



## **NOTICE OF TELECONFERENCE MEETING & AGENDA**

**Friday, May 21, 2021 11:00 a.m. – 12:00 p.m.**

### **Join Zoom Meeting**

<https://zoom.us/j/8267160176>

Meeting ID: 826 716 0176

Call in Number: +1 (669) 900-9128 Code: 8267160176#

In line with guidelines issued by the Department of Public Health and Executive Orders issued by the Governor of the State of California (See E.O. N-33-20 Issued March 19, 2020) 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.

### **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.

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/>

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## AGENDA

- I. 11:00 am Opening Remarks & Roll Call  
*Mary Zeeb, President*
  
- II. 11:05 am Approval of Minutes (See Attached)  
*Mary Zeeb, President*
  
- III. 11:10 am Legislative Update  
*Greg Turner, Executive Director / Counsel CCA*
  
- IV. 11:15 am Organizational Update  
*Greg Turner, Executive Director / Counsel CCA*
  - A. Banking Pilot Project
  - B. Transparency Project
  
- V. 11:30 Requested Discussion - CCA Member Value
  
- VI. 11:50 am Platform Update  
*Adam Crabtree, NCS Analytics*
  
- VII. 11:55 am Public Comment

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 [gturnerecca.ca.gov](mailto:gturnerecca.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



CCA Board Meeting  
Via Video / TeleConference Call  
April 23, 2021  
**MINUTES**

**April 23, 2021 via Video / Teleconference Call**

**1. Roll Call.**

- Supervisor Steve Madrone, Humboldt County
- Mary Zeeb, Treasurer-Tax Collector, Monterey County, CCA Secretary
- Justin Cooley for Jim Hamilton, Treasurer-Tax Collector, San Luis Obispo County, CCA Treasurer
- Chad Rinde, Chief Financial Officer, Yolo County
- Alisha McMurtrie, Treasurer-Tax Collector, Inyo County

Others: Greg Turner, Adam Crabtree

- 2. Approval of Minutes** - The minutes were presented and voted on without dissent.
- 3. Legislative Update.** Greg Turner presented an update of legislation of interest; SB 398 (Skinner) – Local Licensing and SB 59 (Caballero) – Provisional licensing.
- 4. Organizational Update.** Greg Turner presented an update on CCA’s 3Quarter Budget noting that organizational revenues and costs remain in line with the approved budget and discussed items expected for the Board’s approval of the FY 21-22 budget in June. Greg Turner also updated the Board on the organization’s Banking Pilot project and Working Groups.
- 5. Requested Discussion – CCA Member Value.** This discussion was put over to the May 21 meeting.
- 6. Platform Update.** Adam Crabtree provided a brief update on the Platform, specifically the pending roll out of the Transparency Project.
- 7. Public Comment.** There was no public comment.



## The Transparency Project

The Transparency Project is an effort by CCA to provide the public within Member Counties a look into the activities of commercial cannabis within their County. We had initially intended to roll this out in more of a snap-shot report for Members, but the NCS Team has leapfrogged the static report and is prepared to deploy a dynamic version that will be imbedded in CCA's website and linked to respective Member sites as well.

The attached represents the general look and feel of what we plan to roll out. The data included will be updated monthly, automatically.

The data points that will be included initially are listed below and represented on the attached mock-ups. The purpose of our discussion for the Board Meeting will be to identify any objections or concerns to this "Phase 1" before we roll it out.

