



# HOLLAND BRANDS

538-550 East 1st St  
South Boston

**Boston Cannabis Board Hearing**

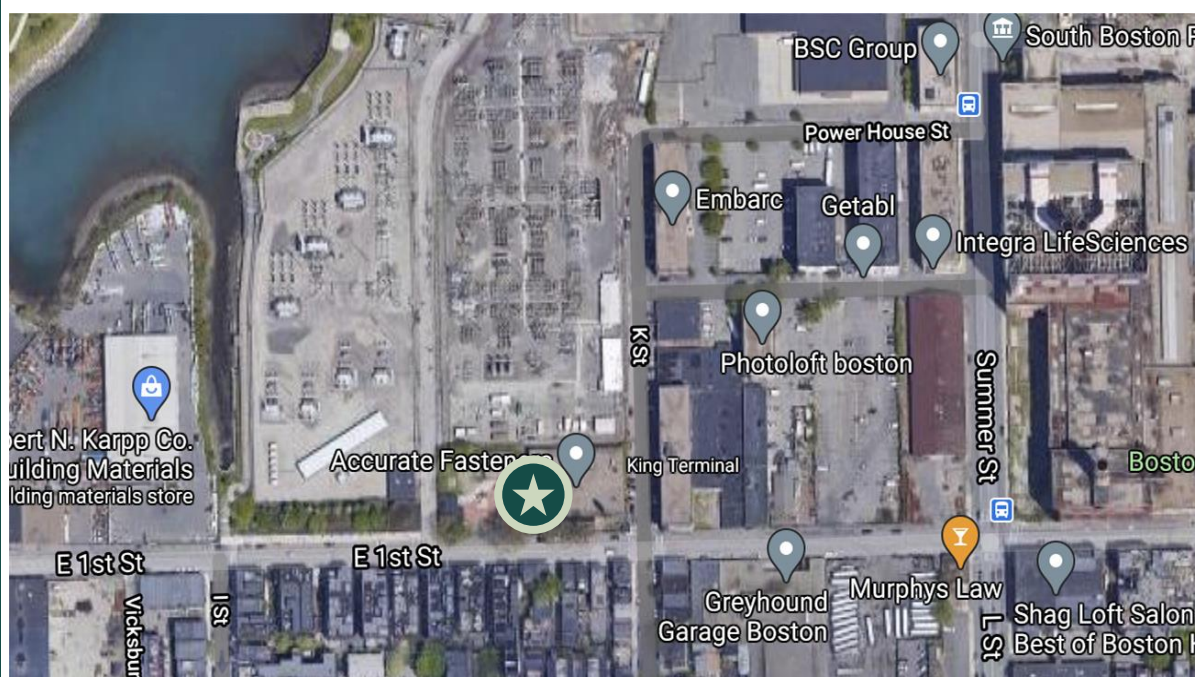
MARCH 2021

# HOLLAND BRANDS

Location

**538-550 East 1st St  
South Boston**

Holland Brands SB is a locally owned, high-end holistic cannabis company. We are socially responsible business leaders with a track record of success and community involvement in the businesses we operate. We are committed to operate with the highest degree of integrity, transparency, and respect.





## **GEOFFREY CARABOOLAD**

### **PRESIDENT**

Geoffrey Caraboolad is the Founder, President, and CEO of Metric Corporation. For more than 40 years Metric has found success and recognition as one of New England's premiere construction and development firms. Throughout his career, Geoff has always strived to be a good community partner. He has personally donated significant amounts to various charities over the past 40 years, something he intends to continue with Holland Brands.

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## **TIMOTHY CARABOOLAD**

### **CHIEF EXECUTIVE OFFICER**

Tim Caraboolad was born and raised in Boston, MA. In 2012 he founded Arc Design, a design and construction firm. During Tim's time running and building Arc Design his mother beat an arduous battle with breast cancer. Over the course of her recovery, he experienced firsthand how difficult and confusing it can be to legally purchase medical cannabis. This experience is what led Tim to found Native Sun—where he is building a safer and easier way for people to access cannabis in Massachusetts.



