sky compliant.

>> We always try to use dark sky compliant as well as LED lighting of energy and the typical standard as we look for no spillover at the property lines. So all the

lighting is essentially contained on the property. The parking lot lighting is not required after hours for security. Some small sconce lighting in all the cameras with night vision capable. It is not like that is going to be 24 hour lighting at the site once the facility is close the lights will go off because we are aware of close proximity to residences.

>> ANNIE NAGLE: We have a couple questions regarding police reports we will get into those. Helga Lyons wants to know how much police support do you expect?

>> As much as the police -- chief of police as is necessary to ensure public health and safety, public safety from the Board of Health will be working with us on health related questions and there is an impact fee that gets negotiated as part of this picture in the town is already doing its research and working with its staff to figure out what the expected impacts will be on the community in terms of the town government and what costs need to be baked into that impact fee. There may be situations and circumstances where some additional effort has to be made that might fall outside of the impact fee in which case with good neighbor and our intention to be as responsive and responsible as we possibly can the door will always be open for conversations to address specific situations and interests. I saw someone asked would we be able to support them hiring of additional police officer and I think that fits in the same category. The town will have to assess what its needs are to ensure that the public safety is taken care of and we would work with the town to make sure what needs to happen happens.

>> ANNIE NAGLE: Excellent. That question was asked by Jennifer field and she stated that notifying the police

for many issues or problems that may arise due to business would your company be able to aid in Best Buy can hire another police officer if you're store draws a level --

>> If I could by way of example, one of the first stores opened in Amherst it was a requirement that there be police on duty at the corner of the highway and the street on which the store is located for all the time the store was open for a minimum of 60 days. And they found that they have overreacted because they were going on what happened with Hansen when the very first store in the state opened and they overreacted and made the police department in Amherst canceled the police details well before the time period that they were originally negotiated for because they thought the problem was anticipated but did not materialize.

We have to work with the police and the town to make sure that everyone is comfortable and then we respond to what actually happens.

>> ANNIE NAGLE: Joseph would like to know is there any estimate of the tax benefit that this establishment will provide to Princeton?

>> Jeff?

>> The town has the right and ability for three percent tax on our sales of gross revenue and based on our projection of sales is about \$150,000 per year starting in the first year. In addition to that there is property tax. The current owner of mechanics Hall is the tell so no one is paying taxes right now good but once we have done the improvements we know that the tax assessor will appraise it and be given a tax bill which we anticipate paying out of our operating costs we don't know how much

that is but it is going to be something. And as Stan alluded to, there will be an additional community impact fee costs associated with the business with extra police and what have you.

Our projection before taxes is 150,000 in the first year and if things go right that will increase year-over-year.

>> Helga Lyons wants to know if it is a cash only business?

>> Becca, I will defer to you because the rules around how marijuana gets paid for change almost as much as I change my shirt.

>> BECCA RUTENBERG: It is true. Customers can pay using cash if they would like and also pay via debit card. At this time the only challenging form of payment is a traditional credit card because those are typically underwritten by large banks that typically abide by federal laws as it relates to credit. There are also cash outs that one can use on the phone that will scan in but the most frequent is cash and debit.

>> There is federal legislation that has passed the US House of Representatives which would address credit cards. We now have the overwhelming majority of states have either recreational or medical and the federal government realizes that they really need to address this. The bill is pending before the U.S. Senate.

>> One final note as we plan to have a small ATM machine at the entry vestibule. If people are not comfortable using the debit card or other means they can use cash -- it cash before being allowed into the store.

>> ANNIE NAGLE: Claire would like to note will read

Cardinal be eligible for or attempt to receive rural economic development grants?

>> We had no plan but if the town would decide they wanted to apply for grants we would be happy to discuss that. [Laughing]

But our plan does not include applying for any grants in large measure because many, if not most of the grants would involve federal funds and it has the same problems as dealing with credit cards which is federal prohibitions on marijuana basically extend to banning the access to federal funds from various grant programs. There could be some exceptions at the state level but I'm not aware of any at this time. But we have no plans in our business plan to ask the town for any forms of tax credits or tax breaks north to go after grants.

>> Claire would like to know what is the function of the website to customers order and then pick up products at the store? Is there mail order or other?

>> The answer to that is we don't know yet. The method of sale has changed in Covid. Lots of people doing unique things so people can purchase without going in the store, keep distance and so forth. Exactly how our website will be set up we have not determined yet and it is a function of finalizing our agreements with Princeton and investing in all those things that go with the store I gave website.

>> BECCA RUTENBERG: One note I will add is we should never expect in the foreseeable future I should say marijuana to be purchased via mail order because the USPS is a federal entity and I will use this as a reminder to

buy stance so we would not be transporting marijuana through the mail.

>> ANNIE NAGLE: Thank you. Couple statements. Karen Ross I'll stated IM in support and grateful for this proposed business. Larry said as a founding member of the frontal mechanical am so very grateful that read Cardinal has chosen mechanical -- mechanics Hall. I love your vision for the building and wish you the very best in the process of getting settled in Princeton. Bring a mechanics Hall to life will be the capstone of the recent roadwork along Route 140. From reading your 81 page proposal I got the feeling that read Cardinal will be a good neighbor. Attending this meeting tonight I'm convinced of it. Welcome to Princeton.

