



Boston  
Cannabis  
Board

70 Von Hillern St.

February 9, 2022

# BCB Meeting Agenda

- Introduction to CNA Stores Inc.
- Location
- Diversity/Inclusion
- Employment Plan
- Community Feedback / Public Support
- Safety / Security
- Questions





# The Company



# CNA Stores Inc.

## MISSION STATEMENT

At CNA Stores our mission is to cultivate Quality, Integrity and Commitment. We produce the highest quality product that provides an unparalleled experience and promotes a better quality of life. We have the Integrity to do the right thing even when no one is watching and are Committed to our Veterans, our Community and the Environment.



### QUALITY

- To provide the highest quality cannabis products available on the North Shore
- To provide a quality experience in our stores
- To provide on-going staff education to meet/exceed Massachusetts cannabis industry expectations
- To provide a quality work-life balance for all employees



### INTEGRITY

- To do the right thing, even when no one is watching
- To promptly respond to questions and concerns of the communities where CNA stores are located



### COMMITMENT

- To honor and hire veterans
- To participate in philanthropic efforts and community volunteer projects
- To be mindful of the environmental impact through all phases of cannabis production



# CNA Stores Massachusetts Overview

## RETAIL LOCATIONS

- Haverhill, MA
  - 558 River St., Haverhill MA
  - Approximately 9,000 sq.ft.
  - Open since November 17 2020
- Amesbury, MA
  - 77 Macy St., Amesbury MA
  - Approximately 2,000 sq.ft
  - Open since January 6, 2021

## CULTIVATION AND MANUFACTURING

- Amesbury, MA
  - 57 South Hunt Rd, Amesbury MA
  - Approximately 53,000 sq.ft.
  - We currently have our **provisional licenses** for cultivation and Manufacturing
  - We have received our special permit and Building permit from the City of Amesbury.
  - Approximately 40,000 Sq.ft of Canopy and a 20,000 sq.ft of Manufacturing and office space
  - Expected opening Q1 2022
- Winchendon, MA
  - Currently have a site control and a signed Host Community Agreement
  - Working on site plan





# The Team

# CNA Stores Team

- Robert DiFazio, Chief Executive Officer, CNA Stores
- Billie Haggard, Co-Founder
- Michele Whitley, Chief Operations Officer, CNA Stores
- Dan Magoon, Director Of Security, CNA Stores



# Executive Team



## Chief Executive Officer Robert DiFazio

Robert DiFazio, a service-disabled veteran, started his career in the United States Navy Nuclear Power Program and has spent the last 24 years working in mission critical environments and developing small businesses. As a 17-year resident of Amesbury, Mr. DiFazio successfully built two companies Critical Solutions Group and Critical Power Testing and Maintenance. Mr. DiFazio developed and implemented Data Center solutions to some of the nation's largest Data Center and technology companies including Microsoft, Facebook, Google, TD Bank Financial Group, Fannie Mae, Time Warner Cable, Tesla and many others.

For 13 years Mr. DiFazio was Chief Executive Officer and founder of Critical Solutions Group, a Service-Disabled Veteran Owned Small Business. Critical Solutions Groups data center services include commissioning, design support, construction project management and load bank services. Mr. DiFazio's diverse experience in design, operation and management of data centers enables him to cover every phase of a data center through its life-cycle, from operations and maintenance, to remote management, energy audits, project management and facilities infrastructure training. Mr. DiFazio was responsible for developing and implementing the vision and the strategy of this business until it was acquired by BGIS, a Brookfield Asset Management Company.





# Executive Team



## Co-Founder Billie Haggard

Billie is an experienced leader and an expert in developing and executing strategic business initiatives while leading high-performance operational groups. Prior to coming to CNA Stores Billie was Senior Vice President of Operations for Aligned Data Centers, Billie was responsible for spearheading the company's data center performance optimization. He managed mission critical operations and on-site personnel, anticipated market direction to keep the company's facilities up-to-date, negotiated and managed vendor relationships, ensured operational and professional excellence and more.

Billie also served as Operations Director for a global leader in facility and asset management, where he was responsible for all aspects of management, operations, maintenance and training for over 3 million square feet of data center space and 200 personnel. He has also served in leadership positions with Critical Solutions Group (CSG), Microsoft Data Center Delivery Group, Switch and Data and CoreSite Realty Corporation, garnering deep insight into creating successful programs and various strategic planning initiatives to enhance corporate performance and ensure quality across the board. Billie began his career in the U.S. Navy as a Nuclear Machinist Mate. During this time he earned four Navy Achievement Medals as a result of his outstanding instruction and training abilities. He received a B.S. in Business Management and a Master's Degree from Colorado State University.