# Project Team



**COLETTE PHILLIPS**  
CPC GLOBAL  
DEI CONSULTANT

Colette is widely recognized for her ability to build bridges and create cross-cultural and inter-racial business, social networks, and connections. Her breadth of experience spans close to three decades.



**HERBY DUVERNÉ**  
WINDWALKER  
SECURITY  
DIRECTOR OF SECURITY

Herby is a professional security services executive with over 15 years of progressive experience. Currently, he is the CEO and Principal of Windwalker Group, a premier risk, security and compliance firm.



**CHARLIE YON**  
DIRECTOR OF  
OPERATIONS

Charlie Yon is a cannabis professional with 4 years experience in the Massachusetts Medical and Adult Use markets. With a degree from the Villanova School of Business, financial services experience at KPMG, and a lifelong passion for cannabis, Charlie brings unique expertise to the MA cannabis market.



**FAYSSAL HUSSEINI**  
NITSCH ENGINEERING  
TRAFFIC ENGINEER

Fayssal Hussein is responsible for overseeing the daily operation, business development, and administration of the Transportation Engineering department. He has over 30 years of experience in providing transportation/traffic engineering and construction phase services.



**GREG JANEY**  
JANEY  
CONSTRUCTION  
PROJECT GC

Gregory Janey is the President & CEO of Janey Construction Management. As a professional he has been actively working in the industry for over 30 years overseeing a variety of complex construction and institutional programs.



# Diversity & Inclusion Plan

While we are not an equity applicant, Holland Brands recognizes the importance of bringing diversity and inclusion to the forefront of the cannabis industry. We believe that DEI & Hiring positive impact plans should start much earlier than if/when we open. Our full consultant team working on this project reflects our established and ongoing commitment to DEI.

## SECURITY (MBE)



## ARCHITECT (WBE)



## MEDIA RELATIONS (MBE / WBE)



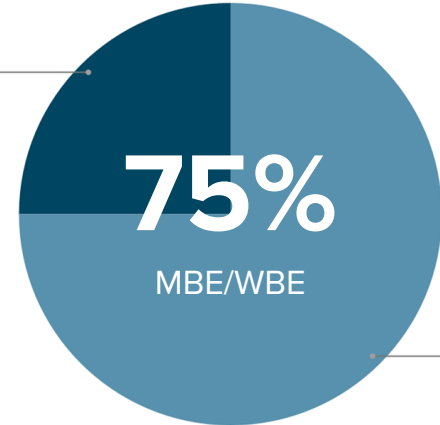
## CONSTRUCTION (MBE)



## TRAFFIC (WBE)



Other  
25.0%



MBE/WBE  
75.0%



## WHAT WE'RE ALREADY DOING

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### DIVERSE TEAM

75% + of our budget has gone directly to MBE/WBE Firms



### FINANCIAL CONTRIBUTIONS

to organizations that provide services to BIPOC and/or residents of South Boston



### PARTNERSHIPS

with local organizations to ensure hiring goals are met

## WHAT WE WILL DO

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### CONTRACTOR REQUIREMENTS

We will require at least fifty-percent of our contracts that exceed \$25,000.00 to be MBE and WBE companies.



### JOB FAIRS

We will host 4 job fairs and informational sessions a year that focus on both our open positions and cannabis careers in general, marketed to neighborhoods disproportionately affected by the War on Drugs.



### ANNUAL GIVING

Continue annual contributions to organizations that provide services to BIPOC and/or residents of South Boston



### COMMUNITY SPACE

Dedicated 4,000ft<sup>2</sup> space with separate entrance to be used by a community organization that prioritizes local organizations, diversity and inclusion.



