



HAYWARD'S

COMMUNITY MEDICAL CANNABIS DISPENSARY

BUSINESS & OPERATIONS PLAN

JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303]
SAN FRANCISCO, CA 94103

**JIVA LIFE, LLC**
Business & Operation Plan**BUSINESS & OPERATION PLAN****OVERVIEW**

The Applicant is applying for a conditional use permit for a retail cannabis business, or dispensary, in the City of Hayward, CA. The Applicant has identified a location in compliance with the city's zoning and separation requirements per the ordinance. The Applicant, if granted, will obtain and maintain a valid regulatory permit as required under Chapter 6 of the City's Municipal Code prior to initiating operations. The Applicant will also apply for the appropriate Type 10 Adult and Medicinal use licenses from the State of California's Bureau of Cannabis Control to operate according to the MAUCRSA guidelines, the Compassionate Use Act of 1996 and all related rules and regulations. All licenses issued will be prominently displayed on the licensed premises where it can be viewed by state and local agencies, in an area that is within plain sight of the public.

EXECUTIVE SUMMARY

Jiva Life will be a premium Medicinal and Adult-use retail dispensary in Hayward's commercial district. The dispensary will use design aesthetic, high quality customer service and community engagement to foster a unique dispensary experience rooted in professionalism, safety and confidentiality. An important value of the team is to set the standard for stewardship and operations, by providing the city and its residents with a first-rate dispensary experience that benefits the local community. With a focus on product quality, customer experience, and multi-channel marketing, Jiva Life will be able to position itself as a leading retailer of cannabis products in the Bay Area.

The Applicant, if awarded a license, will provide the City of Hayward with a reputable cannabis retail dispensary that will serve as a model throughout the state of California and other states where cannabis is legally regulated. The team will collaborate with the community of Hayward to create an extraordinary environment of safe access to cannabis, and to provide tangible economic benefits to the city.

Specifically, for medical patients, Jiva will work hard to create an exceptional environment of medical care and healing. The dispensary will provide patient-centered services in a therapeutic safe environment directed to the ultimate good of patient and overall community. Critically ill patients will be given priority access to medicinal cannabis to alleviate debilitating symptoms and preserve quality of life.

Dr. Kartheek Reddy, Jiva's Patient Care, Safety, and Education Director will serve as the primary liaison for all patient-medication related questions. A trained doctor specializing in Orthopedic Traumatology & Adult Reconstruction, Dr. Reddy will ensure safe, compliant use of cannabis by educating patients and employees on the variety of pain medications available on the market, and their interactions with cannabis.



JIVA LIFE, LLC Business & Operation Plan

The patient care consultants will be knowledgeable and comfortable sharing symptom-specific support. The clear leadership of Dr. Kartheek Reddy MD, co-owner and Patient Care and Medical Director, will provide the foundation of care, supplemented by training in industry-leading certifications. These may include cannabis-specific courses, updated information on cannabinoid and entourage effects, along with best practices courses such as the ASA Patient-Focused Certification.

OPERATIONS & SERVICES

Market Overview & Projected Customer Base

The Applicant, in conjunction with a professional cannabis-based consulting firm located in Oakland, CA, has conducted extensive market research to determine the projected combined size of the medicinal and adult-use markets in Hayward, California and the surrounding areas. According to ArcView, the total California cannabis market is expected to be over \$10 billion in 2018, generating over \$1 billion in tax revenue at the state level.

Home to over 163,000 full-time residents and visitors, the City of Hayward is an exceptional and vibrant community in the heart of the Bay Area. It is estimated that 10-12% of the combined residents and visitors will be cannabis consumers, or approximately 19,500 total customers. It can be expected that the total market will be valued between \$100-120 million, shared between the (3) licensed retail storefronts, other delivery services, and microbusinesses. Assuming the city implements a business-friendly tax rate of 5%, the Applicant estimates \$5-6 million in additional tax revenue for the city, an increase of almost 20% over 2016.

Marketing Plan

Marketing is essential to the success of any retail venture, therefore the Applicant's efforts will concentrate on:

- Increasing brand awareness
- Building a loyal and passionate customer base, while increasing lifetime value (LTV) of our customers
- Establishing our shop as a premier adult-use recreational retail facility
- Driving month-over-month revenue growth by 5%

Attract Customers: The first component of the marketing strategy is to elevate visibility; to develop and execute a unique inbound marketing strategy to attract customers to the website, social channels, and the physical store via content marketing, social media and search engine optimization. Examples include content marketing, local marketing, search engine optimization, and word-of-mouth.

Engage Customers: The second component centers on customer engagement. The marketplace is highly competitive, and developing a one-to-one relationship is essential for creating a loyal following of customers passionate about the brand and eager to promote it to friends. The Applicant intends to develop unparalleled customer service, leverage social media to create buzz around the brand, and utilize event and video marketing.



JIVA LIFE, LLC Business & Operation Plan

Nurture Customers: The difference in cost between acquiring a new customer versus retaining (and increasing their lifetime value to your business) is immense. The Applicant's "nurture" campaigns are focused on driving customers back to the store -- repeatedly -- so that their purchasing behavior becomes habitual. Jiva Life plans to offer deals and discounts, conduct email marketing and mobile marketing campaigns, activate loyalty programs, establish an online reputation, invite and manage online reviews, and utilize text message marketing.

In compliance with state and local ordinances, the Applicant will not advertise or promote cannabis or cannabis products that encourage use by persons under the age of 21, or promote within 600 feet of sensitive areas.

Access to Premises

Jiva will ensure access to the licensed premise, which will share an A-license and M-license, is limited to individuals that have been correctly identified with a government-issued photo identification card, and have a bona fide business reason for entering. A-license premises will be limited to individuals who are at least 21 years of age, M-license premises will be limited to individuals who are at least 18 years of age and have a valid physician's recommendation. The Applicant will designate limited-area and permit-only authorized individuals for entrance into these areas, including employees, vendors, contractors, or other requiring limited access. The Applicant will only grant access to the retail area to purchase cannabis goods after the individual has been properly identified. The main entrance to the dispensary will be ADA accessible and placed in a visible location that provides an unobstructed view from the public right of way.

Access Control and ID Badges

All interior and exterior doors to be equipped with electrified door lock-sets.

Doors that will be equipped with RF readers, requiring an appropriate-level employee ID card, include the front entry, secondary entry, lobby, reception, waiting room, product storage, buyers office, dispensary. Permission to enter the office will be limited to those with credentials granted by management. Doors with electrified door locks and RF reader will be programmed to only open for those with permission.

All agents, officers, or other persons acting for or employed by the Applicant will be over the age of 21, and will display an RF-coded and laminated or plastic-coated identification badge at all times while engaging in commercial cannabis activity. The identification badge will, at a minimum, include the licensee's "doing business as" name and license number, the employee's first name, an employee number exclusively assigned to that employee for identification purposes, and a color photograph sized at least 1 inch in width by 1.5 inches in height that clearly shows the full front of the employee's face. The ID badge will also be required for limited-access areas.

Sale of Cannabis Goods

Cannabis goods for inspection and sale will only be displayed in the retail area, and not in a place where it is visible from the outside the premises. Containers will not be accessible to customers without assistance of a retail staff member.