# Executive Team



## Chief Operations Officer Michele Whitley

Michele is an experienced leader and responsible for the day-to-day operations ensuring that all the systems, resources, and people are in place to achieve established goals. She is responsible for developing our company culture and building employee alignment with company goals to meet the key targets of our organization.

Prior to joining CNA Stores Inc, Michele was the Practice Manager for 23 years at North Shore and Brookline Endodontics (NSBENDO), a specialty dental practice with 6 offices in and north of Boston, MA. She led a team of over 40 employees and doctors. Her responsibilities ranged from contract negotiations, recruiting new employees and Doctors, managing the finances and day to day operations of the 6 locations. She set up and implemented systems to allow the practice to run more efficiently. She was also responsible for ensuring the practice was compliant with HIPAA regulations. During her time with NSBENDO, Michele was instrumental in growing the practice from four to six locations. Michele has presented courses on running a multi-location, multi-doctor practice for the American Association of Endodontics' annual sessions, as well as the University of California San Francisco. She has a strong work ethic and a well-proven track record for creating a culture that nurtures teamwork and unity.

Michele is a native of Niagara Falls, NY and an avid Buffalo Bills fan.



# Executive Team



## Director of Security Dan Magoon

Dan is a committed and driven community leader. As Director of Security, he is responsible for all aspects of the physical security, Video Management Systems, Access Control, and corporate compliance with the local and state regulating bodies. He plays a vital role in the development of the CNA Stores security policies and implementation of our security process to safeguard our customers and our employees.

Prior to joining the CNA Team Dan was CEO of SBI Armor a company that specializes in protective services. Dan is a former U.S. Army Paratrooper with combat experience in Iraq and Afghanistan. He spent the last decade building a non-profit organization called Massachusetts Fallen Heroes. He is a founding member and the Executive Director. Before entering the Security Industry, he spent 11 Years as a Boston Firefighter. During his time at the BFD, he held leadership positions on the Executive Board at the Boston Firefighters Local Union 718 and currently serves as Chairman of the Board at the Boston Firefighters Credit Union.

He currently resides in Dorchester, Massachusetts with his wife Megan and two sons, Conrad and Winston.