As the site goes live, we can continue to discuss, evaluate, and update the items we are reporting. As presently planned, the data to be included in the site will be:

### General data:

- Total licenses
- New licenses granted in the last XX days (30?)
- License types
- Cultivation type break down
- Total reported sales
- Total transfer count

### Cultivation Data

- Total plants in the ground
- Count of "new plants" in the last month
- Total harvested plants/weight

### Retail Data

- If the County has less than 3 licenses - No data will be displayed to protect confidentiality.
- Between 3-5 licenses
  - Sales mix ie 50% flower, 10% vapes, 30% edibles, etc
- Between 5-10 licenses (in addition to the above)
  - Average price for the major categories ie \$8.00/g flower, \$10/vape cart
- More than 10 licenses (in addition to the above)
  - Total retail sales
  - Total transaction count

### License Count

Total as of \_\_/\_\_/\_\_

**XX,XXX**

### License Count

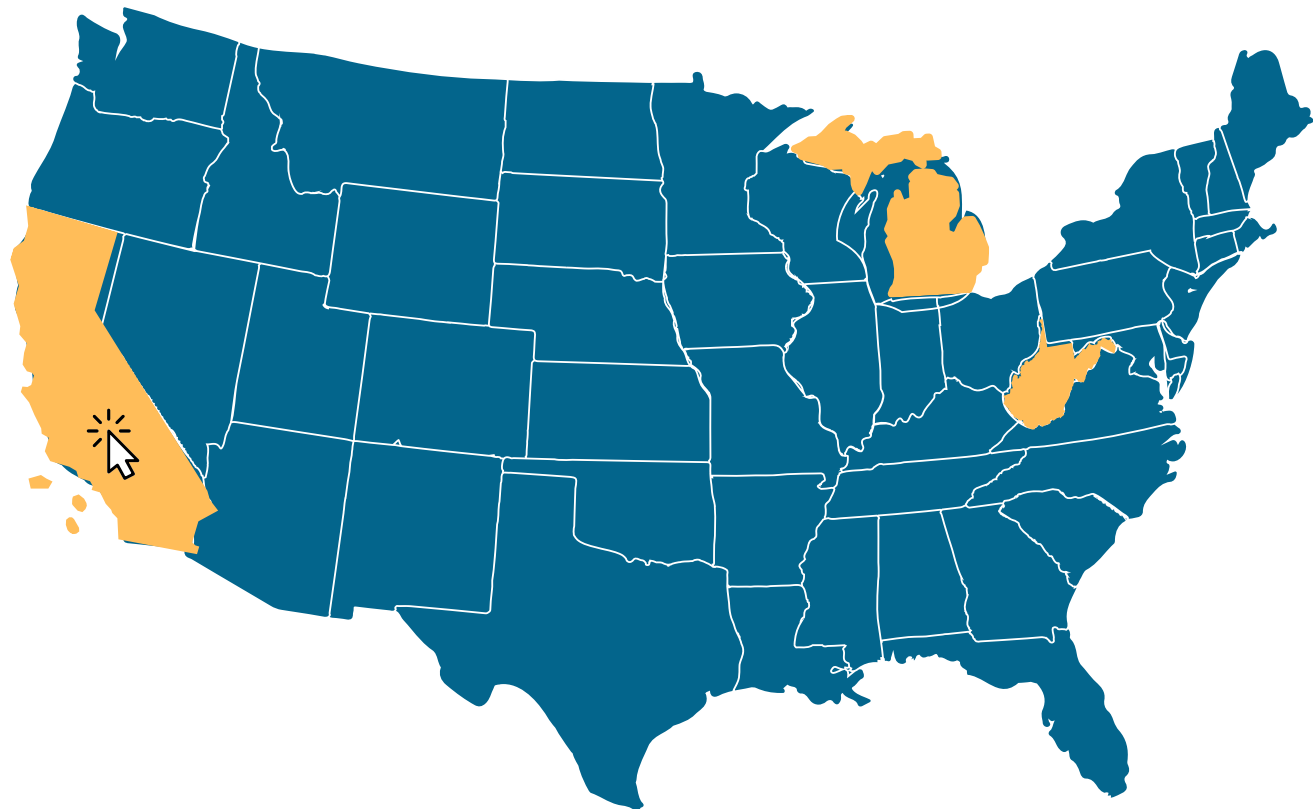
New Prior Month

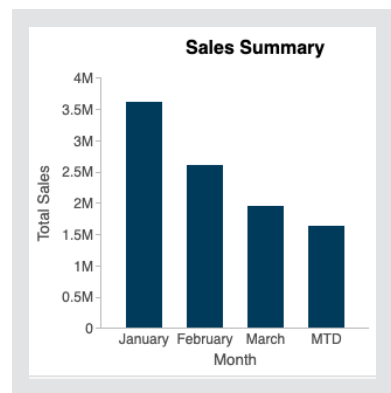
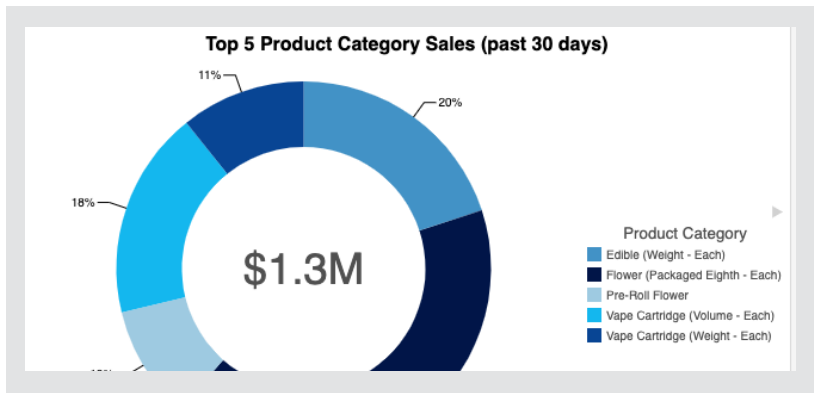
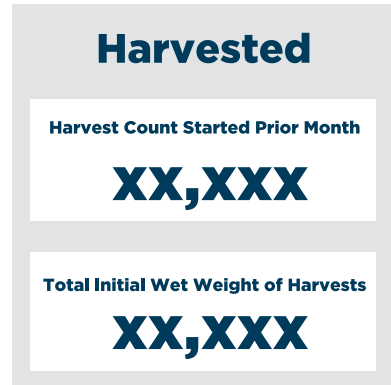
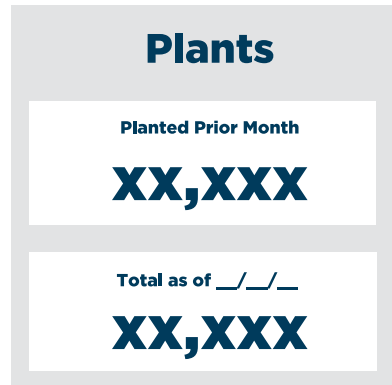
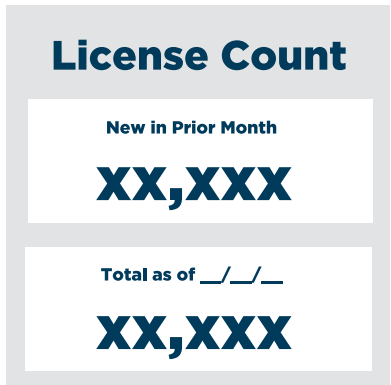
**XX,XXX**