JIVA LIFE, LLC

Business & Operation Plan

All cannabis goods for sale will be purchased from a licensed distributor, and will be verified to not have exceeded their expiration or sell-by date. All cannabis goods for sale will also be verified for compliance with all requirements of CA Business and Professions Code 26130 and all other relevant laws. The dispensary will not label or package cannabis goods, nor will it accept, possess, or sell cannabis goods that are not packaged as they will be sold at final sale, in compliance with state law. Cannabis goods will not leave the premises unless the goods are placed in an opaque exit package. Upon purchase, the Applicant will ensure that no consumption or ingestion of cannabis or cannabis products occurs on the premises, including outdoor areas and parking lots.

The Applicant will adhere to all daily limit amounts for adult-use and medical customers as detailed per CA Business and Professions Code 26130 and CA Health and Safety Code Sections 11362.1 and 11362.77. The Applicant will only conduct retail business between the hours determined by the City's Planning Commission with the issuance of a Conditional Use Permit per the ordinance. No cannabis-related paraphernalia or any implement that may be used to administer cannabis or cannabis products will be sold unless specifically described and authorized in the Conditional Use Permit.

REGULATORY COMPLIANCE

The Applicant understands that compliance in the cannabis industry is extremely important and is a prerequisite for secure and sustainable operations. This plan is compliant with all applicable CA state law, including without limitation the Compassionate Use Act of 1996, the Medical Marijuana Program Act, the Medicinal and Adult-Use Cannabis Regulation and Safety Act, CA Proposition 64, Assembly Bill 133, and in accordance with the BCC emergency rules released in November 2017.

Record Keeping and Tax Payments

An accurate record of sales shall be kept at all times, and include the following:

- ☐ The first name and employee number of the employee processing the sale
- ☐ The first name of the customer and assigned customer number making the sale
- ☐ The date and time of the transaction
- ☐ A list of all the cannabis goods purchased, including the quantity purchased
- ☐ Total amount paid for the sale including goods itemization and taxes paid

In addition, the Applicant will:

- ☐ Register with the CDTFA for a seller's permit
- ☐ Charge and collect sales tax on all taxable retail sales of cannabis and/or cannabis products, and other products
- ☐ Electronically file sales and use tax returns and pay the sales and/or use tax to the CDTFA
- ☐ Charge and collect the cannabis excise tax from customers who purchase cannabis and/or cannabis products
- ☐ Pay the cannabis excise tax that is due to the distributor



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Business & Operation Plan

- ☐ Provide customers with an invoice, receipt, or other document which includes the statement "The cannabis excise taxes are included in the total amount of this invoice."
- ☐ Obtain a cannabis retail license issued by the California Bureau of Cannabis Control within the Department of Consumer Affairs

Track-and-Trace

The team has experience with cannabis industry Point of Sale (POS) and inventory management systems. Specifically, the team operates state-compliant dispensaries in Washington State and the City of Los Angeles, utilizing *Baker* (a customer engagement platform), *GreenBits* (POS), *BioTrack* and *Leaf Systems*, both of which are track-and-trace systems. The software is HIPAA compliant, meeting and exceeding security standards set for the transmission, encryption and storage of patient records.

The Applicant will create and maintain an active and functional account within the State of California's track and trace system prior to engaging in any commercial cannabis activity to prevent the possible diversion of medical and non-medical cannabis. The Applicant will report all identifying information for all cannabis and cannabis products including the purchase, sale, test, packaging, transfer, transport, return, destruction, or disposal, of any cannabis goods. One individual owner will be designated as the track and trace system Account Manager. This managerial-level employee may authorize additional owners or employees as track and trace system users and will ensure that each user is trained on the track and trace system prior to its access or use. This track and trace Account Manager will attend and successfully complete all required track and trace system training, including any orientation and continuing education.

The Applicant's designated Manager will monitor all compliance notifications from the track and trace system, and timely resolve the issues detailed in the compliance notification. The Manager will keep a record, independent of the track and trace system, of all compliance notifications received from the track and trace system, and how and when compliance was achieved.

Reporting and Monitoring

All commercial cannabis activity will be recorded in the track and trace system, including any:

- ☐ Packaging of cannabis goods
- ☐ Sale of cannabis goods
- ☐ Transportation of cannabis goods to a licensee
- ☐ Receipt of cannabis goods
- ☐ Return of cannabis goods
- ☐ Destruction and disposal of cannabis goods
- ☐ Laboratory testing and results
- ☐ Any other activity as required by any other licensing authority

The following information will be recorded for each activity entered in the track and trace system:

- ☐ Name and type of the cannabis goods
- ☐ Unique identifier of the cannabis goods
- ☐ Amount of the cannabis goods, by weight or count



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- ☐ Date and time of the activity or transaction.
- ☐ Name and license number of other licensees involved in the activity or transaction

An accurate record of inventory shall be consistently maintained and reconciled at least once every 7 days to verify physical inventory matches the records. The records are to be provided to any state or local agency upon request. The records shall include the following:

- ☐ A description of each item
- ☐ An accurate measurement of the quantity of the item
- ☐ The date and time the cannabis goods were received
- ☐ The sell-by or expiration date, if any
- ☐ The name and license number of the licensee that delivered the goods
- ☐ The price paid for the cannabis goods, including delivery, taxes, and any other costs

All appropriate agencies will be notified if a significant discrepancy is discovered.

Record Retention

The Applicant will maintain the following accurate records of all commercial cannabis activity for a minimum of seven years:

- ☐ Financial records including, but not limited to, bank statements, sales invoices, receipts, tax records
- ☐ Personnel records
- ☐ Training records
- ☐ Contracts with other licensees regarding commercial cannabis activity
- ☐ Permits, licenses, and other local authorizations to conduct commercial cannabis activity
- ☐ Security records
- ☐ Records relating to the composting or destruction of cannabis goods
- ☐ Documentation for data or information entered into the track and trace system
- ☐ Records relating to branding, packaging and labeling
- ☐ Inventory logs and records
- ☐ Transportation bills of lading and shipping manifests for completed transports and for cannabis goods in transit
- ☐ Vehicle and trailer ownership records
- ☐ Quality-assurance records
- ☐ Laboratory-testing records
- ☐ Warehouse receipts
- ☐ Records relating to tax payments collected and paid
- ☐ All other documents prepared or executed by an owner, his employees or assignees in connection with the licensed commercial cannabis business



JIVA LIFE, LLC Business & Operation Plan

PRODUCTS & PATIENT CARE

Product

Jiva will focus on acquiring products that meet the medical, palliative, and personal preferences of their patients. Medical cannabis offerings will include a wide range of cannabinoid profiles with favorable medicinal benefits featuring, but not limited to, high-CBD, low-THC, 1:1 ratios, high-THC products, and a variety of other products with documentary evidence to support such classifications.

Sativa strains, derived from longer flowering cannabis plants found in tropical type climates, have higher THC content that produces a euphoric effect. Indica strains, stemming from shorter flowering bushier cannabis plants found in mountainous type climates, are higher in CBD content and produce more of a body numbing effect, better suited for treating pain and other conditions. Classifications of Indica and Sativa are primarily concerned with the appearance and physical structure of the plant, not about the effects experienced after consumption. What gives a strain its medicinal properties,” is the assortment of chemicals, such as terpenes and cannabinoids, found in the strain’s chemical profile, or chemotype.

Information pamphlets will be available to patients on-site, including associated products offered for sale related to the specific strains and their effects. Jiva will offer a wide variety of products to ensure it can supply all demand.