>> Thank you.

>> Claire would like to state I would like to express my support for this project overall. I see as a benefit to Princeton both economically and culturally and thank you for a careful and thoughtful proposal.

See three anonymous attendee has asked is there a marijuana shop in Massachusetts located in a similar residential area? And a similar question was asked by Reese Townsend that states what are the existing recreational cannabis facilities in the area for instance --

>> Having traveled to lots of part of the state surveying and seeing where facilities are there are many located in or at the border of residential neighborhoods. Some communities have put buffers in place 200, 500 feet, one Canadian thousand feet. But most communities have very

small buffers and they do not require that you be located far away from residential properties.

There are quite a few located in or adjacent to residential neighborhoods. And around the area. As was said earlier Tony reference a number of shops is growing and growing in Worcester County. A number of developments in smaller towns. An effort in Barry, and effort in Rutland, there are shops in Gardner, Fitchburg. It is not going to be long, not tomorrow but it won't be long before your neighborhood recreational marijuana shop is going to be pretty much like your neighborhood package store. Going to be in the cutest, most will be small family owned, maybe two or three in a single company but widely dispersed and there are some already in operation in your area of County but none with the quality product like we will have based on our business plan.

>> BECCA RUTENBERG: To hit that last notion about marijuana waste, if a customer were to return a product, if they read Cardinal agent were to determine that a product does not -- is not fit for sale because the packaging became opened or if it were an expired product. Product that reach the end of its testing lifespan. They would be considered marijuana waste and not returned into the hands of the customer and go back to read Cardinal's affiliated cultivation.

>> ANNIE NAGLE: Great. Richard Biss would like to know how many people are in attendance tonight? See what I can take that one. Richard, at our height I think we had 63 participants at which nine were panelists and the rest attendees. At the exact moment we have 58 participants of which nine are panelists and 49 are attendees. We lost a couple folks unfortunately. But still a good crowd.

>> I have to say it is a great crowd because based on my experience in talking with people in other communities, four and five and six people have been showing up at committee outreach meetings at this point and sometimes no one at all but the panelists. So the interest that people are taking in Princeton are exemplary and we are really glad to see this kind of energy and curiosity behind this.

>> ANNIE NAGLE: We have a question from Joseph, he asks are there any measures to prevent on premises consumption?

>> Against the law. You cannot consume in or around the property. If someone is consuming in the property there is a really big problem because there is staff that is failing at their job and that is not going to happen. It can't and won't happen. If someone consumes outside the faculty they will be taped and we would inform the police as soon as we knew that person would be barred from the store forever assuming that the police would take appropriate action. That is not a problem that we should have to worry about.

>> ANNIE NAGLE: Karen wrote would like to say I would also encourage you to keep your promise to hire people disproportionately affected, read black men, by the now obsolete drug laws. Claire would like to know what amount of packaging is traditional and marijuana retail products? Can we expect a lot of immediate discarding of wrappers and other trash around the site? For example lottery tickets like the lottery tickets at quick stop?

>> Because consumption is illegal the packaging we don't see as a problem. I think people take their product home. Most often the product is stored in reusable packages. So

for instance you have some gummy bears in a 10 or a vape pen and a holder or marijuana flower in a plastic jar with a childproof Heard the amount of product that you are allowed to buy at any given time, the amount you would use from one of the containers at any given time is less than what is in the container.

You wouldn't just take it out and throw it out on the street and take your product in your hand as a practical matter. I don't view it as a problem. The packaging is heavily regulated, has to be certain standards and I will defer to Becca to tell you about that. It also has to have labeling on it that describes it in excruciating detail.

Again, because I think all the packages contain more than you can consume at one time, people are not going to walk out of the store and take it out of the package and throw in the grass. Becca, I would ask you to say more.

>> BECCA RUTENBERG: Claire, the packaging is -- I would describe it as excessive where there's not a lot of packaging on the item. I would describe it as intent packaging. In his camper and child resistance I believe under USDA standards. Although we call it child resistance I would say it is adult resistant. The packages are challenging to get into. Typically as Jeff mentioned pharmacy drams with a certain combination of how you flex your wrist and push down at a certain point. Reverse seal zipper package. Not anything that we realistically encourage someone to throw on the street because it's the only thing holding their purchase.

>> ANNIE NAGLE: Thank you. Joseph has a follow-up question. Does the adjacent quick stop have any measures to stop on private -- premises consumption?

>> Interesting question.

>> I would say that we do not know. Once we get further along in the process of making our deal with the town and introducing ourselves to the neighbors I am sure that the executive team and store manager will be in contact with quick stop to mitigate any consumption them.

>> Jeff, I know we went over this on some other projects as well, you have the ability to ban customers in your facility if your security staff or parking lot attendants catch someone consuming on-site. You are able to answer them into your database and banned them from the store.

>> Right. And we will do that.

