

ATTACHMENT NO. 11

FIRST COMMUNITY MEETING TGS CC Ventures LLC (Beyond Hello) October 17, 2019

Community Meeting Minutes:

1. Agenda / Introduction – **Speaker: Jim;** Pages 1-3; Time: 0:00 – 2:00
 - a. Agenda Script – 0:00 – 0:30
 - i. Jim spends ~30 seconds discussing today's agenda
 - b. "Our Promise to Culver City" Script – 0:30 – 2:00
 - i. Jushi's promise to Culver City is founded on four core principles. Discipline, Compliance, Operational Excellence and Transparency.
 - **Discipline:** *"We meticulously select a handful of markets to pursue at any given time in order to ensure focus from senior leadership and our award-winning operations team. Our very significant financial resources ensure timely and high-quality execution of our strategy."*
 - **Compliance:** *"We are committed to the highest quality corporate governance. In any jurisdiction where we have or seek to have operations, we take pride in educating ourselves in both state and city regulations to ensure 100% compliance across all operations at all times."*
 - **Operational Excellence:** *"We are an award-winning, cutting-edge operator with a commitment to excellence in safety, security and compliance and we promise to bring these operational pillars to Culver City."*
 - **Transparency:** *"We are committed to provide full information required for collaboration, cooperation, and collective decision-making with the City."*
2. Team Introduction – **Speakers: Team;** Pages 4-5; Time: 2:00 – 3:00
 - a. Jim
 - b. Erich
 - c. Brooke
 - d. Trent
 - e. Blake
3. Project Overview – **Speaker: Erich;** Page 6; Time: 3:00 – 6:30
 - a. Section 1
 - i. *What inspires us about this project is having a blank canvas to create our vision of what a dispensary in Culver City should be. I introduce BEYOND / HELLO.*
 - b. Section 2
 - i. *As our name suggests, our philosophy is simple – 'Go Beyond' in everything we do. We go beyond in customer service, product quality and the overall customer experience...*
 - ii. *...which starts with what we believe is an iconic structure*
 - iii. *The potential a new-build provides is enhanced security and safety, and environmental benefits such as solar-powered charging stations for our customers and delivery vehicles, scooter bays, and ride sharing drop offs*
 - c. Section 3:
 - i. *In keeping with Culver City's dedication to art in public places, we envision a sculpture garden commissioned by local artists, to greet our customers as they enter the store.*

Frosted glass screens the security check-in.

d. Section 4:

- i. *A secure and welcoming check-in with open views of the retail floor allows customers to preview their experience visually or on digital displays.*

e. Section 5:

- i. *Upon entering the sales floor, your customized experience begins... an individually-curated journey, or one guided along our stepping stone pathway, surrounded by our beautiful terrazzo flooring, leading you to our customized cabinetry and display cases, all procured and crafted locally*

f. Section 6:

- i. *Our urban greenhouse is fueled by natural light and anchored by this iconic tree... The living symbol of BEYOND / HELLO.*

g. Section 7:

- i. *Passing locally-sourced merchandise, you approach the retail counter, where you are greeted by a retail associate, who has your products waiting for you in a sealed, child-proof bag.*
- ii. *Upon exiting through a separate, secure door, your journey continues back along the path, enclosed by a secure and natural wall, leading you back to the sculpture garden.*
- iii. *You walk back down the open pathway, Sepulveda Boulevard on your right-hand side, back towards the original entrance, completing the circle until we say HELLO again.*

h. Section 8

- i. *The first time I visited this site in Culver City, this is what I saw. Now, 10 months later that is what we envision. We think this location deserves something iconic, something we and the City can be proud of. This is BEYOND / HELLO.*

4. Exterior – **Speaker: Brooke**; Pages 7-13; Time: 6:30 – 9:30

a. Pg. 7:

- i. *“Hi, I’m Brooke, EVP of Retail Operations, and I’ll be giving an overview of Beyond / Hello’s Exterior. After spending significant time in Culver City, we felt that an “Urban Greenhouse Design” spoke really well to both the architectural history of Culver City as well the architectural direction of where the City is heading.*

b. Pg. 8:

- i. *“Nestled at South East Corner of Sepulveda and Venice Blvd, we are BEYOND excited about the opportunity build a dispensary we hope Culver City will come to be proud of. From the street view, we can see the simple, triangular shape of greenhouses and farm barns expressed in a modern iconic style. A familiar agricultural shape that is recognizable, comfortable and approachable.”*

c. Pg. 9:

- i. *“As we look at Beyond / Hello from Sepulveda Blvd, we see Beyond / Hello’s main sign, in accordance with Culver City’s Signage ordinance. Additionally, to the right of the building, we see the parking lot reserved for Beyond / Hello’s customers.*

d. Pg. 10:

- i. *“Taking a closer look at the main entrance, we wanted to point out a few key items. One of Jushi’s core pillars is to connect with the local community in any city we have operations. For Culver City, our commitment to community is demonstrated by our sculpture garden outside of our front entrance. We have reached out to local LA sculptor, Rude Calderón, whose beautifully crafted works with stone reflects Beyond / Hello’s natural and modern values. Additionally, we’d like to point out the open windows on top and frosted glass below,*

which we feel brings elegance to the building, while still in compliance with Culver City's Ordinance"

e. Pg. 11:

- i. *"Looking at view from Venice Blvd, we see Beyond / Hello's additional signs surrounded lush greenery. We can also see the separate exit, enclosed by a secure and natural wall – an added safety measure for our customers"*

f. Pg. 12:

- i. *"Here, you will see a closer view of our customer parking lot, as well as an electric delivery vehicle."*

g. Pg. 13:

- i. *"Now I'll turn it over to Trent, who will be going over the Interior of the space"*

5. Interior – **Speaker: Trent;** Pages 14-18; Time: 9:30 – 12:00

a. Pg. 14:

- i. *"Thanks Brooke. I'm Trent, Owner and EVP of Beyond / Hello. I'm going to take us through a closer look at key items we want to highlight in the interior."*

b. Pg. 15:

- i. *With a warm and open welcome area, where we will validate all customers are over the age of 21 prior to entering the sales floor. This area will also contain touchscreens with information about all the products for customers to browse before entering the floor.*
- ii. *Looking at this still image, the express checkout will be directly behind and available to customers as soon as they check in*

c. Pg. 16:

- i. *As you walk into the sales floor, you're greeted with an open an airy space illuminated with natural light. Retail associates will be present throughout the sales floor to ensure the customer is comfortable and has the best experience possible.*

d. Pg. 17

- i. *We are committed to having a wide variety of types of product ranging from value to the most high-end cannabis products to ensure there always something for everyone*
- ii. *With 8 POS checkout stations and the availability of express, we are well suited to handle even the busiest of hours*

e. Pg 18:

- i. *As you exit the store through a separate path, customers will be safe walking back to their car in a closed and secure environment.*

6. Floor Plan / Site Plan / Environmental – **Speaker: Blake;** Pages 19-21; Time: 12:00 – 14:30

a. Pg. 19:

- i. *"Thanks Trent. Again, I'm Blake, GM of Beyond / Hello and going to take you through a closer look at the floor plan and site plan. Earlier, Erich touched on the journey the customer would take when they shop at Beyond / Hello. I'm going to focus on the specifics and back of house, which are critical to our operation.*
 - *The first thing I'd like to point out is the Employee / Vendor Only exterior walkway on the South Side of the building. This ensures that no product being delivered to or from our store ever crosses the customer check-in or the retail sales floor.*
 - *The managers office is located at the end of the exterior walkway, ensuring they have the first and last eyes on any product leaving or entering Beyond / Hello*
 - *Working from Left to Right, you can see separate Employee Bathrooms, Tech Room for Security, Break Room for Employees, Pick Up room for preparing online orders as well*

as call-in / Delivery, Process room for vendor verification, Secure Vault which will serve as our long storage for all inventory.

- I'd like to point out that every door in our back of house will be accessed controlled with card readers. While this is not a requirement by the City, we felt it was imperative for the security of our facility.

b. Pg. 20:

- i. Here's a view of the Site Plan which Erich and Brooke have already touched on. For the architects in the room, please feel free to ask me any specific questions on the site plan during Q&A.

c. Pg 21:

- i. "Because we are redeveloping this parcel of land, ExxonMobil, the previous tenant, has accelerated their clean-up efforts and remediation process
- ii. We are also pursuing LEED certification by working with Green Dinosaur, our local, green building consulting firm, designer/architects and developer.
- iii. Our objective is to be the standard for environmentally sustainable dispensaries.
- iv. Now I'll hand it back to Trent to talk about Community Engagement

7. Community Engagement: **Trent**; Pages 22-24; Time: 14:30 – 16:30

a. Pg 22:

- i. We have attended two recent events in Culver City, the 3rd Wednesday and the Art Walk

b. Pg. 23:

- i. Our community engagement to date has been really enjoyable and we plan to a lot more.

c. Pg. 24:

- i. As you can see here, we plan to allocate 100K/yr to these select non-profit partners.