CATEGORY	DESCRIPTION
Flower	Dried plant matter, otherwise referred to as flower, will include a variety of strains providing a broad range of indica, sativa, and hybrid options for patients. Flowers will be sold by weight, in the following measurements: <ul style="list-style-type: none"> > Gram > Eighth > Quarter ounce > Half ounce > Ounce
Extract	Extracts are created by separating the trichomes from the cannabis flowers to create a concentrated dose of this specific part of the cannabis plant. Examples of extracts include: <ul style="list-style-type: none"> > Hash > Oil > Wax > Tinctures > Topical salves
Edibles	Edibles are infused with cannabis butter or oil. Examples of edibles include: <ul style="list-style-type: none"> > Baked goods > Confections > Savory snacks > Beverages
Others	Approved products such as: <ul style="list-style-type: none"> > Sublingual strips > Capsules

**Patient Care**

Jiva's educational and informational materials will be developed by Dr. Kartheek Reddy, Dr. Harkanwal Sachdev, Patient Care consultant Nalini Bhutani, and Medical Science Advisor Shaleen Joshi. Jiva will also collaborate with local Hayward medical, health, and wellness professionals that are qualified to provide services to patients. The goal is to generate educational and professional outlets in the local community for customers who want more information in patient care and services. Ideally, qualified local professionals would offer brochures or other information about their area of expertise. For example, Jiva will focus on local organizations that can provide the following services:

Mental Health

The mental well-being of patients is vital to the health of a community. Jiva will connect customers with mental health professionals as a resource for customers who would like information or treatment related to a wide range of issues, including but not limited to, psychotherapy, counseling, stress management, substance abuse counseling, and a variety of support groups. Jiva aspires to be a catalyst for positive change. Jiva's qualified professional partners will specialize in patient issues that impact the Hayward community, and these service offerings will grow as patients' needs unfold. As an independent entity, these materials will be available only as additional resources for Jiva's patients and will not be monetized or construed as a prescribed treatment option.

Nutrition

Diet and nutrition play a critical role in both mental and physical health. Certified nutritionists that collaborate with Jiva will provide an outlet for customized diet programs designed to serve the patient. Nutritionists will service patients' and act within their qualifications that include conferring with patients' physicians to prescribe dietary regimens around specific needs (cardiovascular, endocrine, immune system health, dietary restrictions, and food allergies, etc.). The importance of diet and exercise goals will be highlighted in Jiva's educational information provided to customers. Within the first year of operations Jiva will seek the city's guidance on its ability to offer health and nutrition products.

Education

In addition to the therapeutic services, Jiva will be designed for learning and enrichment with multiple course offerings. Jiva will provide access to a physical and digital library offering the latest information in medical cannabis research. Programs will be offered at no cost, providing unbiased and current information about the uses of medical cannabis.

Jiva prides itself on providing an atmosphere where patients can interact comfortably with Cannabis Care Techs (CCT) to receive reliable information and identify products that will best suit their medical requirements. Under the guidance and policy developed by Jiva's Director of Patient Care, Dr. Sachdev, CCTs will assist patients in journaling the effects of the selected products on their symptoms which can be reported back when the customer returns and tracked



JIVA LIFE, LLC
Business & Operation Plan

by the CCT. This sharing-approach allows the CCT to assist customers in finding the most effective solutions tailored to their individual needs.

TIMELINE

Pre-Operations Timeline

Timeline	Activity
Pre-Licensure	Prepare for property build-out of site: identify and apply for permits required for the planned renovations; discuss modifications to the location with municipal agencies; contact local building inspector; contact planning department for reviews of road access, zoning, fire, seismic, and ADA requirements to verify standing with current codes; identify and seek bids from general contractors, plumbers, and electricians; engineering site pre-evaluations to identify challenges for build-out; re-evaluate construction/build-out timetable and budget with input from contractors; evaluate incentives for eco-friendly building practices and standards.
Weeks 1-4	Build-out and installation: finalize contracts with all groups involved with build-out: architect, engineering, general contractors, plumbers, electricians, security, as required. Update planned timeline.
Weeks 4-6	Network development: reach out to all others who received licenses, begin to develop industry best practices; identify supply chain connections; discuss planned product offerings; identify potential contractors: armored transport, bookkeeping, janitorial, tech support, secure storage, etc.
Weeks 6-8	<p>Develop and circulate marketing materials: fact sheets, website, training seminars, patient presentations, community outreach, etc. Engage with the local community. Volunteer at events, discuss with non-profit organizations the potential to sponsor or host a major fundraiser or event.</p> <p>Once available from the Department, acquire mandatory electronic Track-And-Trace system software. Test internally, and identify user to report for State-mandated training.</p> <p>Compliance commitment: work with contractors to finalize standard operating procedures and prepare on-site manual; verify compliance; monitor the state website on scheduled publication dates for updates to regulations.</p>
Weeks 8-10	Prepare for launch of operations: secure insurance and workers' compensation; meet with local labor union representatives; hire Managers, finalize interviews and begin hiring support staff.
Weeks 10-12	Finish hiring and training all staff on all Applicant SOPs; receive unique product identifiers and begin inventory control.



PROPOSED BUSINESS LOCATION

□

Jiva Life LLC (“Jiva”) has identified and secured **1223 A Street** as the proposed location for this business. This location is zoned for commercial cannabis per City of Hayward’s Municipal Code Chapter 10 (Zoning Ordinance). Jiva has executed a Letter of Intent to Lease (attached) and obtained a letter of the landlord’s consent and support to operate a commercial cannabis retail dispensary business.

This proposed location at 1223 A Street is 3,225 square feet, commercially zoned, and centrally located in the upper B street neighborhood of downtown Hayward. This site has a unique all window glass cube exterior, high ceilings, and expansive open layout. This proposed location was carefully selected to minimize potential adverse impact and away from sensitive uses. Additionally, it provides an accessible and safe parking lot which was paramount in ensuring a streamlined customer experience from “park to purchase.”

The proposed site is aligned with the City as it will increase foot traffic into the developing commercial downtown area of Hayward. It provides convenient easy access, being within 5 minutes of Foothill Blvd. (RT238), Mission Blvd. (RT185), and I-580. The facility is well positioned and ideally located to serve as a community dispensary.

The building lighting selected will have a positive lumen range to sufficiently light the external property. This allows for patient and employee safety to and from the facility/parking lot as well as accurate use of video surveillance to capture clear images during evening hours. Sensitive to the impact additional lighting may have on surrounding businesses and residential buildings, Jiva shall ensure all external lighting is installed and operating in accordance with the City of Hayward’s codes and ordinances. Bay Alarm’s Hayward team is our preferred security, surveillance, monitoring and alarm installation vendor along with Hayward’s on-site security guard company ADS.

Jiva has extensive cannabis retail experience and understands the value of a highly visible location in a prominent area to generate sustained revenue for the business and its employees, the City of Hayward, other local businesses, and the Hayward community programs and associations. This site is positioned to create positive experiences for Hayward consumers, a commercially successful venture for the City, and a charitable resource for local non-profit organizations.