## 50%

LOCAL SOUTH  
BOSTON HIRES

## 75%

BOSTON RESIDENTS  
HIRES

## 50%

BIPOC  
HIRES

## 52%

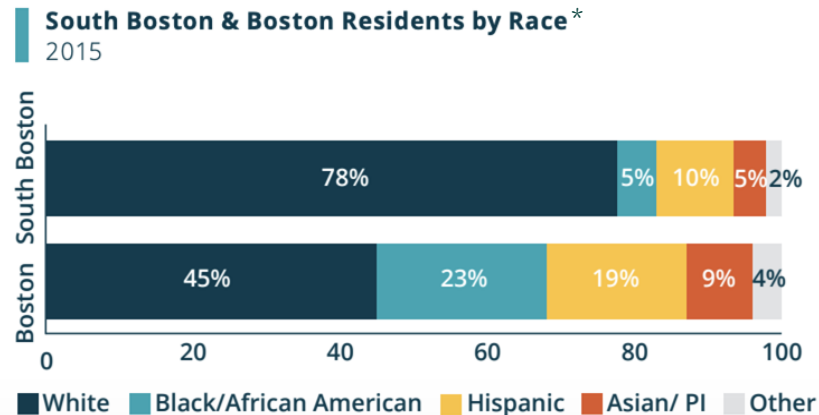
WOMEN  
HIRES

## \$18

An hour starting  
wage

### COMPETITIVE WAGES AND BENEFITS FOR LOCAL RESIDENTS

Holland Brands will offer starting wages at \$18 an hour (both fulltime and part time) and go up from there. We will offer healthcare to all employees. Additionally, Holland Brands will give all employees an MBTA pass and a BLUE Bikes membership to encourage alternate methods of transportation.



\*Graph provided by Boston Planning & Development Agency



## PLAN FOR EMPLOYMENT OF INDIVIDUALS WITH CRIMINAL RECORDS

- We will work with **Operation Exit** to fill our hiring goals.
- We intend to work with our neighboring non-profit **Medicine Wheel's Daniel Morrison Fellows Program** which provides meaningful full-time employment to young people who have “aged-out” of the juvenile justice program.
- Holland Brands will also provide education, rehabilitation and legal aid, including **expungement services** to ensure that these individuals have an appropriate **support network** in addition to employment opportunities.

## PLAN FOR EMPLOYMENT OF BOSTON RESIDENTS

- **Quarterly job fairs** for Boston Residents, prioritizing residents of our home in South Boston and neighborhoods disproportionately affected by the War on Drugs.
- We will also work with the City's Office of Economic Development, **BostonHires**, and the **Mayor's Office of Workforce Development** to ensure our hiring goals are met.

## PLAN FOR EMPLOYMENT OF MINORITIES AND WOMEN

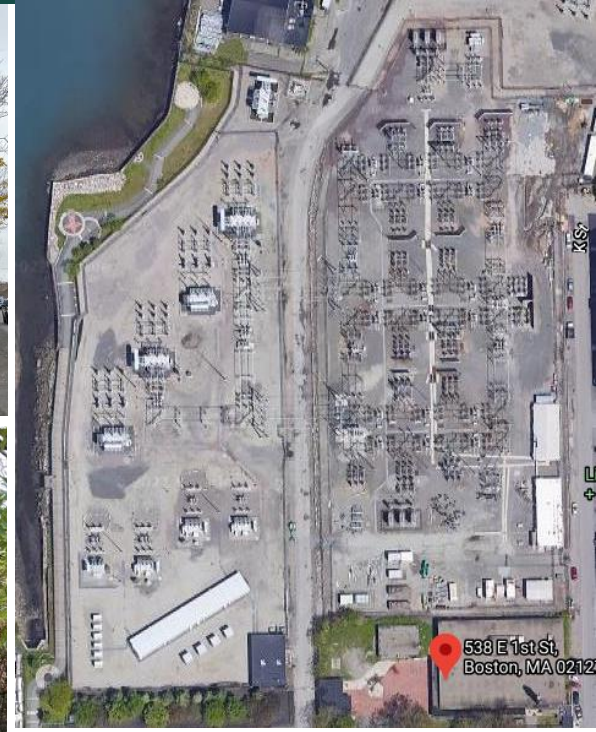
- **Quarterly job fairs** and information sessions in neighborhoods that were disproportionately affected by the War on Drugs that focus on both our open positions and cannabis careers in general.
- Marketing for job openings will be **targeted in these neighborhoods**, and through Minorities for Medical Marijuana, Get Konnected!, Honest Jobs, Employ Diversity, CultivatED
- We will also facilitate peer-to-peer mentorship and company culture audits for employees that identify as minorities and women in order to provide an added method of support. This support will ensure that their position at Holland Brands is not just a job, it's the start of a career.
- Appoint a Director of Diversity + Inclusion to ensure that we are meeting our goals, run our company culture programs, and report metrics to the Board.