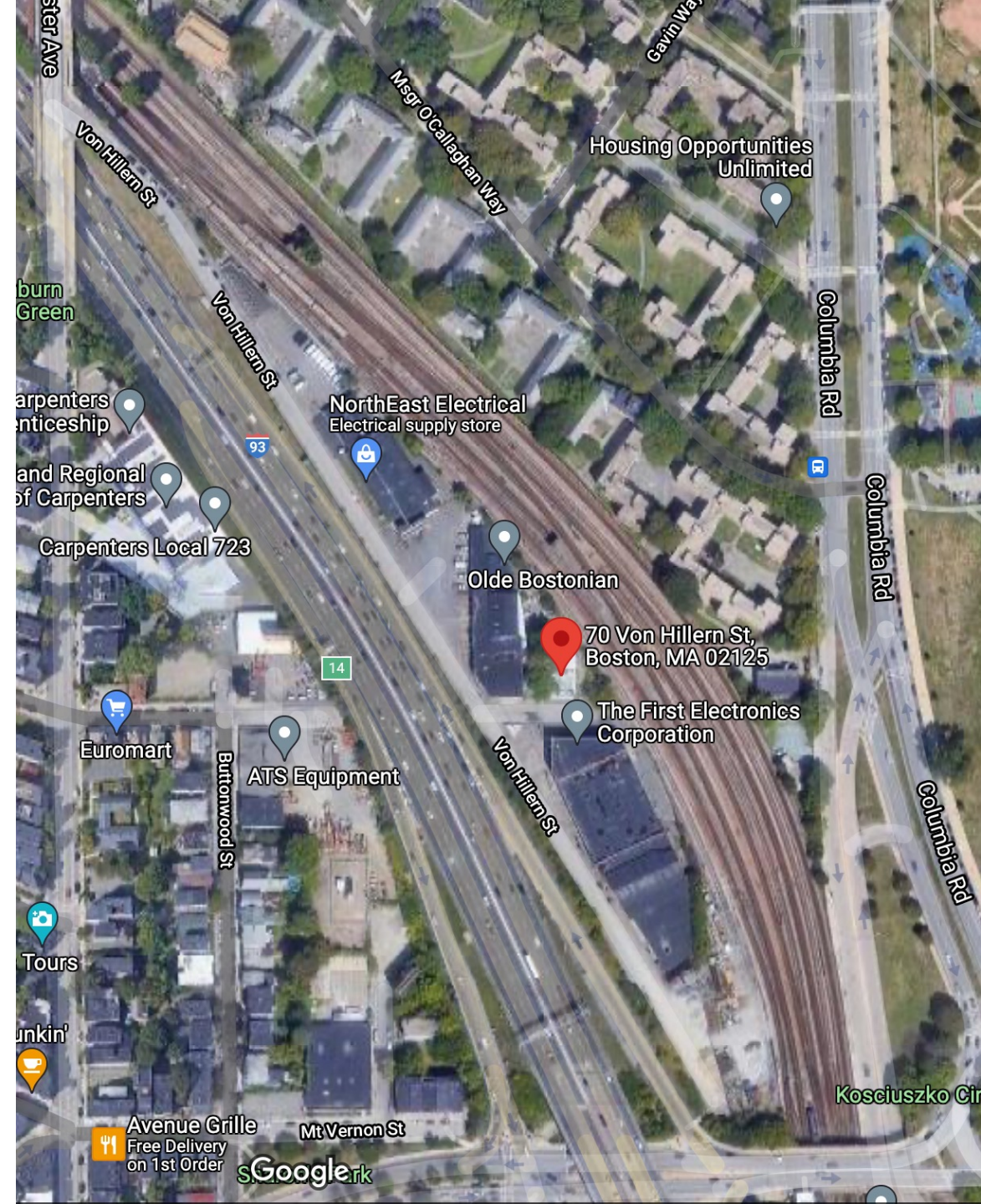


CNA Stores  
Location

# CNA Stores Boston Overview

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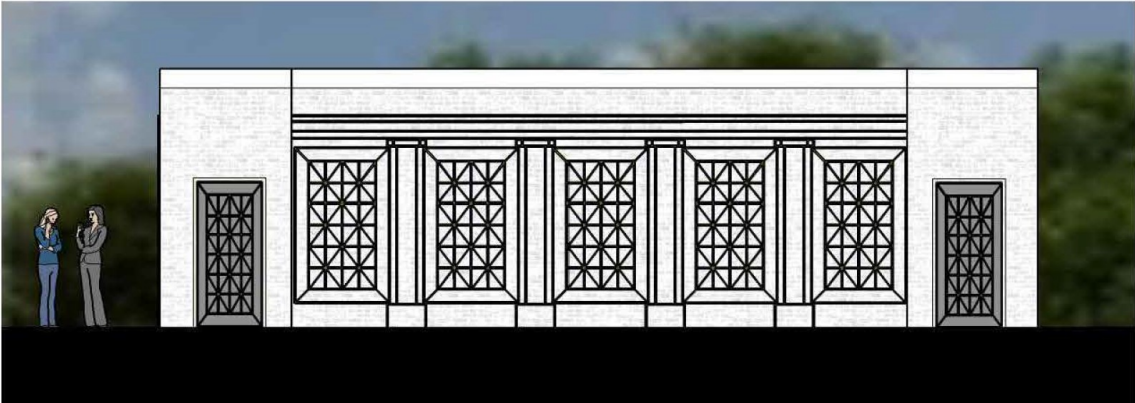
- **Location: 70 Von Hillern St, Boston MA 02125**
- **Approximately 2,000 sq.ft.**
- **Rt 93 and Red Line T tracks provide a natural buffer to any residence.**
- **Approximately 200 yrds from the JFK MBTA Station**



