



# Flora Holdings LLC

Community Outreach meeting for a proposed Adult-Use Marijuana Retailer

221 Bear Hill Road Waltham, MA

May 2021



## Background

- Flora Holdings is a Massachusetts based, adult-use cannabis company, women owned and controlled by Kaitlyn Smith and Erica Zimmerman.

**Mission:** As a woman-owned cannabis startup with a customer centered approach to business, Flora aims to provide a welcoming and inclusive customer experience, supported at every level of the company. Flora's mission is to provide quality cannabis products and excellent service, while engaging with the local community to create a positive impact for residents and cultivating an inclusive environment for both staff and customers.



## Management Team

### Kaitlyn Smith

- **Co-founder and Chief Executive Officer:**
- With a degree in Hospitality Management, Kaitlyn has served in numerous roles, leading teams, managing complex operations, and delivering on sales and profit goals.
- As CEO, Kaitlyn will oversee the strategic direction of the company, setting financial targets, and aligning vision and mission with dispensary operations to support growth and profitability.

### Erica Zimmerman

- **Co-founder and Managing Member:**
- Experience working in administrative, operational, and management roles with extensive experience supporting business operations and business administration.
- As a member of Flora's leadership team, Erica will leverage her expertise in business administration, operations, and customer service to manage the dispensary, oversee inventory operations, and assist in sales and service training.

### Patrick Smith

- **Chief Operations Officer:**
- 10 years of management experience.
- With a background in Sales and Operations, Pat has held several roles, including Operations Manager, Sales Manager, and Ownership and senior leadership titles.
- Pat will serve as Flora's COO, overseeing dispensary operations and working closely with the dispensary and inventory managers to ensure operational efficiency.

### Brian Zimmerman

- **Chief Technology Officer:**
- Brian has over 20 years of experience in the software and IT industry. Brian is a proven leader and has held numerous management roles.
- Brian will oversee Flora's information technology, network administration, and software and hardware systems. He will also liaise with Security, Marketing, and Operations teams to coordinate security system integration and web and digital infrastructure.



## Advisory Team

### Connor Yost - Nucleus One

- **Dispensary Operations Consultant**
- Connor is the Director of Nucleus One and has been at the forefront of the emerging legal cannabis industry since 2014.
- With a focus on business operations, Connor has been instrumental in the launch and ongoing advisory for several successful operations nationwide. Connor has, and continues to, collaborate with the brightest and most successful business leaders in all aspects of the industry, allowing him to amass an impressive skillset and network of resources.

### Dan Linskey - Former Superintendent in Chief, Boston Police

- **Security Director**
- Serves clients in diverse industries with uncommon experience in investigations, crisis response, and risk management, as well as personal, physical, and operational strategies. Widely respected for his knowledge of the complexities inherent in law enforcement and homeland security.
- Extensive experience designing and implementing security systems rooted in Crime Prevention Through Environmental Design (“CPTED”), Concentric Circles of Protection, and Integrated Design.
- Flora will leverage Dan’s expertise in developing its own security protocols and procedures in an effort to ensure it is dispensing cannabis in a compliant, secure and safe way.

## Proposed Location



### **221 Bear Hill Road Waltham, MA 02451**

- Stand-alone 6,984 sq. ft. building
- Ample parking (22 spaces) with potential for additional spaces
- Located in the C zoning district
- Property is ideal for fast customer throughput due to parking layout and interior square footage.
- Ability to queue 32 patrons inside while maintaining social distancing protocols, greatly reducing the risk of lines outside the building.