# Current Site Conditions

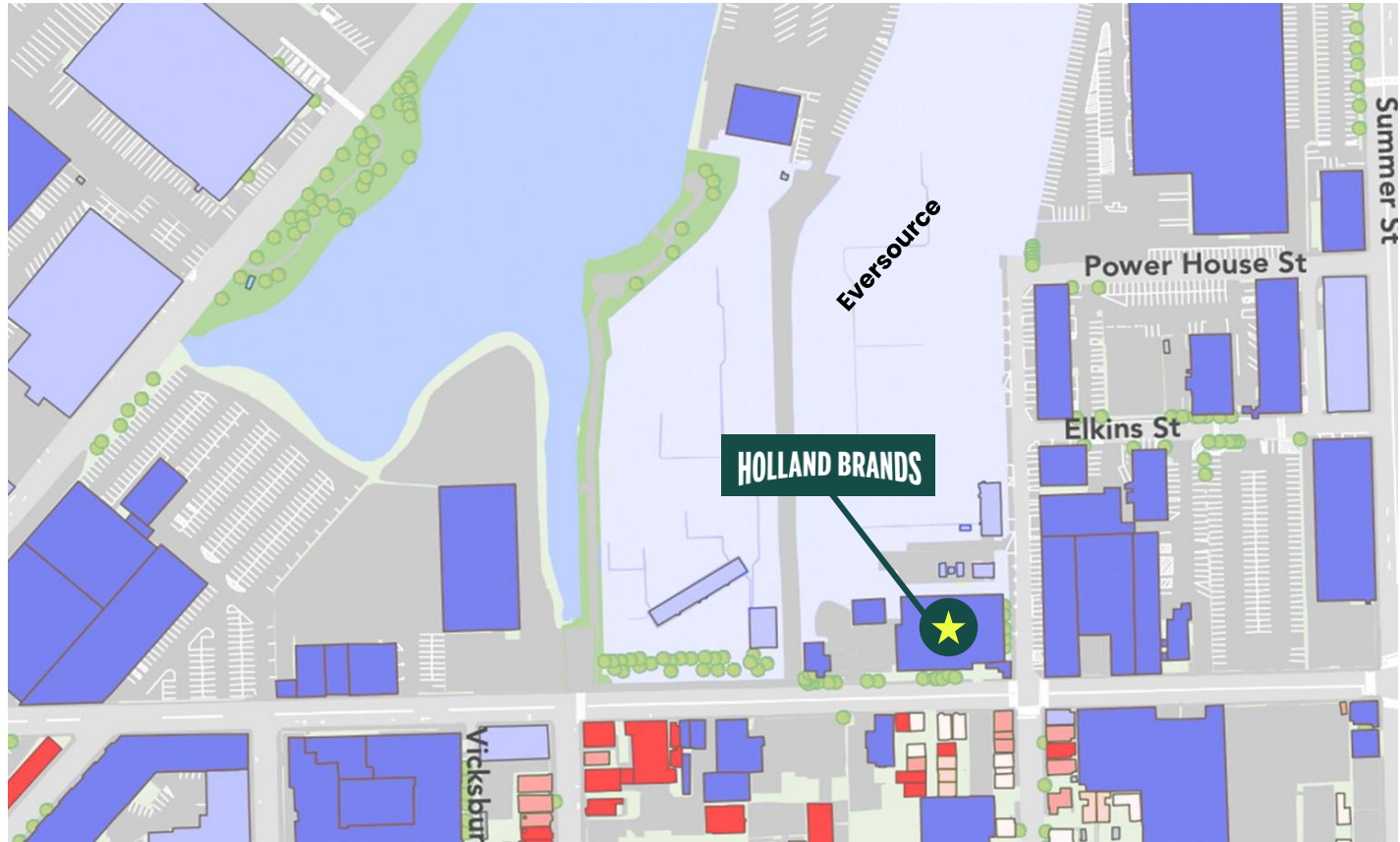
Site photos as of 10/30/2019





# Zoning

-  Single Family Residential
-  Two Family Residential
-  Three Family Residential
-  Condominium
-  Commercial
-  Industrial
-  Eversource