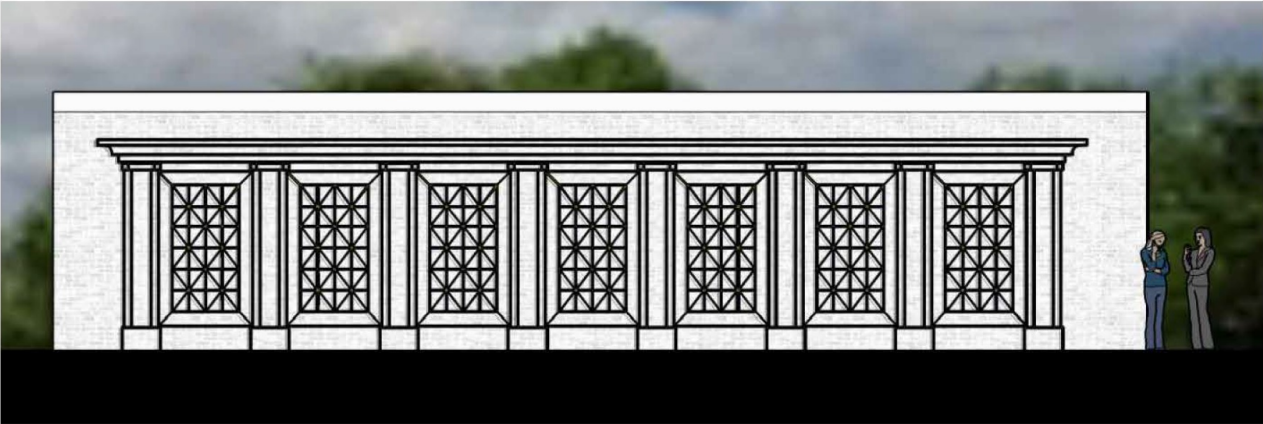
# CNA Stores Boston Location - Existing



# CNA Stores Boston Location - Proposed



1 EAST ELEVATION  
SCALE: 3/16"=1'-0"



2 SOUTH ELEVATION  
SCALE: 3/16"=1'-0"

HARDAWAY  
SZIABOWSKI  
ARCHITECTS

47 River Street, Suite 200  
Wellesley, Massachusetts  
02481

781 235 5339  
Fax: 781 235 5329



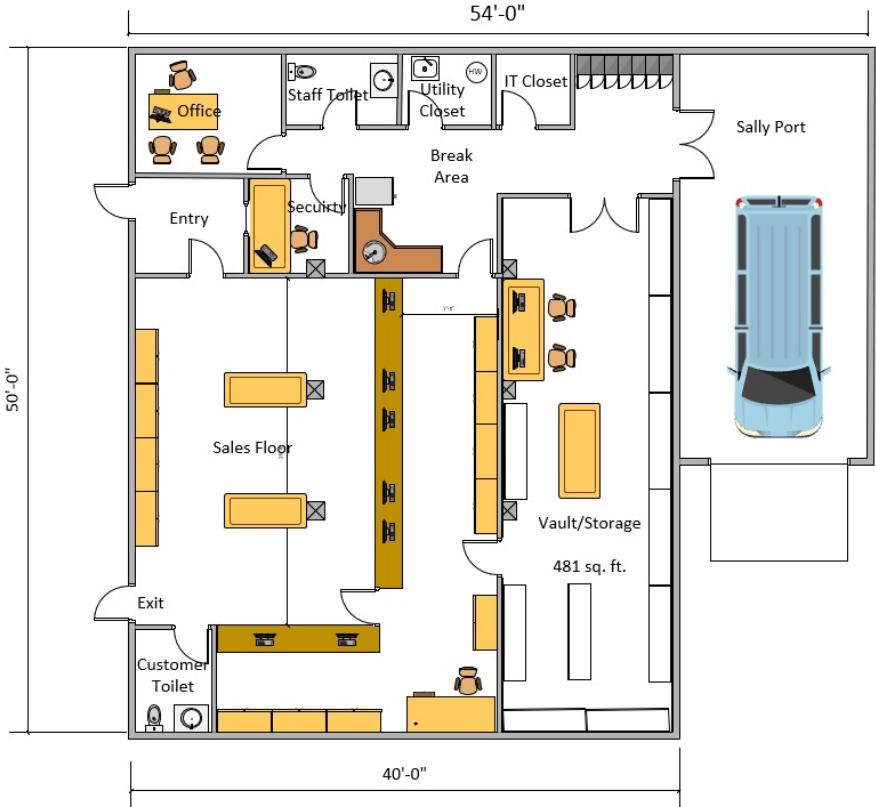
Project Name:  
70 VON HILLERN ST  
REALTY TRUST  
70 VON HILLERN ST  
DORCHESTER, MA 02125