HAYWARD'S

COMMUNITY MEDICAL CANNABIS DISPENSARY

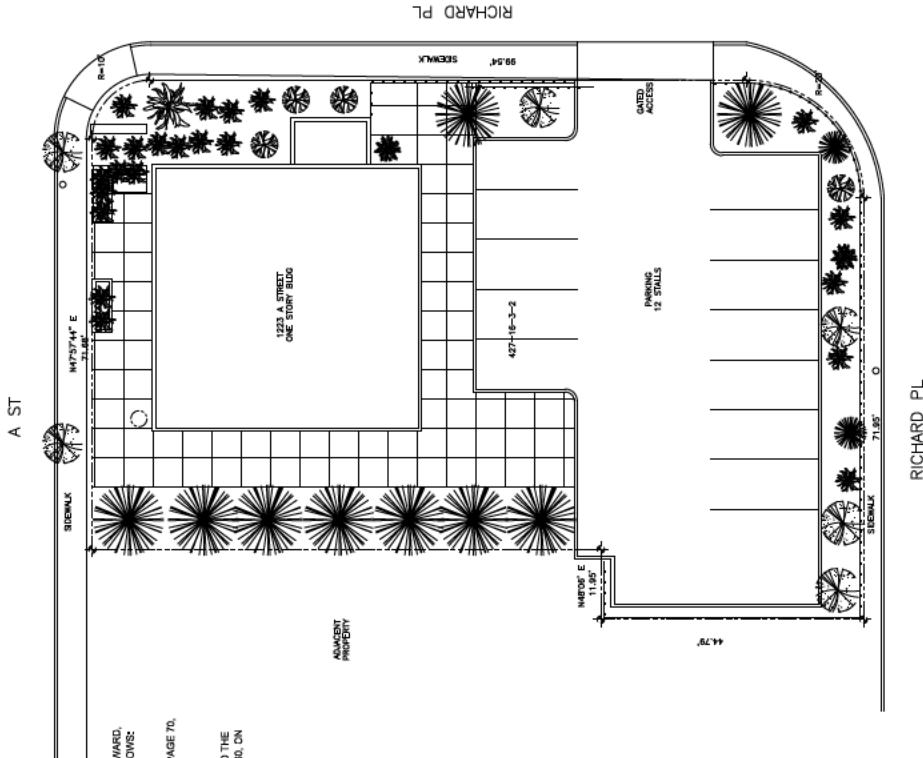
SITE PLANS

JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303]
SAN FRANCISCO, CA 94103

SITE INFORMATION

MUNICIPALITY: CITY OF HAYWARD
NEIGHBORHOOD: UPPER B STREET
PARCEL ID: 427-0016-003-02
PROPERTY CLASS: ONE STORY STORE
LOT SF: 11,109
ZONING: CENTRAL CITY COMMERCIAL
BUILDING AREA: 3,225SF
YEAR BUILT: 1975
STORIES: ONE
BATHROOMS: 2

LEGAL DESCRIPTION:
 THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE CITY OF HAYWARD, COUNTY OF ALAMEDA, STATE OF CALIFORNIA, AND IS DESCRIBED AS FOLLOWS:
 LOT 3, 4, 5 AS SAID LOTS ARE SHOWN ON THE "MAP OF ANDOVER TRACT, HAYWARD, CALIFORNIA, BEING THE SEVERAL LOTS OF MAPS, PAGE 70, IN THE OFFICE OF THE COUNTY RECORDER OF ALAMEDA COUNTY."
 EXCEPTING THEREFROM:
 THAT PORTION DESCRIBED IN THE DEED FROM FRANCIS D. ZAMBRESKY TO THE CITY OF HAYWARD, A MUNICIPAL CORPORATION, RECORDED APRIL 13, 1980, ON REEL 65, IMAGE 919, ALAMEDA COUNTY RECORDS, (SERIES NCA942714)



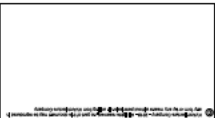
*ALL LOT LINES & DIMENSIONS ARE APPROXIMATE - ARCHITECT MAKES NO GUARANTEES AS TO ACCURACY
 THIS DRAWING IS AN ARCHITECTURAL REPRESENTATION OF THE SITE, IT IS NOT A SURVEY.

1 - EXISTING SITE PLAN
 SCALE: 1" = 10'



Vicinity Map

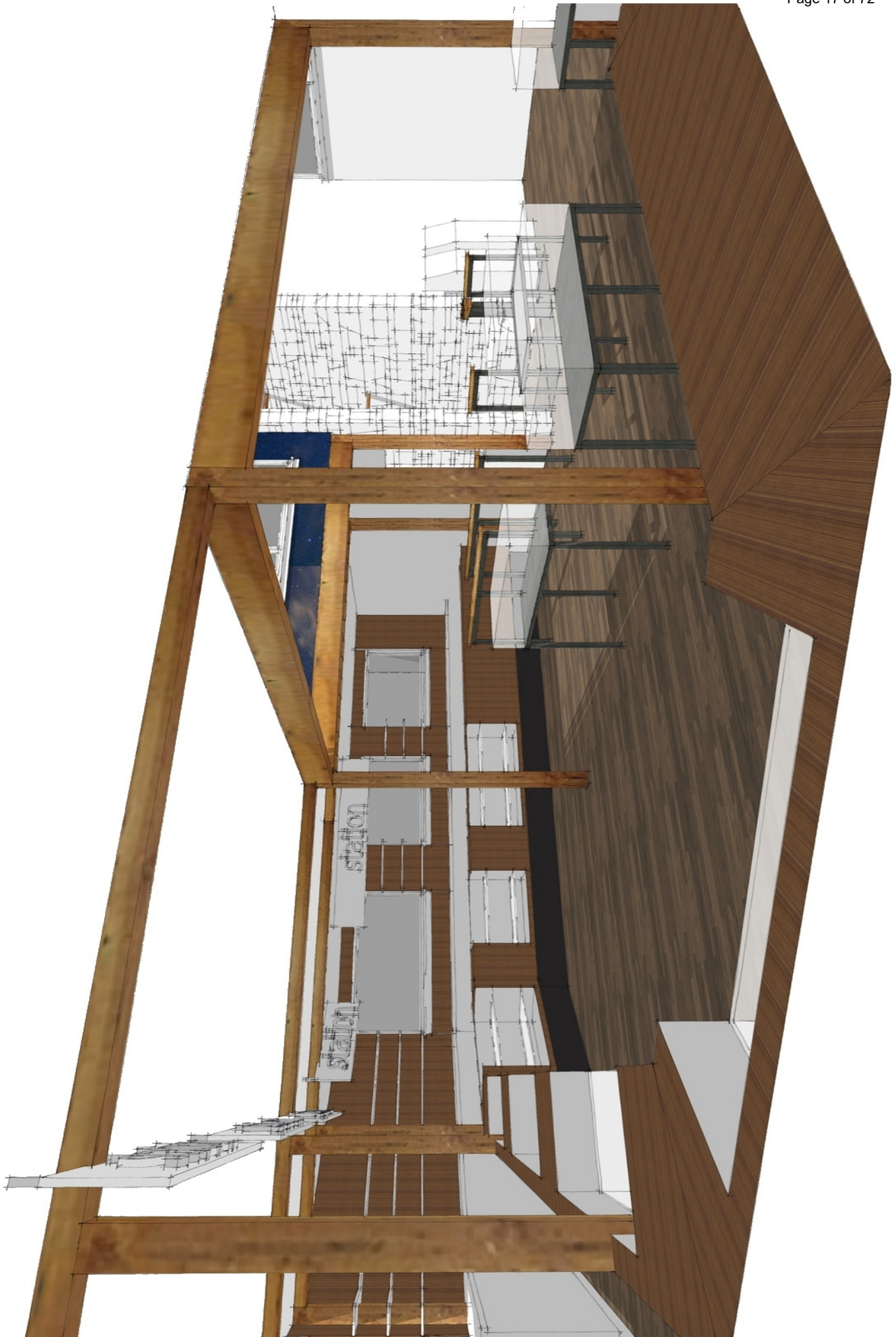
DATE	01-02-2018
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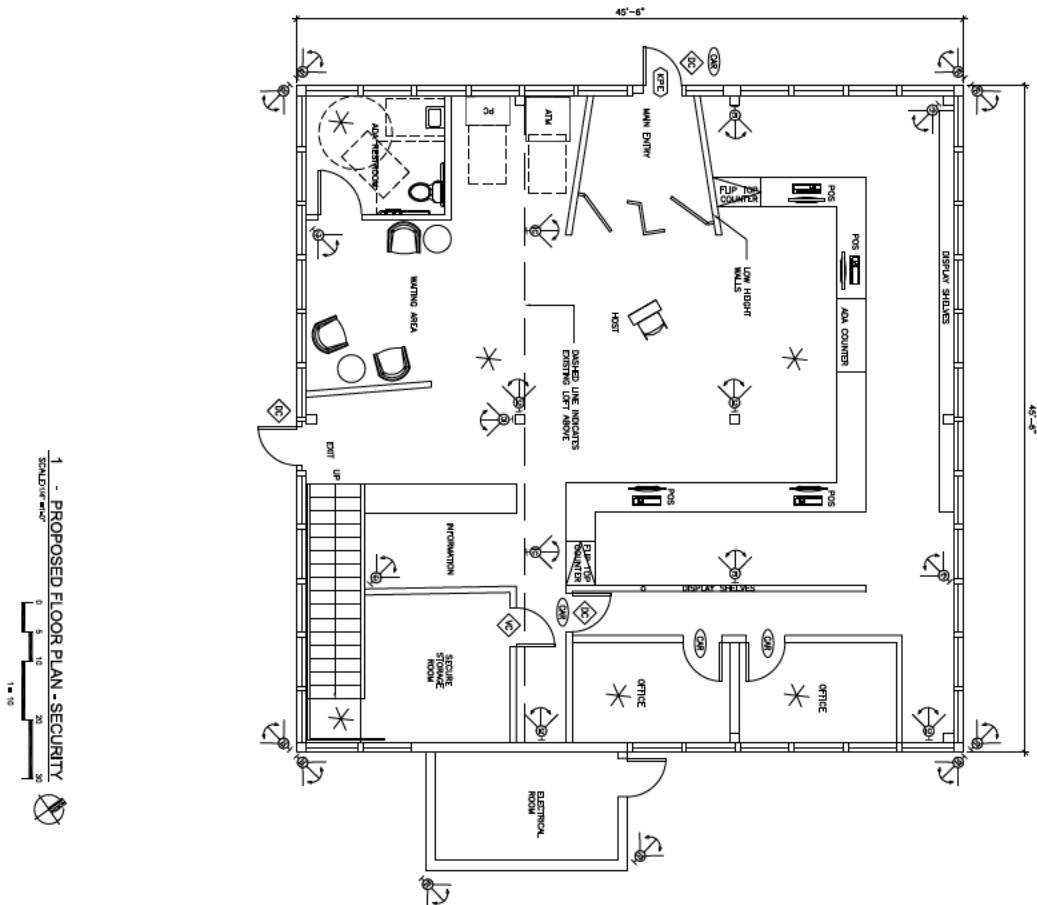