>> ANNIE NAGLE: I would like to remind our participants if you have any follow-up questions please don't hesitate to pop them into the question and answer function or the check. Matt Lindbergh would like to say that as a resident of East Princeton we are excited about the restoration of mechanics help on a local treasure. Thank you for your time and care in planning. Reese Townsend states according to your business model -- asks, where do you foresee your clientele coming from? I can imagine that is primarily from Princeton.

>> I will refer to Tony on his thoughts on where the traffic comes from. I think customers run the gamut and are very diverse with ethnicity, background, everything.

We should not be thinking that everyone is just coming from Princeton. There are lots of towns around and like I said Tony, our traffic expert can talk about where the traffic might come from.

>> Most customers with this type of facility now you are saying within a five mile radius, the facility is located on the state highway for a reason. Much like your local package store as Jeff was talking about, unless you are looking for something special you are not driving across

town. It is a divergent stop, not a destination stop. It's ultimately what we are seeing. We have surveyed a lot of customers at different facilities. We are getting roughly 50 percent of the customers saying they stopped in because it is on their grades, not that they went out of their way. It will be people on 140 driving by that stop because it is the closest facility and most convenient facility. We are looking like we said roughly 100 customers a day that roadway probably sees 7 to 8000 vehicles a day. Going off by the top my head I would have to look back at the state counts.

>> 8400. There we go.

>> You're essentially looking to capture about 1 and a half percent of the drive-by vehicles. That is where we see most of our customers coming. I know it is a nice connection between route 2 and other routes so you get the traffic coming from those areas driving by because it's the most convenient.

>> ANNIE NAGLE: Excellent. An anonymous attendee asks what prevents a customer from buying the maximum amounts at several marijuana shops?

>> Becca?

>> BECCA RUTENBERG: The answer is largely economics. Certainly every store has built-in materials at the point of sale that prevents any individual store from selling in excess of their product limits. Unfortunately those are not standardized across every facility in the state. It is theoretical someone could go from store to store in a process known as looping and purchase the maximum amounts. With that being said typically an individual that we do that would have a diversion in mind if you will. In the economics of paying quite a hefty tax -- tax on top of market prices, do not incentivize using the regulated market for nefarious tasks if you will. The

economics alone, but there is no aside from the law and economics, there is no system in place that prevents a customer I'm going to different stores.

>> ANNIE NAGLE: Thank you. At this point in time we have answered all of our questions. I invite our attendees if you have any follow-up questions or questions please don't hesitate to put them in the Q&A function.

>> BECCA RUTENBERG: Not to put you on the spot, Deb Kerry I see your hand is raised them in the instance that you can talk -- popular question -- and it is gone.

[Laughing] Thank you, Deb. I have a sense it may have been an error.

>> I want to thank Mike Wilson for being with us this evening even though he hasn't had a chance to speak tonight because of the format and he didn't ask any questions and all of the questions that came through I think we were able to field. But I wanted to take note of Mike's history and contribution to this whole process having worked with the local committee and being the study we use, also look at the WPI study that is posted on the town website to be drilled down deeply and went to all the sources as we were trying to figure out whether this was our opportunity to do both well and good but it was meander studios study that was the crown jewel of all the information that helped us eat with the possibility was here. Mike, I'm sorry you didn't get to talk tonight but I just wanted to recognize and acknowledge your role and there were a number of community committees, some town appointed and some volunteer. All of you folks who play roles over the years I hope you are feeling a little bit of excitement and pride tonight's that the vision and the hard work over so many years is now placed before us this opportunity to work together to breathe new life

into an old, beautiful, treasured place.

>> ANNIE NAGLE: Thank you Greg we heard from Deb Kerry; she says Deb Kerry here to add that I'm just very pleased with the plans to date. Richard Fisk says he wants to encourage residents to contact the select board with any further comments they might have about the plan for mechanics Hall. And Claire asked, is there anything residents can do now to help you move the project forward?

>> Stay tuned and keep plugging in when we create opportunities for local engagement. Because there will be other opportunities to participate.

>> ANNIE NAGLE: Again, no open questions, if you have any now put them in the Q&A function and if you have questions after this meeting has concluded feel free to email the email that was on the notice through which you got to the webinar meeting.

>> Can we put up the final slide, Becca, so people know if they want to drill down further with us about when the office hours are and how they can get themselves scheduled. I will look forward to being in town next week on the 14th and the 16th. See what excellent. We will give it another 5 to 10 seconds for questions. I think we might wrap it up.

>> ANNIE NAGLE: Care group says thanks to all the residents who attended tonight.

>> Indeed.

>> And I second that. Thanks everyone for tuning in. It is been interesting to hear your questions and a pleasure to answer them. Thank you.

>> We look forward to working with you.

>> BECCA RUTENBERG: With that I'm going to end the meeting but please don't hesitate to reach out to me

directly via -- directly via email to schedule some time.
Thank you and have a nice night.

>> Thank you, Becca, great job. Thank you and. And red
cardinal team, goatee.

[Laughing] Red cardinal team. Go team.