



**NOTICE OF TELECONFERENCE MEETING & AGENDA**  
**Friday, September 4, 2020 11:00 a.m. – 12:00 p.m.**

**Conference Call Line: 916-407-1517, no password necessary**  
**Video Conference: <https://www.uberconference.com/californiacannabisauthority>**

*In line with guidelines issued by the Department of Public Health and Executive Orders issued by the Governor of the State of California intended to minimize face-to-face interactions during the present State of emergency, CCA will conduct this meeting of the Board of Directors entirely by teleconference / video conference call with no physical locations available for participation by either Board Members or the public. Members of the public are encouraged, however, to call in and participate as they have in the past via our teleconferencing system and a time will be made available during the meeting for public questions and comments.*

- I. 11:00 am Opening Remarks & Roll Call**  
*Supervisor Fennell, CCA President*
- II. 11:05 Approval of Minutes**  
*Supervisor Fennell, CCA President*
- III. 11:10 Legislative Update**  
*Greg Turner, Executive Director / Counsel, CCA*
- IV. 11:15 Fee Structure**  
*Greg Turner, Executive Director / Counsel, CCA*
- V. 11:40 Platform Update**  
*Adam Crabtree, NCS Analytics*
- VI. 11:50 Marketing for Growth**  
*Greg Turner, Executive Director / Counsel, CCA*
- VII. 11:55 2020 Calendar**  
*October 23 / November 20 / December 18*
- VIII. Public Comment**  
*The Board welcomes and encourages public participation in its meetings. The public may take appropriate opportunities to comment on any issue before the Board. If public comment is not specifically requested, members of the public should feel free to request an opportunity to comment. Each speaker is limited to two minutes. If you are addressing the Board on a non-agenda item, the Board may briefly respond to statements made or questions posed as allowed by the Brown Act (Government Code Section 54954.2). However, the Board's general policy is to refer items to staff for attention, or have a matter placed on a future Board agenda for a more comprehensive action or report.*
- IX. 12:50 p.m. Closing Comments & Adjournment**

*Except where noticed for a time certain, all times are approximate and subject to change. The meeting may be canceled or changed without notice. For verification, please contact [gturner@cca.ca.gov](mailto:gturner@cca.ca.gov). Action may be taken on any item on the agenda. Items may be taken out of order, tabled or held over to a subsequent meeting, to accommodate speakers, or to maintain a quorum.*

*The Governor's orders (specifically Executive Order N-29-20) regarding the conduct of meetings of legislative bodies during the State of Emergency can be found at <http://www.gov.ca.gov/>*



CCA Board Meeting  
Via Video / TeleConference Call  
June 26, 2020  
**MINUTES**

**June 26, 2020 via Video / Teleconference Call**

President Fennell called the meeting to order at 11:00 a.m.

**1. Roll Call.**

- Estelle Fennell, Humboldt County, CCA President
- Mary Zeeb, Treasurer-Tax Collector, Monterey County, CCA Secretary
- Jim Hamilton, Treasurer-Tax Collector, San Luis Obispo County, CCA Board Member
- Chad Rinde, Yolo County, CCA Board Member Alternate
- Alisha McMurtrie, Inyo County, CCA Board Member
- Tony Shaw, Lassen County, CCA Board Member

Others: Susan Strachan (Yolo), Kristina Parson (Monterey), Shari Schapmire (Mendocino), Greg Turner (CCA), Alan Fernandes (CSAC FC), Adam Crabtree (NCS), Christy Stutzman (CSAC FC).

- 2. Minutes Approved:** The minutes of the May 22, 2020 meeting were presented and approved by unanimous vote.
- 3. Planning 2020/21:** Greg Turner provided an overview of planning for the 2020/21 fiscal year. CCA is in the midst of changes to its data collection process which is proving to be more efficient and effective as well as a lesser burden on licensees. Growth for the organization, however, is imperative to its long-term viability. Efforts would be made through the fall to grow the membership.
- 4. Budget Memo / Adoption of the Budget:** Greg Turner presented a revised budget memo to the Board outlining anticipated revenues and expenditures for the year. Some focus was made on the circumstance of Monterey and the Board of Supervisors skepticism regarding future funding levels. The budget was approved by a unanimous vote of the Board and it was agreed that it would be revisited at the Board's December meeting so that adjustments could be made if necessary and so that Members could plan for their own budget cycles beginning after the new year. It was also discussed that a revised fee structure was being explored and would be presented at the next Board meeting for discussion.

5. **Platform Update:** Adam Crabtree, CCA's technology provider gave an update on the implementation of the revised data collection method involved METRC API API keys. Very positive results both in terms of efficiency and quality of the data coming through.
6. **Transparency Project:** Adam Crabtree, CCA's technology provider, introduced The Transparency Project, a program that CCA has been exploring since its inception to provide aggregate data of commercial cannabis activities within a Member's jurisdiction available to the public.
7. **Closed Session - Executive Director Contract:** Supervisor Fennell initiated a discussion regarding renewing Greg Turner's executive director contract. Greg has served as counsel to CCA since inception, and recently took over as temporary Executive Director as well with the departure of Cara Martinson from CSAC. The Board went in to closed session to consider renewing the contract, which the Board did by unanimous vote.
8. **Public Comment.** No public comment.