



THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3
59 East 4th Street - New York, NY 10003
Phone (212) 533-5300
www.cb3manhattan.org - mn03@cb.nyc.gov

Tareake Dorill, Board Chair

Susan Stetzer, District Manager

Community Board 3 Cannabis License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items package are due by date listed in your email invitation:

- ☒ Questionnaire (below)
- ☒ Executed lease for the proposed location
- ☒ Community Impact Plan (see page 5)

GENERAL INFORMATION

1. Type of License:

- ☒ Adult-Use Retail Dispensary
- ☐ Micro-business (with retail)

2. Entity Name: Authentic 212 LLC

3. Trade Name ("Doing Business As"): St. Ned

LOCATION INFORMATION

4. Address (including the floor location or room number, if applicable):

243 Bowery

New York NY 10002

Cross streets: Stanton and Prince

5. Does the business, or has the business, ever sold cannabis products at this location?

- ☐ Yes
- ☒ No

6. Are there any buildings with the primary functions of a **church, synagogue, or other places of worship** on the same road and within 200-feet of this location?

- ☐ Yes
- ☒ No

7. Are there grounds occupied exclusively by a **school** on the same road and within 500-feet of this location?

- ☐ Yes
☒ No

8. Are there any **other retail dispensary or microbusiness retail** locations within 1,000 ft of this location?

- ☐ Yes
☒ No

9. If the establishment is a **transfer or previously licensed premises**, what is the name of the old establishment, and what is its registration or license number?

Name: n/a

Registration or License Number: n/a

PROPOSED BUSINESS

10. Please provide a brief description of the types of products/services (to be) provided at the physical location, including which products will be sold onsite and which will be available for delivery, if applicable.

Flower (High CBD, Indica, Sativa, Hybrid)

Concentrates (Tincture, Oils, Ointments, Lotions, Salves, Balms Extracts)

Administering Tools (Vape Pens, Water Pipes, Rolling Papers)

Infused Edibles (Gummies, Candies, Beverages); Branded merchandise

11. What measures will be taken to ensure that customers do not smoke outside in areas that would cause smoke to enter apartments or businesses above and nearby?

See attachment #1

12. How many **cannabis events** will you be hosting per year? 1-4 events

13. Would you commit to playing music at background levels only?

☒ Yes

☐ No

14. Would you be willing to meet with the Lower East Side Employment Network (LESEN) to help identify local residents who meet your criteria for staffing the proposed business?

☒ Yes

☐ No

15. What are the total hours you will be open each week? 70 hours

16. What are your proposed hours?

☒ Sundays: 10am-8pm

☐ Mondays: _____

☒ Tuesdays: 10am-9pm

☒ Wednesdays: 10am-9pm

☒ Thursdays: 10am-10pm

☒ Fridays: 10am-11pm

☒ Saturdays: 10am-11pm

APPLICANT/LICENSEE REPRESENTATIVE INFORMATION

17. Applicant Full Name: Hazm Aliessa

18. Attorney/Representative Full Name: Jon Heredia

19. Attorney/Representative Address: 3 East 3rd Avenue San Mateo CA 94401

20. Attorney/Representative Address Phone Number: 650-281-3906

21. How many cannabis licenses does the applicant currently hold? 0

22. Has the applicant completed any workforce or training programs offered by OCM? If yes, which ones?

No

23. If the applicant has an existing business at this location, have they ever received a **violation at this location?**

☐ Yes

☒ No

24. Has the applicant received a **violation for selling unlicensed cannabis** in last 3 years?

☐ Yes

☒ No

REQUIRED ATTACHMENT GUIDANCE

Community Impact Plan: Please share your community impact plan, including the applicant's proposed strategy for community engagement, as an attachment. You should address the following points:

- Identify the community or communities and individuals disproportionately impacted that the applicant or licensee plans to benefit
- Include a description of:
 - the benefits that the applicant or licensee will provide to the community or individuals disproportionately impacted, including, but not limited to, workforce opportunities, community resources, education, and other community building programs
 - the scale or size of the disproportionately impacted target beneficiaries; and
 - the plan for implementation, including, but not limited to, actions, activities and engagements that will be performed by the applicant or licensee and frequency of engagement with the community or individuals disproportionately impacted
- Detail a demonstrated need of the proposed benefit to the community and individuals disproportionately impacted, including, but not limited to, economic and social impact
- Include identifiable resources the applicant or licensee will use to execute the community impact plan, including, but not limited to:
 - by written agreement, a demonstrable partnership or relationship with a community-based organization or other association
 - estimated expenses, if any, the applicant or licensee will incur to execute the community impact plan and its activities
 - the applicant's or licensee's demonstrated ability, knowledge, expertise or experience
 - any other information or documentation evidencing community engagement.
- Include a description of the applicant's or licensee's strategy to measure, track, and record the performance and execution of the community impact plan that identifies qualitative and quantitative metrics, and includes frequency of tracking such metrics

ATTACHMENT #1

Premises Management

We are aware that odors can be a nuisance, and the scent of cannabis smoke is known to be rather strong. In the spirit of being a good neighbor, and in accordance with Article 13-E of the Public Health Law, we will implement the practices below to prevent the odor of cannabis smoke to enter apartments or businesses above or nearby:

In accordance with Article 13-E, via enforcement by security personnel or law enforcement as necessary, we will not allow the consumption of cannabis, cannabis products, alcohol, or tobacco inside or outside the premises. Cannabis and cannabis products will not be inhaled, smoked, eaten, ingested, vaped, or otherwise used or consumed on the premises or within three hundred (300) feet of the premises on the public right-of-way, or in those areas restricted under the provisions of the cannabis regulations or Public Health Law. This applies to both consumers and employees.

All sales floor level restroom facilities will be locked and under control of management. We will only sell to customers within the premises and will not sell through a window or slide out tray to the exterior of the premises. All cannabis goods sold will be contained in child-resistant packaging. The packaging will be opaque (cannot see contents inside), tamper-evident and will be in accordance with applicable state or local law. The bags are designed to remain closed until the product is safely transported to its final destination.

Exterior Lighting

We will ensure the premises are externally and internally well-lit. The lighting will complement the fire, burglar, and closed-circuit television systems for security purposes, paying special attention and providing increased lighting to adjoining business entrances without glare, during dawn to dusk.

All lighting used to illuminate the premises will be deflected away from adjacent properties and directed toward the retailer premises. Lighting will cover all entrances and exits, all possible points of intrusion, sidewalks and adjoining sidewalks, facades, parking lots, immediate surrounding areas, and exterior walls. All entrances, windows, and exterior doors will be fully illuminated during the hours of darkness to a minimum of 500 lux, comparable to a sunset. The lighting system will have a dependable auxiliary source of power that is independent of the power system.

Security Measures – Outside Premises

The area outside of the premises will be well-lit and will be monitored by video surveillance capable of identifying faces and license plate numbers in all lighting conditions. Our security guards will regularly monitor our property and any adjacent property to ensure that these areas are free of individuals smoking, loitering, or causing a disturbance and are cleared of patrons and their vehicles.

A sign will be posted in a conspicuous location inside and outside the premises advising, in both English and Spanish, the following:

- THESE PREMISES ARE UNDER CONSTANT VIDEO SURVEILLANCE

- NOTICE – NO ON-SITE CONSUMPTION OF MARIJUANA
- NO TRESPASSING OR LOITERING ON THIS PROPERTY – VIOLATORS WILL BE PROSECUTED
- “NO SMOKING OR NO VAPING” or a sign with the international "No Smoking" symbol, which consists of a pictorial representation of a burning cigarette enclosed in a circle with a bar across it. The sign(s) will be prominently posted and properly maintained. Our security personnel will enforce this policy diligently.

Solicitation

We will not conduct or permit any public, in-person solicitations such as passing out flyers to pedestrians on the sidewalks or public meetings. During cannabis events, if any, all activities will occur inside the premises and our security personnel will ensure that there will be no overflow into the street.

Furthermore, our customers are not to misrepresent our business by posting stickers, posters, or any other dispensary materials in any public spaces. If our staff finds our brand's posters or stickers affixed to our building, parking lot area, other buildings in our block, or any other location that has not permitted our posters or stickers to be affixed, we will immediately remove such posters and/or stickers.