[BPDA Neighborhood Zoning Map](#)



# Proposed Facility

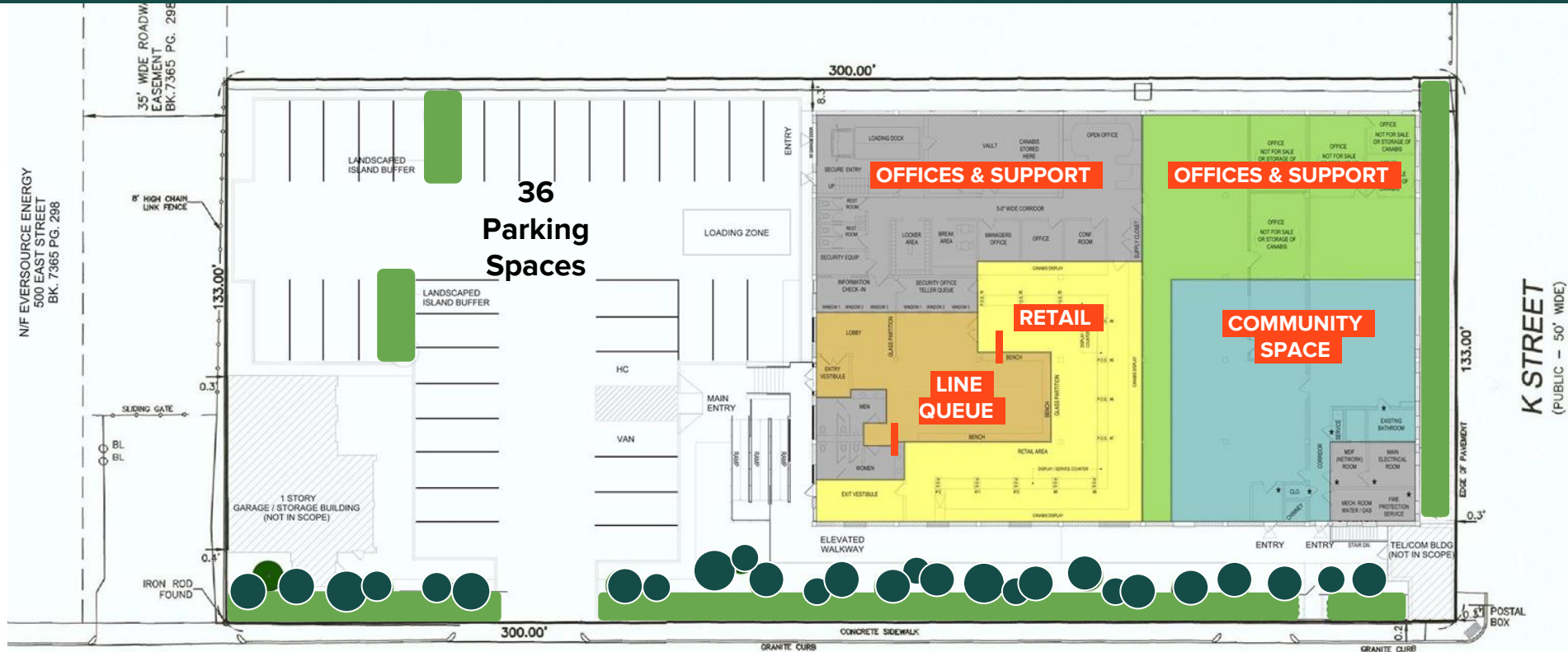
LOCATION, SAFETY, & SECURITY 11





# Site Plan & Parking

LOCATION, SAFETY, & SECURITY 12



NIF EVERSOURCE ENERGY  
500 EAST STREET  
BK. 7365 PG. 298

35' WIDE ROADWAY  
EASEMENT  
BK. 7365 PG. 298

8' HIGH CHAIN  
LINK FENCE

133.00'

36  
Parking  
Spaces

300.00'