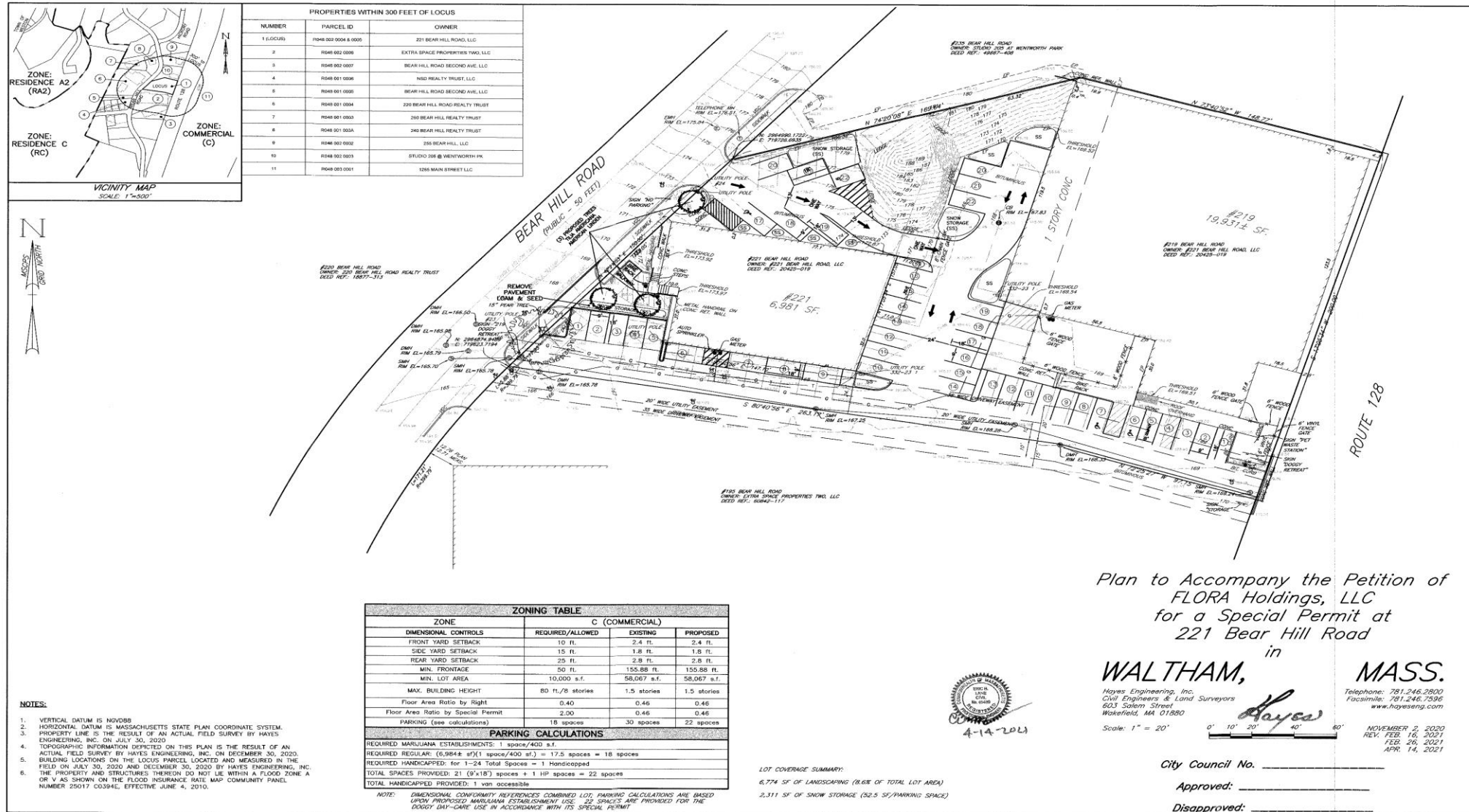








# Site Plan

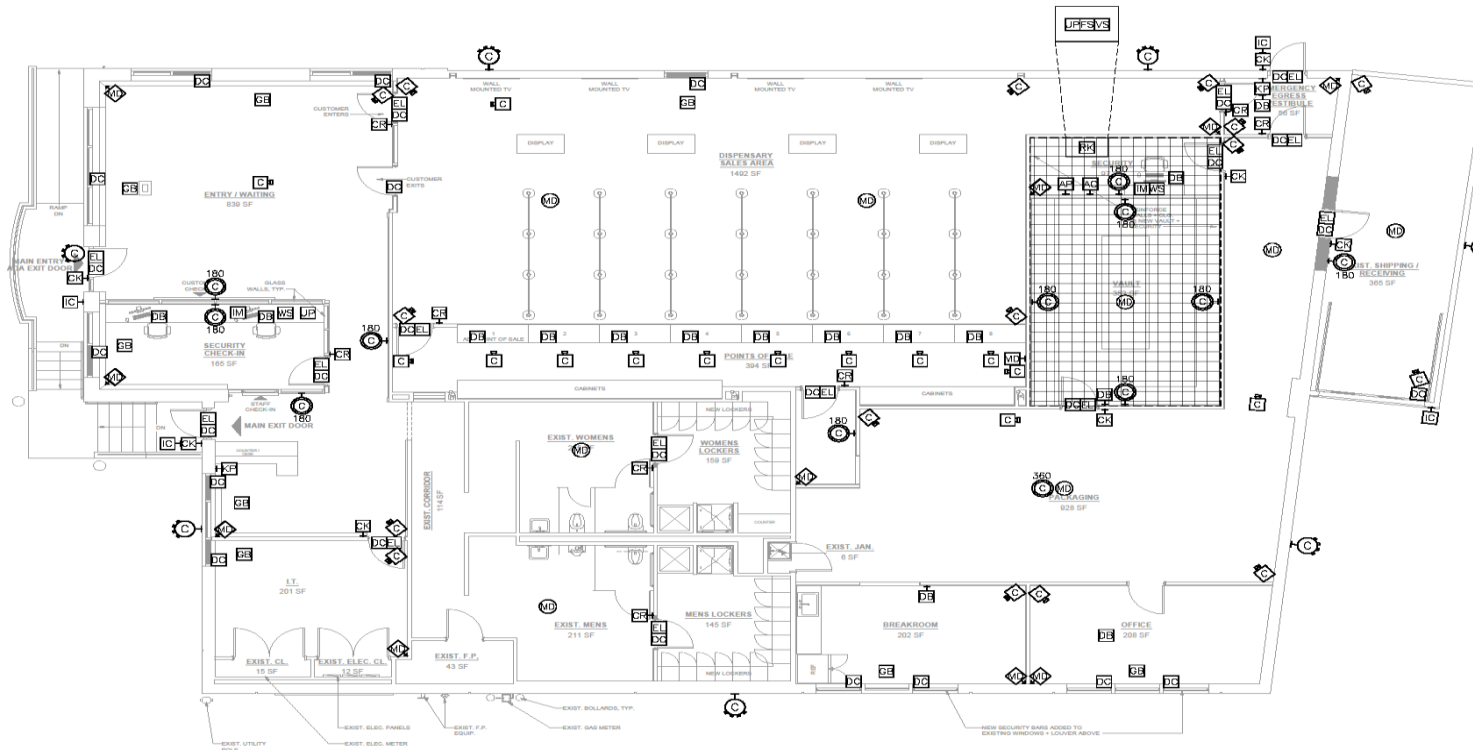




# Floor Plan



# Security Layout



NO.	DATE	REVISION
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SECURITY SYMBOL LEGEND		
AC	CARD ACCESS CONTROL PANEL	
IA	INTRUSION ALARM PANEL	
AS	ALARM SOUNDER	
FC	FIXED CAMERA	
C	180/360-DEGREE CAMERA	
MI	MULTI-IMAGER CAMERA	
CRK	CARD READER WITH KEYPAD	
CR	CARD READER	
DI	DOOR INTERLOCK CONTROL PANEL	
DB	DURESS BUTTON	
DWC	DOOR/WINDOW CONTACT	
ELH	ELECTRIFIED LOCKING HARDWARE	
ES	ELECTRIC STRIKE	
ACFS	ACCESS CONTROL FILE SERVER	
GBD	GLASS BREAK DETECTOR	
IC	INTERCOM SUBSTATION	
IMS	INTERCOM MASTER STATION	
IAK	INTRUSION ALARM KEYPAD	
MD	MOTION DETECTOR	
MD360	360-DEGREE MOTION DETECTOR	
EM	ELECTRO-MAGNETIC LOCK	
ER	EQUIPMENT RACK	
UPS	UNINTERRUPTIBLE POWER SUPPLY	
VS	VIDEO SERVER	
WS	WORKSTATION	
—	SECURITY METAL MESH-WALL	
—	SECURITY METAL MESH-CEILING	