ATTACHMENT #2

PROPOSED COMMUNITY IMPACT PLAN

I. Community Impact Plan

Authentic 212 LLC (dba St. Ned Dispensary, hereinafter referred to as “St. Ned” or “St. Ned Dispensary”) is proud to be a participant in New York State’s Adult Use Cannabis Program. As a person of color growing up in the East Village and LES neighborhoods and attending NYC public schools, I am all too familiar with how the War on Drugs, especially cannabis enforcement, has caused unjust harm to communities of color. I was arrested and convicted in NY solely for a cannabis conviction and have personally witnessed how a criminal conviction can damage one’s reputation and job prospects. However, I did not allow my cannabis conviction uproot my life. After my conviction, I’ve spent countless hours dreaming and planning how I can be actively involved in the legal cannabis industry and its social equity program. I am grateful that the time has come.

It is with great honor that through New York’s adult use cannabis program, I have the opportunity and privilege to help others like myself as well as improve the quality of life for others in my home city of Manhattan, NYC. As a CEO equity applicant myself, I will strive to be a good example of what a model cannabis company should be under the program.

This proposed Community Impact Plan outlines the specific measures St. Ned will take to: (1) provide employment opportunities to persons that have been disproportionately impacted by the criminalization of cannabis and to local NYC residents; (2) encourage and support the establishment and growth of Social Equity operators (“Equity Operators”); and (3) otherwise further the City’s broader equity goals. Social equity operators include: (i) Individuals from communities disproportionately impacted by the enforcement of cannabis prohibition (hereinafter referred to as “Justice-Involved” individuals), (ii) minorities, (iii) women, (iv) distressed farmers, (v) service-disabled veterans.

(1) Provide employment opportunities to: (a) persons that have been disproportionately impacted by the criminalization of cannabis and (b) to local NYC residents.

The War on Drugs has done immense damage to low-income communities and communities of color that continue to be targeted by the criminal justice system. Individuals impacted by the criminal justice system face significant obstacles to accessing stable employment, education, public housing and benefits. St. Ned will support the establishment and growth of justice-involved individuals, Equity Operators, and local NYC residents by committing to the following operational requirements:

- Ensure that at least 50% of all business work hours are performed by local NYC residents.
- Ensure that at least 35% of St. Ned’s new hires are registered apprentices enrolled in a relevant apprenticeship program approved by the State that has a memorandum of understanding with one or more pre-apprenticeship programs certified by the City.

St. Ned will take the following actionable steps to provide employment opportunities to local residents and to individuals who have been disproportionately impacted by the criminalization of cannabis:

- Post all job openings with Manhattan Community Board 3's ("MCB3") preferred job placement organization at least 10 days prior to posting the position in any other external medium.
- Work with the OCR and OCM's apprenticeship program.
- Partner with local organizations referred by MCB3 such as Lower Eastside Employment Network (LESEN), JobsFirstNYC, Dorill Initiative, and Henry Street Settlement to enhance our recruitment of local residents and equity-program-eligible hiring candidates.
- Seek out and participate in job fairs such as the BMCC/CUNY Job Fair, Choice Career Fair, Cannabis Career Job Fair, City Career Fair, and other local community job fairs.
- Honor our labor peace agreement with the union we will reach out to (Local 338).
- Offer starting salaries that are above the minimum-living wage and offer benefits to full-time employees.
- Implement contests, reward incentives, and on-the-spot cash bonuses for employees who have demonstrated exemplary performance.

(2) Encourage and support the establishment and growth of Equity Operators, as defined in the OCM regulations and Equity Businesses.

For decades, the War on Drugs disproportionately criminalized people of color for engaging in activity that is now legal in New York. These individuals, many of whom come from neighborhoods in which the average income is below the poverty rate, are forced to live with the stigma of a criminal record. The criminal records that stem from cannabis-related convictions can have lifelong consequences that systematically exclude people of color from equal access to jobs and economic opportunity and growth.