OFFICES & SUPPORT

OFFICES & SUPPORT

RETAIL

LINE  
QUEUE

COMMUNITY  
SPACE

133.00'

K STREET  
(PUBLIC - 50' WIDE)

1 STORY  
GARAGE / STORAGE BUILDING  
(NOT IN SCOPE)

MAIN  
ENTRY

ELEVATED  
WALKWAY

TEL/COM BLDG  
(NOT IN SCOPE)

POSTAL  
BOX

300.00'

GRANITE CURB

CONCRETE SIDEWALK

GRANITE CURB

● Tree Barrier

■ Landscape Buffer

EAST FIRST STREET  
(PUBLIC - 50' WIDE)



# Diversion Prevention & Security

LOCATION, SAFETY, & SECURITY 13

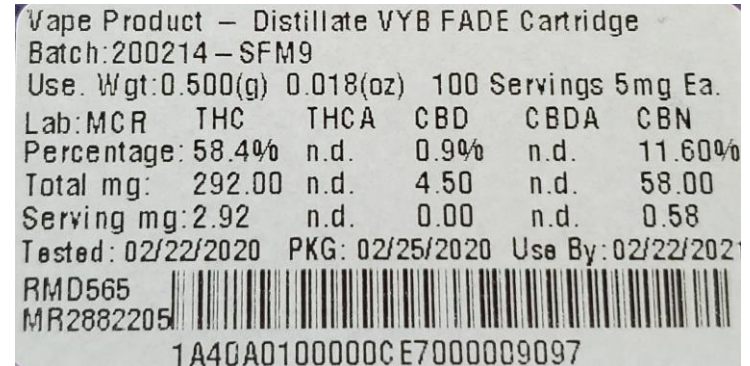
## MEASURES AGAINST DIVERSION TO MINORS:

- The Holland Brands facility will only be accessible to consumers **21 years of age or older** with a verified and valid government issued photo ID
- Holland brands will sell products in odorless and secure, childproof packaging.
- Holland Brands will follow CCC regulations with **RFID tracking seed-to-sale with Leaf Logix**
- Holland Brands will support redundant surveillance and video time-stamping **24/7** inside and around the site.
- **Zero tolerance policy** for any misconduct within the Holland Brands team

The Holland Brands is **committed to maintaining an excellent relationship** and have regular check-ins with the **Boston Police Department (BPD) and District C-6**. This relationship will be critical to ensuring the needs of the community are addressed.

## PRODUCT SECURITY:

- All cannabis products will be placed in a securely monitored and **locked storage vault**, and monitored by 24/7 redundant security cameras and alarms.
- Access to storage areas will be **restricted to only certain employees**
- Inventory counts will performed **multiple times** throughout daily operations.



Example of seed to sale tracking label



# Parking & Transportation

## TRAFFIC STUDY *Conducted by Nitsch Engineering*

Type of Establishment	Project Size	Total Daily Number of Cars	Peak Parking Demand
Marijuana Dispensary	3000 ft <sup>2</sup>	392	22
Fast Food (with Drive-Through)	2500 ft <sup>2</sup>	589	22
Convenience Store	3000 ft <sup>2</sup>	1144	16
Coffee Shop (without Drive-Through)	2000 ft <sup>2</sup>	760	21

### PARKING:

- 36 parking spaces onsite, **employees to park off-site** and shuttled
- **Employees will park in ancillary lots off site** as needed, already secured
- We will offer the **overnight parking for property abutters**
- Mitigate traffic in various ways including off-site parking, shuttle services, and on-site pick up/drop off for ridesharing apps



- Key MBTA Bus Routes
- Closest to proposed site
- Bluebikes Stations

## SECURE CASH PICKUPS FROM THE SITE

On several occasions during the week, **Plymouth Armor Group** will arrive to transfer cash from the secure delivery location fully monitored at our Dispensary directly to our financial institution. Windwalker Security and our GM will be on hand to supervise all pickups

## PRODUCT DELIVERY

The product will be transported in a secure, unmarked delivery vans that do not bare a logo or any demarcation of their purpose. These vehicles shall be setup in a way that no cannabis products are visible from the outside.