kva
 architecture
 COMPANY
 2002 • 224th Place NE
 Everett, WA 98074
 425.280.0413
 kva@kva-arch.com

JIVA LIFE, LLC
 1223 A STREET
 HAYWARD, CA 94541







- LEGEND**
- GLASS BREAK DETECTORS
 - EXTERIOR SECURITY CAMERA
 - INTERIOR SECURITY CAMERA
 - ◇ DOOR CONTACT
 - ◇ WALL CONTACT
 - ◇ KEYPAD ENTRY
 - ◇ CARD ACCESS READER
 - * GLASS BREAK DETECTOR

A202

JIVA LIFE, LLC
1223 A STREET
HAYWARD, CA 94541

kva
architecture
COMPANY
2002 • 224th Place NE
Sammamish, WA 98074
425.280.0415
kvondrusko@kva-arch.com

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01-01-2018	DRAFT



CONCEPTUAL DESIGN

[SUPPLEMENTAL PROPOSAL MATERIAL]

JIVA

The City of Hayward's Community Cannabis Center

ADULT-USE & MEDICAL RETAIL SALES w/DELIVERY

JIVA LIFE, LLC | 436 CLEMENTINA STREET [STE 303] SAN FRANCISCO, CA 94103

AVIK MAITRA DESIGNS

May 28, 2018

Jiva Life LLC
Attn: Rajiv Pottabathni
Director of Business Development
436 Clementina Street, Suite 303
San Francisco, CA 94103

RE: Will-Serve Letter for Jiva Life LLC – Commercial Cannabis Business [Medical & Adult-Use Retail w/ Delivery in the City of Hayward]

City of Hayward:

Since 2008, Avik Maitra Designs, M.Arch. has committed to developing and executing design plans for various clients across many industries and is now excited to assist Jiva Life LLC (“Jiva”) with its foray into the emerging legal cannabis industry. Avik Maitra Designs has all the requisite skills and experience for Jiva’s project, acquired while earning a Bachelor of Science degree in Product Design Engineering at Stanford University. Thereafter, I earned my Masters of Architecture from the prestigious Columbia University - Graduate School of Architecture, Planning and Preservation, where I was both an intern and teaching assistant for LA architect Hernan Diaz Alonso, the current director of SCI-Arc. I have have worked as a designer at Mattel Toys in El Segundo and at Apple in Cupertino. With this training and experience, Mr. Maitra founded and has run several design companies and since 2011 served as an adjunct professor at the University of Oregon.

Our services include: (1) preparation, creative meetings and technical drawing of aesthetic design plans to be compatible with surrounding neighborhood ‘feel’; (2) implementation of such designs into the engineering and architectural plans necessary to comply with all applicable local and State laws; and (3) oversight of construction phase to ensure our client’s vision is brought to life.

This Will-Serve Letter confirms Avik Maitra Designs’ intentions to enter into a formal agreement with Jiva to provide architectural and design plans inclusive of overall oversight. Our work is guaranteed to appeal to Hayward’s aesthetic values as well as to comply with its carefully thought out regulations and compliance guidelines for a medical/adult-use cannabis retail operation in the event that Jiva is successful in obtaining the authorized permits and licenses from the City of Hayward.

We appreciate your consideration of Avik Maitra Designs and look forward to assisting you in your efforts to secure your licenses.

Yours truly,



Avik Maitra
Principal Avik
Maitra Designs



Jiva [(Sanskrit: जीव, jīva) (jīv = to breathe, Indo-European root as the Latin Word: Vivus)]
Originating from Eastern Hindu philosophy defined as the immortal essence or soul of a living being/organism, or any entity imbued with an infinite life force.