Project No.: 20.13  
Date: 02/05/2021  
Scale: 3/16"= 1'-0"  
Drawn: HU

Reference:  
Drawing Title:  
ELEVATIONS

Drawing No.:  
A-2

# CNA Stores Boston Location



57 South Hunt Rd.  
Amesbury MA 01913  
Phone: 781-589-3192

**Project Name:**  
CNA Stores Inc.  
70 Von Hillern St  
Dorchester, MA 02125

**Drawing Title:**  
Preliminary Floor layout  
Date: 10/06/2021  
Scale: 1/4"=1'0"  
Drawn by: RJD

Drawing No: **A-0**



# CNA Stores Parking / Transportation

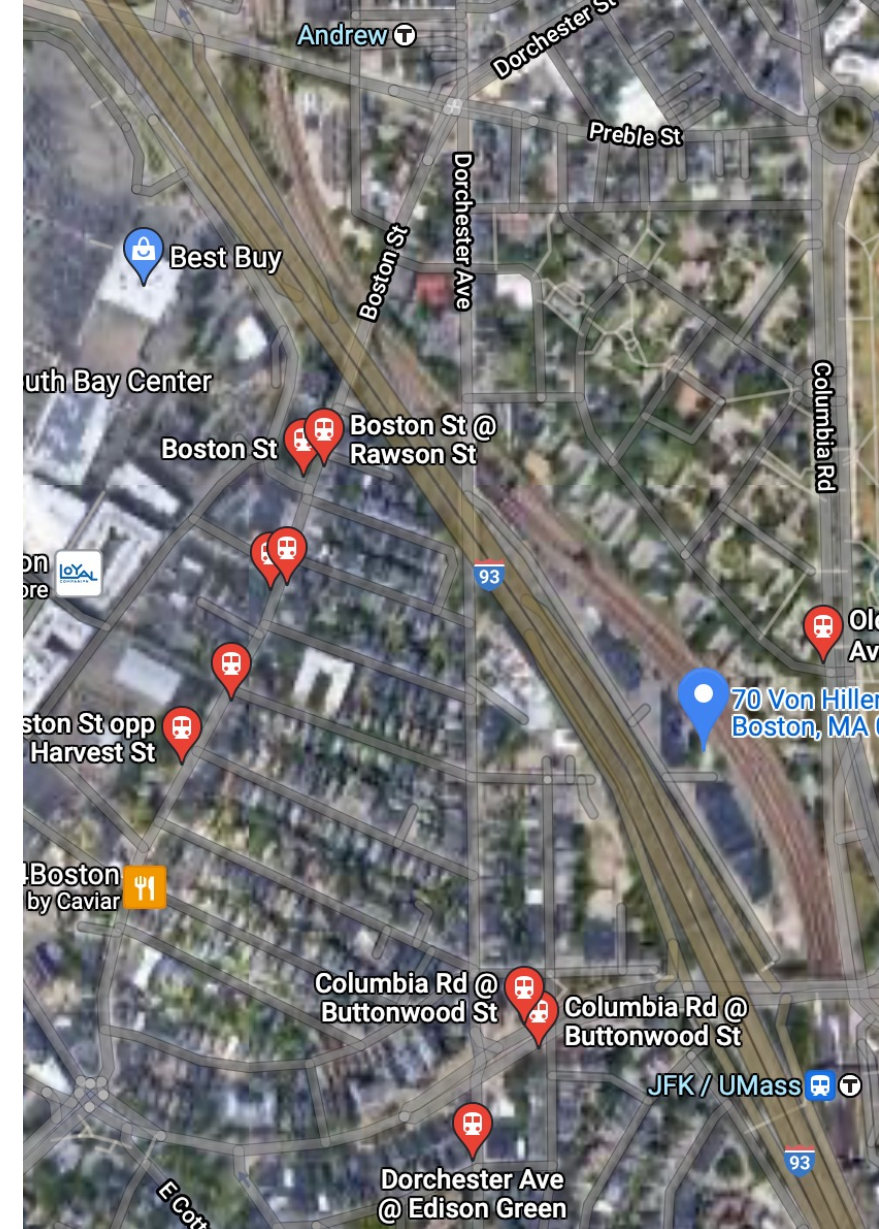
## Access to public transportation

The nearest MBTA stops are JFK/UMass and Andrew Square Red Line Stations. There are multiple nearby bus stops with the nearest being Dorchester St. at Dorchester Ave.

## Accessibility and amount of on-site parking

8 parking spaces (7 regular, 1 ADA)

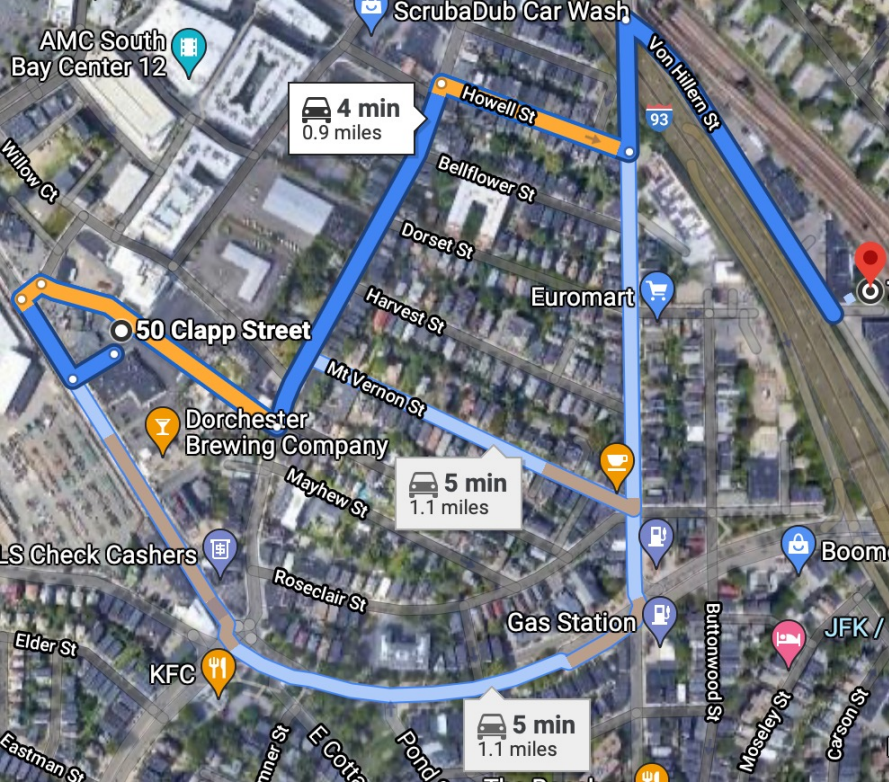
Site primarily accessed by Pedestrian Traffic via Public Transportation  
Web/App based preordering to minimize in store time