St. Ned will encourage and support the establishment and growth of Equity Operators and Equity Businesses by doing more than just providing Equity Operators with a job. Rather, St. Ned will provide business developmental and growth opportunities for people who have been adversely affected by disproportionate cannabis enforcement actions over the years.

- St. Ned will engage with experienced cannabis industry consultants such as Green Flower Media, American Herbal Association, Cannaclusive, Oaksterdam, and Dutchie to provide training for our staff including our hired Equity Operators. The training will be designed to educate customers and patients on the medical and adult-use of cannabis, the clinical and scientific attributes of cannabis, therapeutic use of cannabis, legal regulatory guidelines, and product management. The skills our Equity Operators will learn through these trainings will position them for success in our business as well as the cannabis industry as a whole. On an annual basis, St. Ned will evaluate the need for training expansion with staff and Equity Operators.
- St. Ned will require some of its managers to offer one-on-one mentoring to our Equity Operators. Mentoring will include career advice, counseling, and training to learn advanced skills in the following

practice areas: legal compliance, marketing and branding, intellectual property, bookkeeping and accounting, and human resources.

- To support and uplift Equity Operators and to help establish a robust commercial cannabis industry in New York, St. Ned will provide at least 15% of its retail inventory/shelf space to products that have been cultivated, manufactured, and/or distributed by Equity Operators (“Equity Suppliers”). We will put an emphasis on locally sourced cannabis products cultivated or produced by equity and minority operators within New York state. St. Ned will feature these products (the “Equity Trade Products”) in our store and/or provide signage and literature regarding the products. We will collaborate with these Equity Suppliers on product development and feature their products in our online promotions and marketing strategies. Furthermore, we will promote the products with value incentives such as lower prices and dedicated product launch events where Equity Suppliers can tell their story and personally offer their products to patients and customers.
- St. Ned will train our staff regarding (i) the impacts of the War on Drugs on communities, (ii) why an Equity Program is needed, and (iii) ways in which St. Ned is encouraging and supporting Equity Operators. This will give our staff the tools to effectively promote products of our Equity Suppliers and to educate our customers and patients on the importance of committing their dollars to supporting Equity Operators.

(3) Further the City’s broader equity goals.

St. Ned will not just be a business in LES/Chinatown, but also a member of the community. To create a positive impact in the neighborhood where our business is located and to further the City’s broader equity goals, St. Ned will take the following actionable steps: (i) be actively involved in cannabis industry studies and events conducted by government agencies, academic institutions, and healthcare organizations, (ii) conduct education classes to better understand the needs of our patients under the St. Ned compassion program, (iii) make charitable contributions to select non-profit organizations, (iv) lead and participate in neighborhood cleanups and safety programs, and (v) forge strong partnerships with community organizations.

- (i) Active involvement in cannabis industry studies and events conducted by government agencies, academic institutions, and healthcare organizations.

Educating customers on the safe and responsible consumption of cannabis is essential to the success of the cannabis industry. We have accumulated a vast body of knowledge and will educate our team and patients based on this foundation supplemented by available medical and scientific resources. We seek to further increase society’s understanding of cannabis and the cannabis industry through our business’s participation in studies conducted by academic institutions, healthcare organizations, and law enforcement.

- St. Ned plans to partner with the BMCC-CUNY, NY NORML, and the National Multiple Sclerosis Society (NY branch) on protocol design and patient recruitment for cannabis clinical trials.

- St. Ned plans to partner with and sponsor events conducted by “Students for Sensible Drug Policy”. Their mission statement is: “Students for Sensible Drug Policy is an international grassroots network of students who are concerned about the impact drug abuse has on our communities.”
- We plan to reach out to local law enforcement officials and high-ranking policymakers so that they can tour our facility to further their cannabis education. We will emphasize to them the importance of compliance and transparency in the industry, convey to them that the Equity Program is imperative for every roll out of legal cannabis programs nationally, and show them what reputable dispensaries and consumptions lounges should look like.

(ii) Patient Education and Support Groups.