MISSION STATEMENT: MEDICAL

- Providing Patient Care & Education in a Holistic Pharmaceutical atmosphere
Demonstrating an Alternative & Complementary Medical Approach
 - **VISION:** Service patients to encourage pain management & advocate safe Cannabis use as part of an everyday preventative supplemental health enhancing lifestyle products.
 - Jiva's medical first approach within the cannabis industry stems from their principals having friends and family within the medical and pharmaceutical professions. These individuals have often expressed the benefits cannabis can provide patients, specifically for pain management and therapeutic purposes. Dr. Harkanwal "Harry" Sachdev and Dr. Kartheek Reddy will serve an active role with Jiva by developing and providing educational material with a medical touch. With the advent of recreational cannabis becoming legalized, Jiva wants to ensure that medical patients continue to receive a premium experience. Jiva will be a medical lifestyle brand that identifies with the local community by establishing a patient friendly environment within a consumer savvy atmosphere.
 - Specifically, for medical patients, Jiva will diligently develop an exceptional setting for medical care and healing. The dispensary will provide patient-centered services with a therapeutic and holistic ideology. Critically ill patients will have priority access to medicinal cannabis to alleviate debilitating symptoms and preserve quality of life. Nalini Bhutani, Jiva's Patient Care Consultant, will provide input into the policies and educational materials developed on interacting with elderly patients.
 - Dr. Kartheek Reddy, Jiva's Director of Patient Safety and Education, will serve as the primary liaison for all patient-medication related questions. A trained doctor specializing in Orthopedic Traumatology & Adult Reconstruction, Dr. Reddy will establish safe, compliant use of cannabis by educating patients and employees on the variety of pain medications available on the market, and their interactions with cannabis.





- The Cannabis Care Techs (CCTs), serving a role similar to pharmacy techs, will be informed and comfortable sharing symptom-specific support. The guidance of Dr. Reddy and Dr. Sachdev will provide a foundation of care for the CCTs, supplemented by training in industry-leading certifications. These may include approved State of California cannabis-specific courses, updated information on cannabinoid effects, along with best practices courses such as the ASA Patient-Focused Certification.

MISSION STATEMENT: ADULT-USE

- Offer Integrative Designer Cannabis Products complimented by Reliable Customer Services imbued with utility and significance.
 - **VISION:** An Approachable Premium Retail Experience ensuring customer satisfaction from “park to purchase” through Service, Selection, Quality and Value.
 - Brand Driven Store-in-Store
 - Brand Activation in Waiting Area to have an Experience (Visuals via Images/Pictures)
- You Never Get a Second Chance to Make a First Impression (Exterior & Facade)
- Communicate feelings of Professionalism and safety with design
- Clear signage indicating the presence of your business
- Lights that illuminate the sidewalk or other outdoor space in front of your doors
- A color scheme that feels inviting and works with the general look of the neighborhood
- Uniquely designed notification signage: licensing clearly on display, restrictions (age, no consumption)
- Familiar and non-threatening ID/Paperwork/Intake Lobby with design inspiration from inviting waiting areas
- Control the Flow of Traffic
- Direct the traffic in a way that encourages customers to view the greatest amount of products possible, creating a flow that takes them from the entrance to the checkout
- Rectangular or square space vs narrow with the length running along the street, easier to create various designs with displays, easier to cover with cameras, keeping space secure.





- The facility will use design aesthetic, high quality patient service, and community engagement to foster a unique experience rooted in professionalism, safety and confidentiality. An important value of the Jiva ethos is to set the standard for stewardship and operations, by providing the city and its residents with a dispensary experience that benefits the local community. With a focus on product quality, customer experience, and multi-channel marketing, Jiva will be able to position itself as a leading retailer of recreational cannabis products in West Hollywood.
- The team will collaborate with the community to create an extraordinary environment of safe access to cannabis, and to provide tangible economic benefits to the city.

MISSION STATEMENT: DELIVERY

- Convenient safe delivery of both medical & adult use products with an ability for live virtual communication providing the novelty of an in-store retail experience.

DELIVERY

- Ease of Experience within WeHo & Neighboring Areas
 - Quality Geotracking
 - Similar Personalized Service, Visual/Virtual Budtender, SMS Correspondence
 - Limiting Traffic (2 Drivers, Navigate with Traffic, Expedited Delivery Times, Pre-Placed Orders Delivery Time)
 - Sustainable Reusable Branded Curated Box
 - Showing a building with the ability to have roll up doors to bring in cars for home delivery + delivery of product from distributors
 - Tesla Model 3 Delivery Vehicles

MISSION STATEMENT: ON-SITE

- An innovative communal cannabis consumption flexspace advocating independent mood enhancement, interactive creative networking, and social engagement.
 - **VISION: Curved/Circular:** Aims to create an intimate environment that is inviting with an emphasis on the structure of the space including the walls, corners and ceiling which is achieved by using curves and is enhanced by circular floor fixtures.

ON-SITE CONSUMPTION (1500 SqFt)

- Distinct Separation from Retail Space (Entrance from within Retail Space & From Street)





- Speakeasy Concepts (Limited, Exclusive, Enhanced Security)
- Movable Wall, FlexSpace, Local Framed Art Dedicated Wall
- Sunken Center w/Daylight ceiling windows
- Include Branded Activation Journey from Retail

SPACE

Euro-Esque modernism inspired by Scandinavian and German Bauhaus elements, creating a distinct style focused on simple form and function with contemporary minimalistic design qualities.

RECREATIONAL + MEDICAL (3000 SQFT)

- Rectangular shaped, High-Ceiling, Include Verbiage of previous floor plans
- 1200 SQFT Medical Section within Space
- 1800 SQFT Adult-Use Recreational Section
 - Express + Online Order Window/Station Near Exit

DIRECTION FOR SUSTAINABILITY

Sustainable Fixture Materials

- Reclaimed Wood and/or Forest Stewardship Council (FSC)-certified wood
- Express Intent to select Origin driven materials
- Reusable and recycled content
- Low VOC paint or adhesive
- LEED & WELL Driven

LOGO COLOR PALETTE (<https://graf1x.com/list-of-colors-with-color-names/>)

- Dark Magenta
- Gray Shades
 - Light (Pearl River)
 - Medium (Steel)
 - Dark Gray (Charcoal)
- White