Deliveries will be randomized and monitored by Windwalker Security and Holland Brands' management.



More details in application

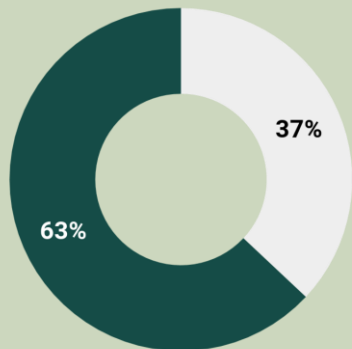




## VOTING RESULTS IN BOSTON

Ballot results from 2016 Question 4 regarding marijuana:

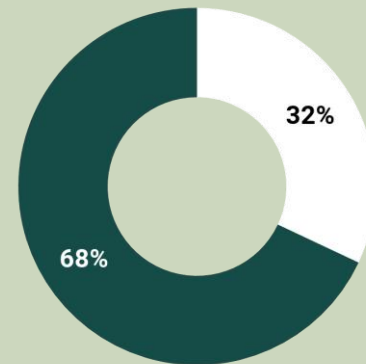
### **BOSTON** *All Wards*



● Yes ● No

### **SOUTH BOSTON**

*Ward 6, Precinct 4*



● Yes ● No





# Overview of Community Outreach

## MEETINGS TO DATE

Holland Brands has had over **35 meetings** with Elected Officials, the City Point Neighborhood Association, the Gates of Heaven Neighborhood Association, the Fort Point Neighborhood Association, local business owners, local nonprofit leaders, community members and residents.

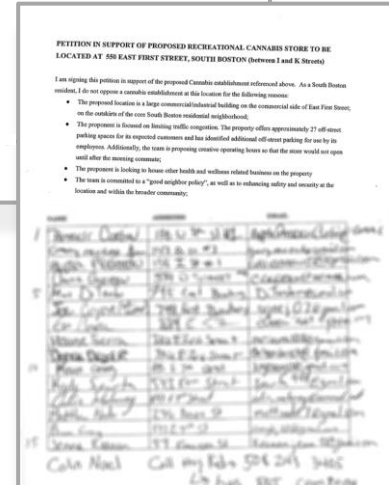
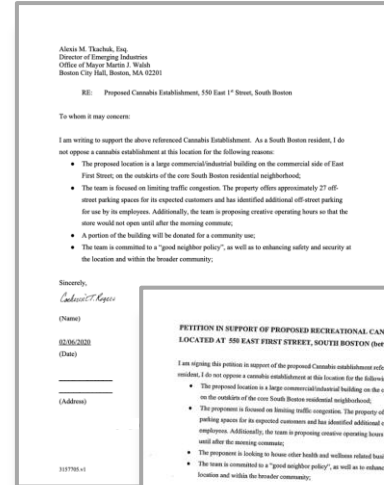
As part of that outreach, Holland Brands' leadership has had **over 25 one on one meetings** with direct abutters, local residents and community members. This includes an additional meeting with direct abutters designed to address their concerns with the site following our Community Meeting.

## SUPPORT DOCUMENTS

To date, Holland Brands has received over **195 letters of support and petition signatures** from the community. **Most live within a .5 mile radius of the site.**

## A GOOD COMMUNITY PARTNER

**Holland Brands will continue their community outreach long after our establishment is open.** If any neighbor, community member, or direct abutter has a concern, our leadership will personally meet with them to ensure those concerns are heard.