## FOR SUBMISSION

**Kroll** A Division of Duff & Phelps  
 Security Risk Management  
 55 East 52nd Street, 30th Floor  
 New York, NY 10055  
 +1 212 593 1000 / kroll.com

**FLORA LLC DISPENSARY**  
 221 BEAR HILL ROAD  
 WALTHAM, MASSACHUSETTS 02451

## SECURITY SYSTEM LAYOUT

## FLOOR PLAN

DRAWN BY: RP	DATE: 10/7/2020
CHECK BY: JM	SCALE: 3/16" = 1'-0"
APPROVED BY: DL	DRWG. NO. SEC-101



## Security

- **Security Measures**
- Security measures for the FLORA dispensary consist of both physical barriers and electronic systems that work in concert to provide a robust security program. These measures include:
  - Secure Door and Window Hardware
  - Security Mesh
  - Primary Intrusion Alarm System
  - Backup Intrusion Alarm System
  - Video Surveillance System
  - Access Control System
  - Door Interlock System
  - Door Intercom System





## Best Practices

- **Good Neighbor Agreement**
  - Any first-time visitor to the facility will have to sign a good neighbor pledge acknowledging the current laws and regulations regarding the use of cannabis. They will be provided with educational material that will inform them how to safely consume and store their purchases, as well as a warning that anyone found to violate the good neighbor agreement by consuming in public, diverting product to unauthorized persons, or engaging in impaired operation of a vehicle will be trespassed from the property.
  - FLORA will widely publish a quality-of-life complaint hotline that will be linked to the facility. If any residents see people engaged in illegal marijuana use in public in the area, they can call not only the Waltham Police but our hotline as well. If FLORA becomes aware that someone has violated the terms of the good neighbor policy, FLORA will immediately trespass that individual and ban them from the facility.
- **Lines Outside, Traffic Congestion**
  - Although the facility will exceed parking requirements and can queue 32 patrons inside (64 without social distancing guidelines) Flora is committed to no lines or vehicle backups and will use a virtual queue if additional space is needed, requesting that customers leave and return when alerted by text.
- **ID Verification**
  - Flora's Security protocols will implement sufficient safety measures to prevent unauthorized entry and the theft of marijuana from occurring by confirming all customer's age as twenty-one (21) or older prior to entering the facility's entry vestibule, sales floor, and again at point of sale.
  - Flora will use the latest technologies to confirm the validity of identification cards or other documentation to prevent unauthorized access.
- **Deterring Nuisance**
  - Our facility will display signage upon entry and as patrons leave to remind them of state laws that public consumption is illegal. In addition, both security and staff outside of our facility will ensure there is no loitering, consumption on premises, and prevent the illegal parking of cars. Any patron determined to be causing nuisance will be promptly trespassed and banned from the facility.



## Community Impact

- Flora endeavors to become a positive force in the Waltham community, and will engage with local residents and officials to understand the needs of the community and support positive impact efforts.
- As a facet of its positive impact plan, Flora will identify local charitable organizations to which it will donate a percentage of sales or profits and assist in fundraising efforts or campaigns. Flora will seek to provide both direct funding to selected organizations in the local community, as well as pay employees for time volunteered to such organizations.
- Creation of 10-15 well-paying jobs, which we intend to source locally to the extent permitted by law, prioritizing women and minority applicants.
- Flora intends to invest a significant amount of capital into the development of the Building and submits that it will endeavor to utilize local businesses for such construction.
- We are committed to working with the City in its efforts to monitor and mitigate health impacts and quality of life impacts to the City. We are prepared to work closely with the City in further developing comprehensive customer education materials to hand out at the Marijuana Establishment.
- Implementation of public health safeguards including but not limited to: (a) ensuring that labeling of all marijuana products complies with state and local requirements; (b) assistance with and resources for substance abuse education and prevention programming; and (c) providing supplemental company-produced materials for the customer regarding safe consumption, transportation and storage of marijuana products.