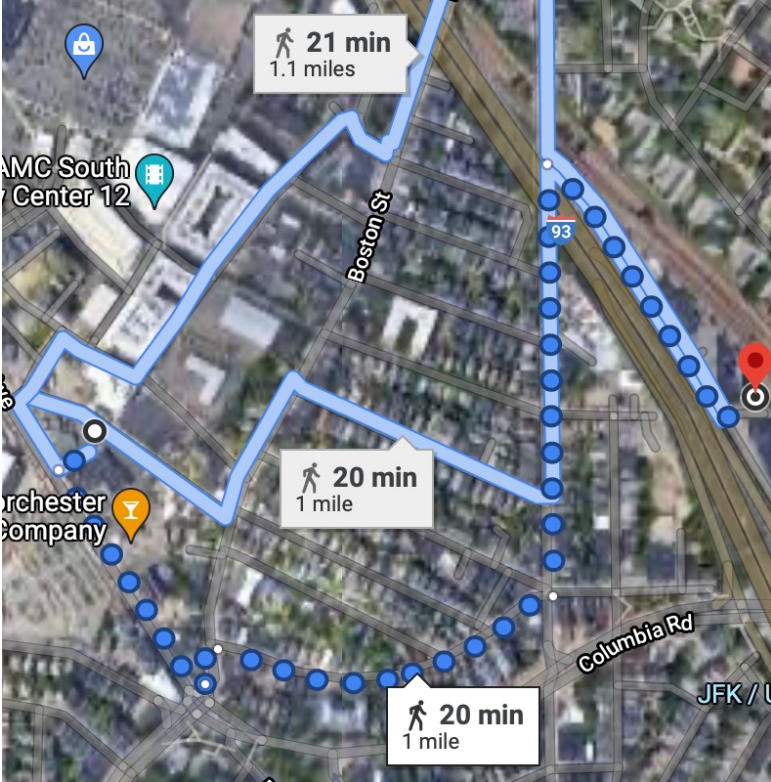
# CNA Stores Buffer

- The proposed location is approximately 2400 feet or .45 miles from the nearest cannabis retail store; in a straight-line. However, these two locations are separated by 1 mile of travel by car, bicycle or walking. Most significantly, these locations are on opposite sides of Interstate 93 and serve entirely different neighborhoods due to the highway separation and travel distance between the locations. CNA believes these circumstances exemplify the very reason a variance is allowed under the ordinance.
- Furthermore, there are a limited number of properties within the City of Boston that are properly zoned and sized, for these particular uses and in order for the City of Boston to achieve the necessary number of cannabis establishments, as required by state law, the Board and the Zoning Board of Appeal must allow for a certain number of permutations within the buffer zone throughout the city.
- The siting of this store will not in any way negatively impact the surrounding neighborhood. This area is primarily made up of commercial and industrial uses and is separated from the residential neighbors by a highway (Rt. 93) on one side and the MBTA line on the other side; these features provide significant buffering for the residents of the surrounding neighborhood.