# Support Map To Date

**195**

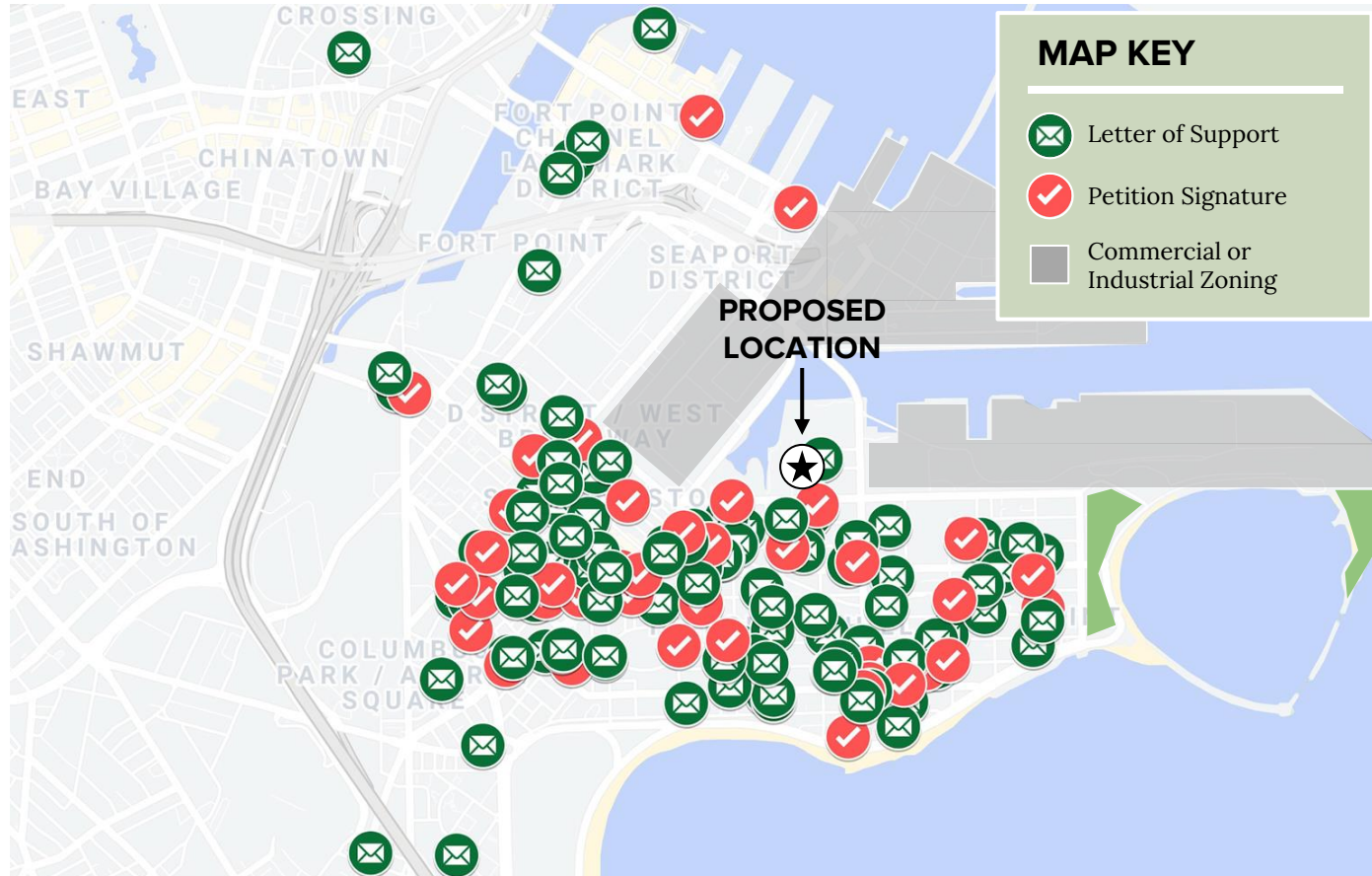
TOTAL SUPPORT DOCUMENTS

**60**

PETITION SIGNATURES

**135**

LETTERS OF SUPPORT





# Community Commitments

- ✓ **Exclusive Use of 4000 ft<sup>2</sup> of Community Space**
- ✓ **Six Figure annual contributions to organizations within the South Boston community and BIPOC and Minority groups within the Boston area, including Medicine Wheel Productions, Urban League of Eastern Massachusetts, Bridge Over Troubled Waters, St. Mary's Center for Women and Children, Seed of Osun, Jahzara Design Studio and The Fisher House for Veterans**
- ✓ **Overnight parking for direct abutters**
- ✓ **All customers will sign a Good Neighbor Agreement.**
- ✓ **Mandatory community service days for employees**
- ✓ **Hiring of Residents of the South Boston Community as well as meeting the other hiring goals stated.**