



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

Contributors

Community
Development

Finance
(Economic
Impacts)



City Manager's
Office (CMO)

City Attorney's
Office (Legal)

Police Department
(Law Enforcement)



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

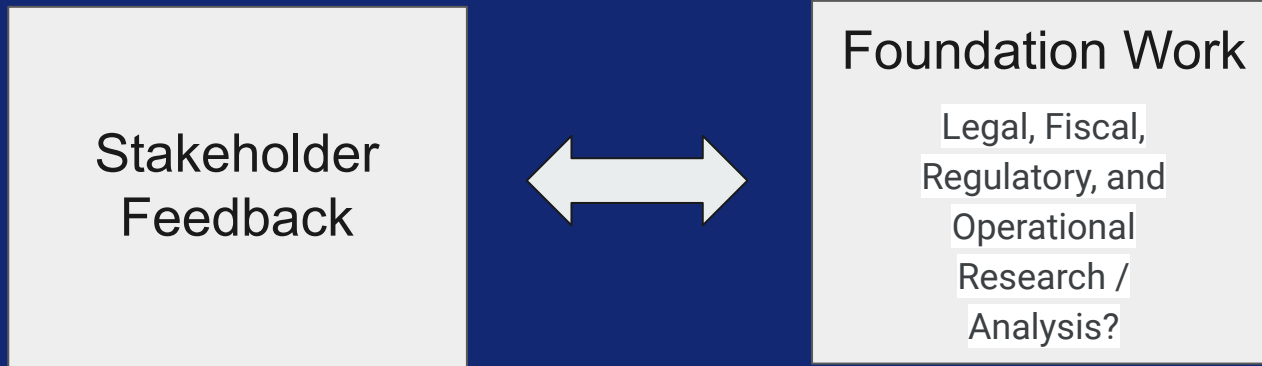
- Where does the monies go to?
 - Council Members wishes
 - Tyller: housing programs/rental assistance/social justice
 - Alan: and homeless/social service providers AND City
 - City Staff:
 - Budget Deficit
 - Service levels
 - Neighbors:
 - ???
 - Important: Create common understanding
- 

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
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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



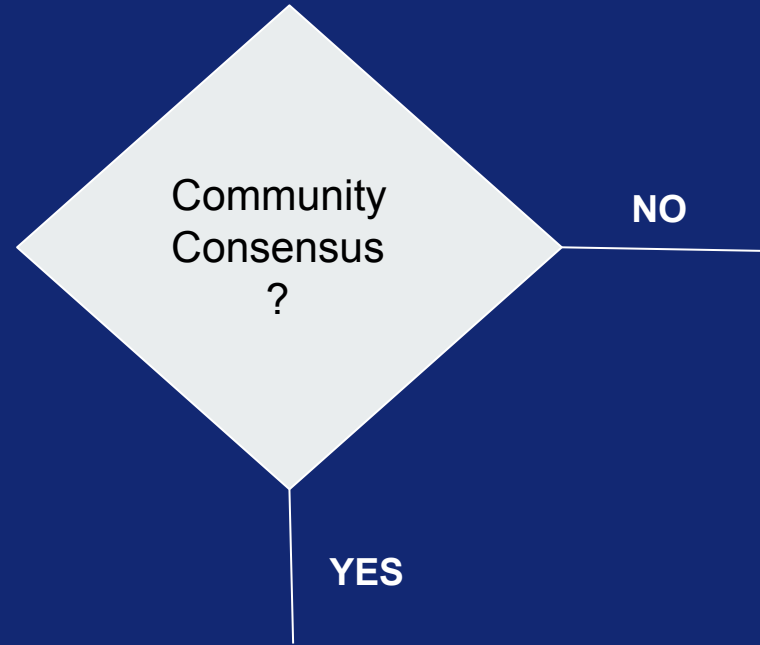
*Timeline: September 2020
through February 2021*

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”?
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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
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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*

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Step 3: Prepare for Launch (Policy Adoption)

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

Timeline: Summer / Fall 2021

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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

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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

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