F A Ç A D E





M A T E R I A L P A L E T T E



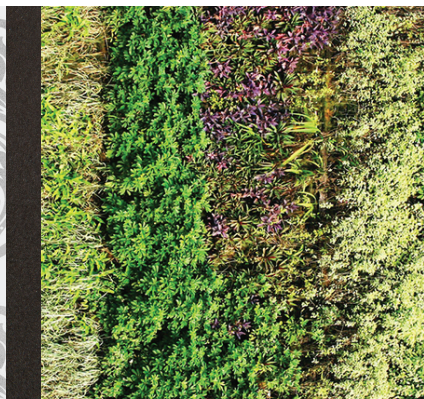
LIGHT WOOD



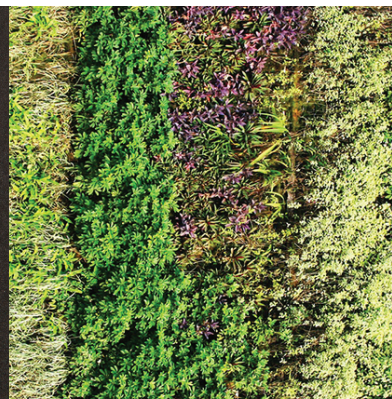
POLISHED CONCRETE



GREY DAMASK WALLPAPER



DARK STEEL



GREENERY

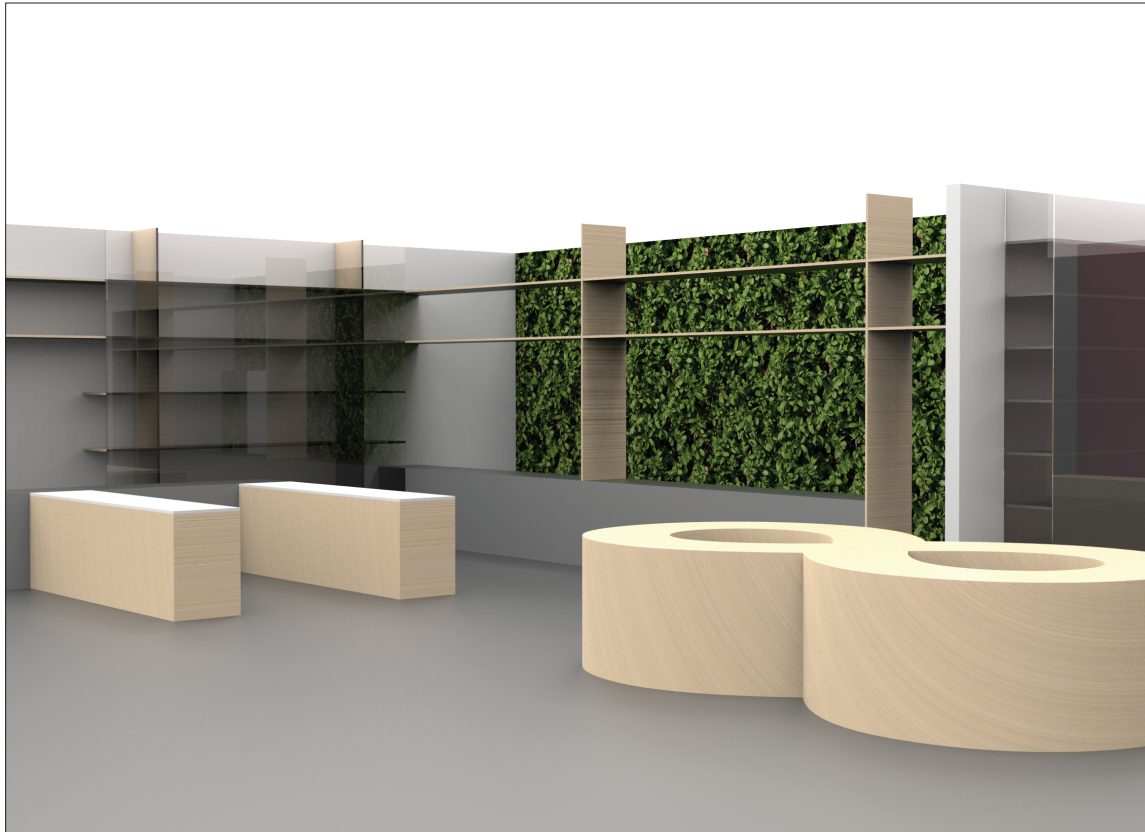


DARK FUSCHIA

OVERVIEW



ADULT - USE RETAIL



REFERENCE IMAGES

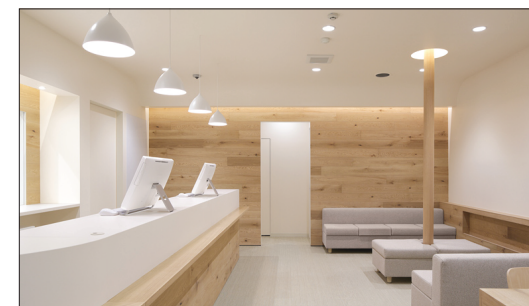




MEDICAL RETAIL



REFERENCE IMAGES

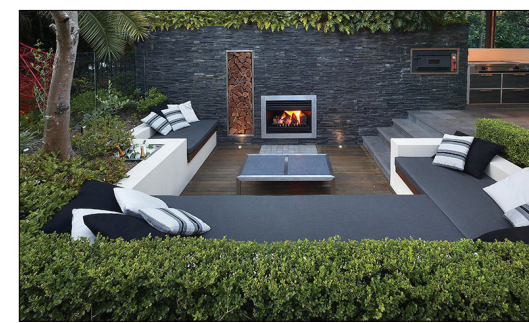
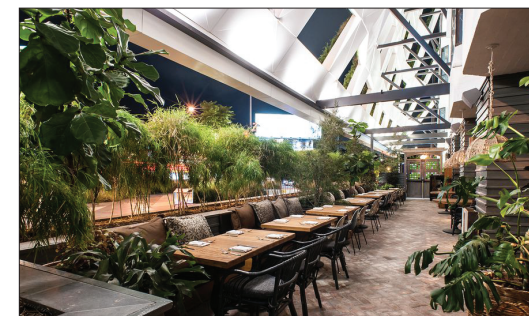
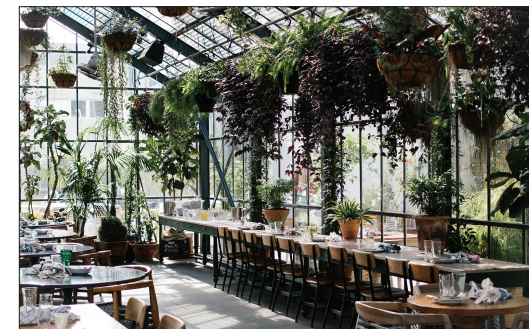




CONSUMPTION LOUNGE



REFERENCE IMAGES





HAYWARD'S

COMMUNITY MEDICAL CANNABIS DISPENSARY

LABOR & EMPLOYMENT PRACTICES

JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303]
SAN FRANCISCO, CA 94103



JIVA LIFE, LLC
LABOR & EMPLOYMENT PRACTICES

LABOR & EMPLOYMENT PRACTICES

OVERVIEW

Jiva Live, LLC (“Jiva” or “the Applicant”) is committed to contributing to Hayward’s economic prosperity by creating living-wage jobs for a diverse range of community members, working with UFCW Local 5 to support strong worker’s rights, and providing career and leadership development opportunities for its employees. The Applicant will approach hiring, promotions, and other personnel decisions with best-practice procedures for maintaining diverse staff. This section provides details as to how the Jiva will operationalize these commitments.

JOB CREATION & HIRING PLAN

The Applicant will contribute to the community’s economic revitalization by creating well-paying jobs for a diverse range of community members. Within the first year, the Applicant intends to hire local Hayward employees in the form of three full-time Dispensary Managers (GM, Assistant Manager, Operations Coordinator), fifteen Customer Care Consultants, and two administrative positions (Executive Receptionist & Office Manager), for a total of 20 full-time roles. The Applicant will also contract with a Hayward security company to provide 2 Security Guards at the facility at all times and will have additional opportunities for local companies to provide services such as bookkeeping, landscaping, and marketing. At this time, the Applicant has committed to a local Dispensary Managers and a local accounting clerk to serve as a bookkeeper. The Applicant will also have additional opportunities for local companies to provide professional services such as landscaping and marketing.

3% annual salary increases combined with incentive-based bonus structures including comprehensive and generous health benefits, a sick leave policy, and career development training; will create the baseline structure for a creative benefits package for full-time employees. With approximately \$900,000 in salary compensation, the Applicant additionally will include competitive internal promotion opportunities. Jiva’s core values lie with a broad approach consisting of local Hayward hiring and implementing diversity amongst its staff inclusive of minorities, gender equality, and sexual orientation thru personal decisions using best practice procedures.

Local Hiring

A key element of the Applicant’s mission is to hire local, train local, and support local Hayward residents. To implement this, the Applicant will prioritize local employment and contracts for local service providers. The Applicant intends to be a significant contributor to the local economy.