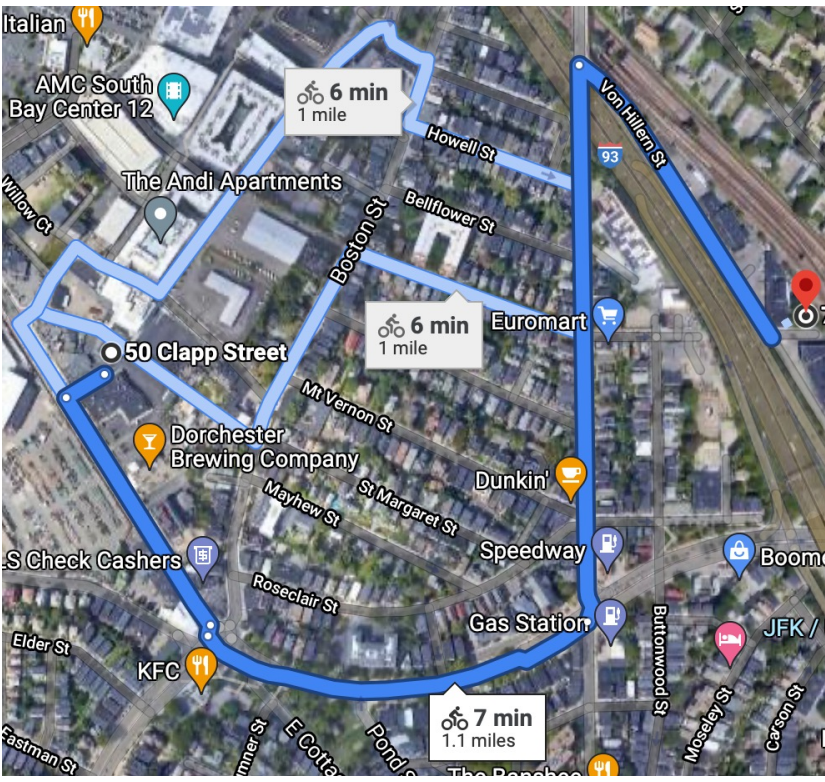
# CNA Stores Buffer Separation



Car  
Avg. 1 - Mile



Walking  
1 - Mile



Bicycle  
1 - Mile



CNA Stores  
Diversity /  
Inclusion

# CNA Stores Diversity / Inclusion

CNA has shown a commitment to diversity in their hiring practices. CNA will continue to grow diversity and inclusion in its hiring at our Boston store.

- Seventy-eight percent (78%) of CNA's team represents Minorities; Women; Veterans; People with disabilities; and People of all gender identities and sexual orientations.
- Sixty-six percent (66%) of CNA employees come from the towns in which the stores are located
- Thirty-eight percent (38%) of CNA's management team are women
- Thirty-four percent (34%) of employees come from Areas of Disproportionate Impact

# CNA Stores Diversity / Inclusion

## Hiring Goals:

We are dedicated to promoting equity in our operations for diverse populations, which the Commission has identified as the following:

1. Minorities;
2. Women;
3. Veterans;
4. People with disabilities; and
5. People of all gender identities and sexual orientations.

Our company goal is to ensure that **50%** of our employee base will fall into the above-listed demographics.

## Programs:

The company will post monthly notices during the hiring process that specifically target the above referenced populations. The company will also post notices with MassHire and with the City of Boston, including with the City's Operation Exit Program and the Mayor's Office of Returning Citizens.

The company shall also ensure that all of its employees receive training on diversity, implicit biases and sensitivity within the first 90 days of employment and once annually thereafter.

## Measurements:

The company shall prepare an annual report identifying the demographics of its employee population including but not limited to identifying the gender, race, sexual orientation and disabled status of its employees without identifying the employee specifically, and to the extent each employee is willing to share such information.

Additionally, this report will include the following metrics: number of individuals from the target demographic groups who were hired and retained after the issuance of a license; number of jobs created since initial licensure; number of job postings in publications with supporting documentation; and number and subject matter of internal trainings held on diversity, implicit biases and sensitivity and the number of employees in attendance.



# CNA Stores Employment Plan

# CNA Stores Employment Plan

## Plan for employment of Boston residents:

The Applicant plans to hire employees who are residents of the City, and if possible, specifically South Boston / Dorchester residents. The Applicant will use best efforts to hire a minimum of 50% Boston residents of which a majority will be South Boston and Dorchester residents.

## Plan for employment of minorities and women:

We are dedicated to promoting equity in our operations for diverse populations, which the Commission has identified as the following:

1. Minorities;
2. Women;
3. Veterans;
4. People with disabilities; and
5. People of all gender identities and sexual orientations.

Our company goal is to ensure that **50%** of our employee base will fall into the above-listed demographics.

## Plan for offering competitive wages and benefits for local residents:

As described herein, the company is committed to hiring local residents and has set a goal of hiring 50% of its staff from the City of Boston of which a majority will be South Boston and Dorchester residents.

The company will comply with the Boston Living Wages and Jobs Ordinance and offer a healthy benefits package including health insurance, public transportation subsidies, paid time off and employee rewards. Employees will be encouraged to provide anonymous feedback to senior management regarding working conditions and any issues related thereto.

## Plan for employment of individuals with criminal records:

The company is committed to hiring 10% of its staff as persons with criminal records. The company will also post notices with the City of Boston, including with the City's Operation Exit Program and the Mayor's Office of Returning Citizens.





CNA Stores  
Community  
Feedback /  
Support

# CNA Stores Community Support / Feedback

## Letters of Support

Letter of Support from District City Councilor Frank Baker dated December 3, 2021

- Highlighting the lack of negative impact on the surrounding neighborhood.