- **Patient Education.** St. Ned will place advertisements on our website and our social media platforms, as well as the social media platforms of our community partners announcing a number of patient education classes at our proposed location 243 Bowery NY, NY. These classes will be conducted by a verified cannabis expert who will teach cannabis basics to help NYC and specifically residents within Manhattan Community Board 3 understand the uses, benefits, regulations, and safety concerns surrounding cannabis. It is our desire to further develop these education classes into patient support groups once a need within the community has been identified. We intend to offer an environment where those seeking guidance and a connection with others struggling through the same hardships can interact, share stories, advice, and encouragement.
- **Patient Support Groups.** Following on the example and outreach achieved by the patient education classes, we plan to hold patient support group evenings where we bring together people suffering from the same illness, such as Crohn's/irritable bowel syndrome, cancer, post-traumatic stress disorder, pain, etc. In these group meetings we will discuss rules and regulations, and offer anecdotal information pertaining to their particular needs. These support groups will be moderated by medical professionals or other patients who have experienced relief or success with cannabis products.

(iii) Charitable Contributions.

St. Ned takes pride in being a good neighbor. While we recognize the value and extreme importance of youth initiatives and support programs, we are bound by regulations and public perception to avoid any sponsorships or donations bearing our name that could be construed as attempting to engage an underage audience. It is with regret, that we are unable to support many deserving organizations. Some organizations we plan to support with donations upwards of **\$30,000 per year**, either explicitly or anonymously, include:

- Dorill Initiative
- Last Prisoner Project
- FABNYC
- Drug Policy Alliance
- Bigs & Littles NYC
- Veterans Cannabis Project
- Minority Cannabis Business Association
- LES Ecology Center
- New York Foundation for the Arts

- United Jewish Council of the East Side

(iv) Neighborhood Cleanup and Safety Programs.

- **Neighborhood Cleanup.** St. Ned will have a community crew staffed by employees to perform a daily cleanup on Bowery between Houston and Delancey, whereby the staff will walk the neighborhood streets with trash bags and trash pickers. Additionally, our employees will perform daily sweeps of the surrounding vicinity of our store to ensure a litter-free zone. St. Ned is committed to keeping the neighborhood clean and safe including the removal of any unauthorized graffiti within twenty-four hours.
- **Safety.** St. Ned will post signs informing the general public of surveillance cameras and recording systems at our location. During hours of operation we will have at least once licensed security guard on duty at our store. St. Ned will not only inform neighboring businesses of our surveillance systems but we will also offer the use of footage in cases of neighborhood crime or incident.

(v) Partnerships with Community Organizations.

Our values and principles will continue to serve the neighborhood that we are part of in Manhattan. St. Ned will reach out to multiple local organizations to get more information on how we can get better involved in the community through volunteer programs and partnerships tailored to helping others in our neighborhood. St. Ned intends to help by either sending out volunteers from the company or contributing other resources to enable the community to attain the capacity and resources necessary to make community programs and volunteer services successful. Organizations that we plan to be directly involved with include:

- **Dorill Initiative.** St. Ned plans to make monthly donation to Dorill Initiative as well as volunteer at programs and events organized by Dorill Initiative.
- **Grand Street Settlement.** St. Ned plans to make a \$400 monthly donation to Grand Street Settlement as well as volunteer at programs and events organized by Grand Street Settlement.
- **Good Old Lower East Side.** St. Ned plans to make a monthly donation to GOLES as well as volunteer at programs and events organized by GOLES
- **Lower East Side Business Improvement District.** We will work with the LES BID by providing both financial and professional assistance to assist with the Allied Merchant Program which seeks to promote local business and services.
- **Restorative Justice –** St. Ned seeks to develop strong partnerships with charitable organizations focusing on restorative justice and trauma healing. We will seek guidance from Manhattan Community Board 3 for referrals to organizations that further the goals of criminal justice reform. We hope to support a program that provides restorative justice training and mentoring in New York City high schools, middle schools, and elementary schools to reduce discipline problems, increase graduation rates, and reduce juvenile crime. St. Ned plans to donate \$6,500 to support restorative justice programs in NYC.

II. Tracking Community Engagement

St. Ned will conduct monthly internal audits measuring the progress of our Community Impact Plan.