### Harvested

Total Initial Wet Weight of Harvests

**XX,XXX**





### License Count

New in Prior Month  
**14,120**

Total as of \_\_/\_\_/\_\_  
**14,120**

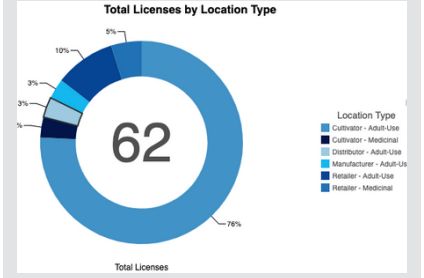


### License by Type

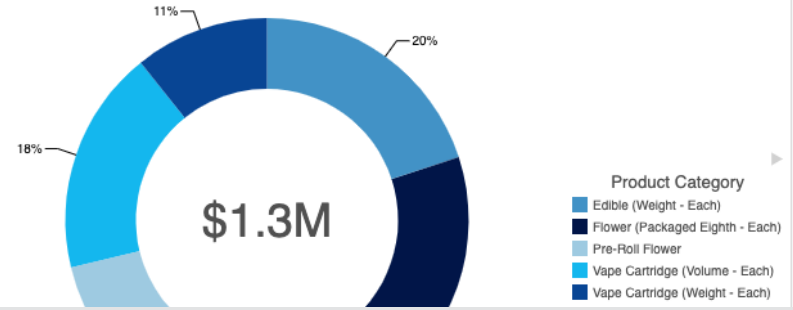
Nursery Lic **25,150**      Distro **25,150**

Processor **25,150**      Cultivation **25,150**

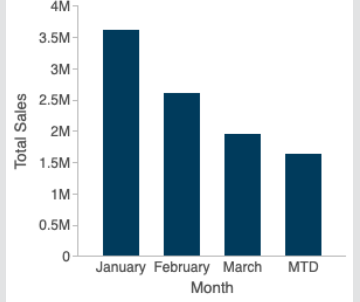
### Cultivation Licenses

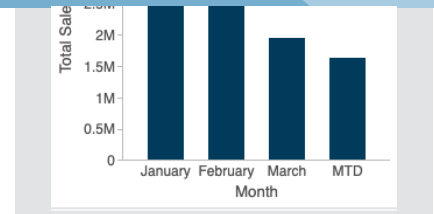
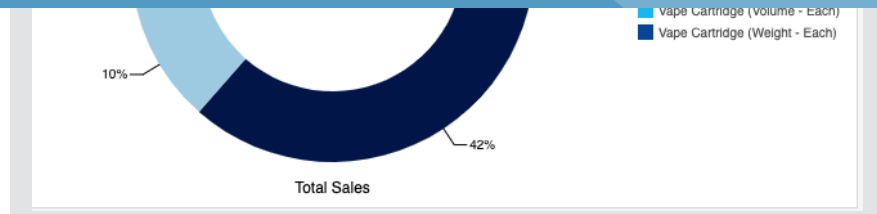
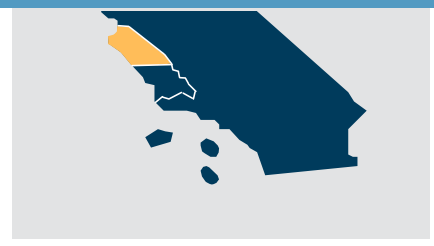


### Top 5 Product Category Sales (past 30 days)



### Sales Summary





### Plants

Planted Prior Month  
**14,120**

Total as of \_\_/\_\_/\_\_  
**14,120**

Total Non-Flowering Plants  
**14,120**

Total Flowering Plants  
**14,120**

### Harvests

Total Harvest Count Prior Month  
**14,120**

### Harvests

Harvest Count Started Prior Month  
**14,120**

Total Initial Wet Weight of Harvests  
**14,120**  
POUNDS

### Transfers

### Transfers

### Transfers

### Transfers





### Plants

Planted Prior Month  
**14,120**

Total as of \_\_/\_\_/\_\_  
**14,120**

Total Non-Flowering Plants  
**14,120**

Total Flowering Plants  
**14,120**

### Harvests

Item	Count
Item 1	13
Item 2	8
Item 3	15
Item 4	18
Item 5	12
Item 6	16

Total Harvest Count Prior Month  
**14,120**

### Harvests

Harvest Count Started Prior Month  
**14,120**

Total Initial Wet Weight of Harvests  
**14,120**  
POUNDS

### Transfers

Planted Prior Month  
**14,120**

Total as of \_\_/\_\_/\_\_  
**14,120**



### Transfers

Planted Prior Month  
**14,120**

Total as of \_\_/\_\_/\_\_  
**14,120**