Letter of Support from Senator Diana DiZogio dated January 19, 2022

- Highlighting CNA's community contributions and recognitions:
  - Since the beginning of the pandemic, they have fed over 12,000 families in the Haverhill and Amesbury area with the help of the Massachusetts Military Support Foundation
  - Their Snow Angels program in Haverhill and Amesbury has caused them to contribute nearly 300 hours of snow removal for elderly and disabled members of the community
  - In 2020, they were awarded the Veteran Owned Business of the Year Award by the Haverhill Chamber of Commerce
  - They've supported Tammie's Closet, a charity that provides prom dresses to high school students at no cost, by setting up storage and retail space out of which they could operate

# CNA Stores Community Support / Feedback

## Letters of Support (cont.)

Letter of Support from Elizabeth Caisey, Franklin Park Apartments dated January 28, 2022

- Highlighting CNA's community contributions
  - Delivering over 300 individual meal boxes every other week from May 2020 to May 2021
  - Serving food and donating gift baskets to more than 50 families in the Dorchester area during Christmas
  - Coordinating a food drive with Market Basket and Massachusetts Fallen Heroes
  - Providing Thanksgiving meals to over 200 families with Massachusetts Fallen Heroes, Community Corner and Price Rite
  - Fed over 200+ residents, seniors living in Trinity properties, participants of Bay Cove Human Services, homeless veterans, and community member
  - Donated 200 backpacks for children 5 to 18 years of age

Letter of Support from Armani White and Sean Berte, EVG Farms, LLC dated January 10, 2022 – One of Boston's first Economic Empowerment and Social Equity Applicants to be granted an HCA.

- Highlighting CNA's help with the opening of EVG Farms

# CNA Stores Community Support / Feedback



MASSACHUSETTS  
**Fallen Heroes**





CNA Stores  
Safety / Security



# CNA Stores On-Site Security Team

## On-Site Security Team

On-Site Security Team shall be sufficient to address all security needs at the proposed location, including, but not limited to:

- Screen all individuals prior to entering the facility to ensure they have a valid ID and valid patient registration card
- All outside vendors, contractors and visitors must obtain visitor ID badge prior to entering and must be escorted at all times
- Ensure the safety of all employees and customers
- Deter theft
- Prevent unauthorized access to restricted areas
- Prevent loitering outside the proposed location
- Ensuring no use of marijuana outside the proposed location
- Keeping all locks and security equipment properly maintained and in good working order



# CNA Stores Building and Product Security

## Building and Product Security

- Policies and Procedures for Building Security will be in strict accordance with 935 CMR 500.110
- A security system to prevent and detect diversion, theft or loss or unauthorized intrusion to the facility
  - Security system maintained in a secure location to prevent theft, loss, destruction or alterations to the data
  - A back up alarm system
  - Limited access to the surveillance area
  - List of authorized employees and service personnel with access to the surveillance area
  - Proper maintenance and testing of the security system (not to exceed 30 days)
  - Proper maintenance of the exterior landscape to prevent someone from concealing themselves from sight



# CNA Stores Protecting Youth from Accessing the Product

## Protecting Youth from Accessing the Product

- Strict dispensing protocols
- Facility access restrictions in accordance with 935 CMR 500
- Neighborhood community engagement
- Customer education (Signage, Brochures, Pamphlets)
- Company Policies to address Diversion Prevention include, but are not limited to:
  - Security (access, monitoring the proposed location, identification procedures)
  - Prevention of diversion of marijuana to minors or the illicit market
  - Retail dispensing procedures
  - Personnel policies
  - Marijuana storage
  - Transportation and onsite deliveries both to and from the Marijuana Establishment





# CNA Stores Transportation and Delivery of Product

## Plan for the transportation and delivery of product

- All policies and procedures will be in accordance with 935 CMR 500.105 such as:
  - Utilizing randomized routes, real-time GPS tracking, two agents present at all times, seed to sale tracking, proper packaging and storage in transit.
- The company will be receiving marijuana and marijuana products from locally sourced and properly licensed Massachusetts Marijuana Establishments and CNA Stores own Cultivation and Manufacturing facility The company anticipates approximately three deliveries per week. Delivery vehicles will be able to utilize the on-site parking. Upon arrival, two company agents shall meet the transporter agents and escort the product to a secure delivery only access door towards the rear of the building.



# CNA Stores Transportation of Monies to/from the Site

## Plan for the transportation of monies to and from the site

- All procedures will be in accordance with 935 CMR 500.110, including, but not limited to:
  - On-site secured locked safe or vault
  - Video cameras observing cash transactions throughout the facility
  - A written process for securing cash and ensuring transfers of deposits
  - Use of a licensed transport provider



[www.cnastores.com](http://www.cnastores.com)

**For Further information, please contact:**

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