Q&A

1. Most environmentally forward dispensary in Los Angeles
2. Ground-up build allows us to leverage the decade of experience to ensure Beyond / Hello delivers on the promise to the customers of Culver City
3. The premises are bad. The business isn't the bad. It's like having another liquor store. We have already had two shootings under the freeway. My concern is with the community. To me its not going to add value to the house.
 - a. Homeless issue is a national problem that we share in the responsibility to the community
 - b. We are empathetic to the homeless situation and are committed to making it better in any way we can
4. Do any of you have live in culver city?
 - a. Ken Mand is director of Community Affairs and lives in Culver City
 - b. Gabe Cohen is a Vice President with Jushi and lives in Los Angeles
5. Do any of you use Cannabis?
 - a. "Jim" – yes we do
6. 75% local hire – ensure safe and quality jobs
 - a. We are committed to hiring 75% local hire
 - b. We have best-in class benefits for employees
 - c. We have a stellar reputation for the environment we create for our employees
 - d. Safety – we train in everything, including active shooter training
 - e. We are best in-class, but constantly looking to learn
 - f. Well compensated, happy
7. What percentage will be vaping / edibles?
 - a. Case by case basis

- b. In San Diego – 50% of sales is flower
- c. Nobody should walk out of the store wondering what the time delay on edibles is
- d. The business is becoming more mature
- e. Customers need to know
- f. Very focused on alternate / safer delivery methods
- 8. I worry because I have small children
 - a. Over time, I believe 80% of the products will be non-flower products
- 9. Who is your target customer?
 - a. No sampling, regulated cannabis is tested
 - b. Dosage to everything
 - c. Advertising restrictions, similar to tobacco and alcohol
 - d. Something for everyone
- 10. Can they be addicted to Marijuana?
 - a. Promote safe access to regulated cannabis
- 11. Contamination to the site?
 - a. Gone through a lot of cleanup
 - b. In the monitoring phase
 - c. Levels are going to drop
 - d. MCL (drinking water standards)
 - e. Brownfield site
 - f. Cleaning it up and making sure it works for the community
 - g. Exxon Mobil is cleaning it up
 - h. State Agency oversees the clean up
 - i. No Further Action letter from the state

SECOND COMMUNITY MEETING
TGS CC Ventures LLC (Beyond Hello)
October 28, 2021

Community Meeting Minutes:

- 1. Agenda / Introduction – **Speaker: Trent;**
 - a. Agenda Script
 - b. “Our Promise to Culver City” Script
 - i. Jushi’s promise to Culver City is founded on four core principles. Discipline, Compliance, Operational Excellence and Transparency.
 - **Discipline:** *We meticulously select a handful of markets to pursue at any given time in order to ensure focus from senior leadership and our award-winning operations team. Our very significant financial resources ensure timely and high-quality execution of our strategy.*
 - **Compliance:** *We are committed to the highest quality corporate governance. In any jurisdiction where we have or seek to have operations, we take pride in educating ourselves in both state and city regulations to ensure 100% compliance across all operations at all times.*
 - **Operational Excellence:** *We are an award-winning, cutting-edge operator with a commitment to excellence in safety, security and compliance and we promise to bring these operational pillars to Culver City.*
 - **Transparency:** *We are committed to provide full information required for collaboration, cooperation, and collective decision-making with the City.*

2. Team Introduction – **Speakers: Team**

- a. Trent Woloveck
- b. Brendon Lynch
- c. Gabe Cohen
- d. Ken Mand

3. Exterior – **Speaker: Brendon;**

- a. Pg. 6:
 - i. *After spending the last 25 years in Los Angeles and a significant time in Culver City, Jushi felt that an “Urban Greenhouse Design” spoke really well to both the architectural history of Culver City as well the architectural direction of where the City is heading.*
 - ii. *What inspires us about this project is having a blank canvas to create our vision of what a dispensary in Culver City should be.*
 - iii. *As our name suggests, our philosophy is simple – ‘Go Beyond’ in everything we do. We go beyond in customer service, we go beyond in product quality and we go beyond in the overall customer and employee experience.....which starts with what we believe is an iconic structure*
 - iv. *The potential for a new-build provides us enhanced security and safety, and environmental benefits such as energy efficient glass clearstory walls, solar-powered vehicle charging stations for our customers and delivery vehicles, a city bus stop, scooter bays, bike racks, and ride sharing drop offs*
 - v. *In keeping with Culver City’s dedication to art in public places, we envision a sculpture garden commissioned by local artists, to greet our customers as they enter the store. Frosted glass screens the security check-in.*
 - vi. *Our urban greenhouse is fueled by natural light and anchored by this iconic tree... The living symbol of BEYOND / HELLO.*
- b. Pg. 7:
 - i. *Nestled at the South East Corner of Sepulveda and Venice Blvd, we are BEYOND excited about the opportunity build a dispensary we hope Culver City will come to be proud of. From the street view, we can see the simple, triangular shape of greenhouses and farm barns expressed in a modern iconic style. A familiar agricultural shape that is recognizable, comfortable and approachable*
- c. Pg. 8:
 - i. *As we look at Beyond / Hello from Sepulveda Blvd, we see Beyond / Hello’s main sign, in accordance with Culver City’s Signage ordinance. Additionally, to the right of the building, we see the parking lot reserved for Beyond / Hello’s customers.*
- d. Pg. 9:
 - i. *Taking a closer look at the main entrance, we wanted to point out a few key items. One of Jushi’s core pillars is to connect with the local community in any city we have operations. For Culver City, our commitment to community is demonstrated by our sculpture garden outside of our front entrance. We have reached out to local LA sculptor, Rude Calderón, whose beautifully crafted works with stone reflects Beyond / Hello’s natural and modern values. Additionally, we’d like to point out the open windows on top and frosted glass below, which we feel brings elegance to the building, while still in compliance with Culver City’s Ordinance*
- e. Pg. 10:

- i. Looking at the view from Venice Blvd, we see Beyond / Hello's additional signs surrounded lush greenery. We can also see the separate exit, enclosed by a secure and natural wall – an added safety measure for our customers
 - f. Pg. 11:
 - i. View of our customer parking lot, as well as an electric delivery vehicle
 - g. Pg. 12:
 - i. View of what the store will look like in the evening
- 4. Interior – **Speaker: Trent;**
 - a. Pg. 13
 - i. Garden-inspired interior fueled by natural light
 - ii. Digital product displays and custom cabinetry and display cases
 - iii. Natural Concrete Floors to highlight the natural design
- 5. Floor Plan / Site Plan / Environmental – **Speaker: Gabe**
 - a. Pg. 16:
 - i. The first thing I'd like to point out is the Employee / Vendor Only exterior walkway on the South Side of the building. This ensures that no product being delivered to or from our store ever crosses the customer check-in or the retail sales floor.
 - ii. The managers office is located at the end of the exterior walkway, ensuring they have the first and last eyes on any product leaving or entering Beyond / Hello
 - iii. Working from Left to Right, you can see separate Employee Bathrooms, Tech Room for Security, Break Room for Employees, Pick Up room for preparing online orders as well as call-in / Delivery, Process room for vendor verification, Secure Vault which will serve as our long storage for all inventory.
 - iv. I'd like to point out that every door in our back of house will be accessed controlled with card readers. While this is not a requirement by the City, we felt it was imperative for the security of our facility.
 - b. Pg. 17: Site Plan
 - c. Pg 18:- Environmental Sustainability
 - i. Because we are redeveloping this parcel of land, ExxonMobil, the previous tenant, has accelerated their clean-up efforts and remediation process
 - ii. We are also pursuing LEED certification by working with Green Dinosaur, our local, green building consulting firm, designer/architects and developer.
 - iii. Our objective is to be the standard for environmentally sustainable dispensaries.
- 6. Community engagement tp date / Future engagement- Speaker: Ken
 - a. We are committed to being an integral part of the community, operating with locally-minded business decisions, diversity in our local employees and constant engagement with guests
 - b. Director of Community Affairs Ken Mand is extremely active in the City of Culver City and the Culver City Unified School District. He is a Founding Partner of the annual Art Walk & Roll Festival, Founding Board Member of the Arts District Residents Association, a member of the Culver City Chamber of Commerce, Board Member of Culver City Arts Foundation and Vice Chair of the City's General Plan Advisory Committee
 - c. Goal to hire 75% locally
- 7. Q&A
 - a. Please explain the vestibule area and ID check.
 - i. Flip to pg. 16 (floor plan)

- ii. Walk through how customer enters, have ID checked – cannot be more than 6 feet in the store without having an ID checked; customer enters,
- b. Is this a done deal?
 - i. No – we are going through the entitlement process with the City. This is our second of three meetings.
- c. What are you doing about security?
 - i. Two guards, lots of cameras, SOPs in place and a well-trained and dedicated staff
 - ii. Dedicated to complying with CA and Culver City safety protocols
- d. How many jobs do you anticipate this will create?
 - i. Will start with staff of 20 people to start, including full-time and part-time employees
 - ii. Targeting 75% of staff from Culver City
 - iii. Full-time employees will receive benefits and 401K plan
 - iv. \$19 average hourly rate, with salary and opportunity for bonus for manager positions
- e. What do we do if customers go to the parking lots of neighboring businesses to smoke?
 - i. Jushi management would encourage you to reach out – would work together with law enforcement to resolve the issue
 - ii. Commitment to educating consumers about safe consumption and compliance with Culver City and CA state laws
- f. Please briefly explain entitlement process.
 - i. Jose Mendivil explains entitlement process