As an independent business with a significant emphasis on local economic development, the Applicant will have a multiplier effect on the local economy. First, as described herein, the Applicant will have a direct impact through hiring local employees and working with local businesses, as well as required spending, such as purchasing inventory, utilities, and equipment.



JIVA LIFE, LLC
LABOR & EMPLOYMENT PRACTICES

Second, these expenditures themselves lead to an indirect impact by recirculating throughout the local economy, causing additional business-to-business spending. Third, the Applicant contributes to induced impact, or additional consumer spending, as employees, business owners, and others spend their additional income in the local economy.

The Applicant plans to work with local Hayward companies as much as possible. These contracts will include, but are not limited to: benefits and payroll, bookkeeping and accounting, construction, environmental consultation, security equipment provision and maintenance, security alarm monitoring, and security guard services (unless hired as employees).

LABOR PEACE AGREEMENT

The Applicant will sign a Labor Peace Agreement (neutrality and card check agreement) with UFCW Local 5, a 30,000 member labor union based in Hayward. Local 5 members work primarily in retail drug stores, jewelry stores, candy stores, retail grocery stores, financial stores, financial services, education, and in the cannabis industry, among others.

The Applicant is committed to providing all employees with fair wages and benefits, and strongly supports union representation so that employees have the best worker protection possible. By supporting the UFCW Local 5 and future employees, the Applicant is committing to the continued development of strong workers' rights in Hayward, and to developing a cannabis industry that is founded on investing economically in the Hayward community.

The State of California Employment Training Panel, in cooperation with Department of Industrial Relations, Division of Apprenticeship Standards, is forthcoming with rules and regulations for SB91 related industries. The Applicant expects the initial apprenticeship program will be conducted under the auspices of United Food and Commercial Workers (UFCW), Teamsters, Laborers International Union of North America, (LIUNA) or other Labor affiliated organization. The Applicant has ever intention to enter into a labor agreement with the Union-designated apprenticeship program.

Dan Kennerk, the Applicant's Labor and Employment Practices Advisor, has been in communication with the Alameda County Workforce Development Board (WDB). Due to being federally funded, the WDB will not be able to participate in the Applicant's efforts to build and train the local workforce. However, the Applicant fully supports high road training partnerships, high wage jobs for the workforce with the intention to enter into a labor agreement with the Union-designated apprenticeship program.

TRAINING & CONTINUING EDUCATION

Career and Leadership Development

The Applicant will provide initial and refresher training on career-building topics. These may be specific to the cannabis industry, such as evidence-based presentations by the Applicant's Operations Compliances Coordinator (Donald Douglas) in conjunction with the Medical Science Liaison (Shaleen Joshi) on the latest research into the administration of cannabis, or compliance-

**JIVA LIFE, LLC****LABOR & EMPLOYMENT PRACTICES**

based trainings on updates to California's cannabis regulations. In addition, Dispensary Employees will gain detailed knowledge of security, inventory, sanitation, and other topics critical to operating a compliant dispensary, as well as valuable cross-industry skills. As described herein, The Applicant will sign a Labor Peace Agreement with UFCW Local 5. Through the union, in addition to collective bargaining and worker protections, employees have career development and mentorship opportunities.

Leadership Development

The Applicant will internally provide development opportunities for all employees through professional organizations such as Supernova Women, Patient-Focused Certification, ServSafe, and more. Dispensary Managers also have the responsibility to develop Dispensary Employees for advancement within the company and to encourage Dispensary Employees to attend courses and workshops that may enable them to qualify for open positions. Employees may apply to their Dispensary Manager to seek Applicant support or compensation for continuing education. Dispensary Agents are given the opportunity to participate in all programs for advancement.

LIVING WAGE

The Applicant is committed to ensuring that all staff members can realize a living wage for their commitment to working diligently. Our current wage scale starts out at an estimated 33% greater than the current City of Hayward living wage. Other more advanced positions are compensated at a higher rate, and many staff members are promoted to those positions at a rapid rate. We understand that the cost of living in California and Alameda County continues to increase at a rapid rate and we will continue to ensure that our wage scale is reflective of those increases over time. Should the County and/or City pass a Living Wage ordinance in the future we will ensure that all compensation policies exceed the requirements set forth.

Wage Scale

The Applicant's wage scale is approximate, as every human resource case is unique to the person's performance, needs, education, and abilities and can change due to the collective bargaining agreement we have in place with our Union.

Position	Minimum	Moderate	Maximum
Service Staff	\$14	\$16	\$18
Cannabis Care Consultants	\$16	\$17.50	\$20
Management	\$44k year	\$55k year	\$65k year
Directors	\$70k year	\$75k year	\$80k year

Minimum - This is the entry level for the given position, meaning the person fulfills the minimum requirements for the job. *Moderate* - The employee has the experience and knowledge to master most of the duties related to the job in an independent manner. The employee is highly experienced and as the level of productivity exceeds the job requirements, directors will promote an employee within 90 days. *Maximum* - The employee is continuously producing results that are well above the requirements of the job and have demonstrated superior leadership skills and a strong commitment to the organization.



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POLICIES & DISCLAIMERS

Diversity

The ultimate diversity goal of the Applicant is to provide equal opportunity and access in employment and contracting. To meet these goals, the Applicant has drafted an expansive non-discrimination policy, anti-harassment policies, and reasonable accommodation procedures. The Applicant will ensure that diverse applicants are accorded equality of opportunity to work. The following diversity plan has been drafted to meet or exceed the standards promulgated by the US Equal Employment Opportunity Commission (EEOC) and is thereby compliant with Title VII of the Civil Rights Act (Title VII), Americans with Disabilities Act (ADA), Age Discrimination in Employment Act (ADEA), and Genetic Information Nondiscrimination Act (GINA).

The Applicant values the insights, relationships, and holistic understandings that are deepened when divergent paths come together. The following goals will inform decisions made with respect to staffing, recruitment, programming, policy, service provision, outreach, and education: *Utilizing* hiring practices that lead to a diverse applicant pool, directed to the ultimate good of person and community; *Fostering* a fair and inclusive community where everyone can thrive; *Developing* leadership and empowering employees with skills to provide quality services in a safe environment; *Working* to make cannabis accessible to qualified customers from all backgrounds and experiences; *Respecting* the community by maintaining compliance with state, local, and federal regulations.

Non-Discrimination Policy

The Applicant will not tolerate discrimination and harassment based on race, color, national origin, disability (Section 504 and Title III of the ADA), failure to accommodate, sexual orientation or preference, gender identity, gender expression, Title IX sexual harassment, sexual discrimination, sexual violence, veteran status, HIV status, socioeconomic status, or religion. This policy applies to allegations arising from conduct by employers.

Worker's Compensation Disclaimer

Pursuant to California Labor Code § 132(a), the Applicant will never discharge, threaten, or otherwise discriminate in any way against an employee who has received an award from the Workers Compensation Appeals Board, filed or intends to file a worker's compensation claim, or testified or intends to testify on behalf of other injured employees.

Anti-Harassment Policy

The Applicant will train all Agents in anti-harassment procedures, which will apply to all aspects and stages of employment, from recruitment to termination, from compensation and benefits to chances for promotion. Dispensary Employees will not be subject to harassment because of their race, sex, gender, disability status, religion, or national origin. Employees will be trained, and applicants informed, to promptly go to the Dispensary Manager if they believe they have been subject to harassment because of their race, sex, gender, disability status, religion, or national origin. Any employee or applicant who believes they have been subject to retaliation should contact the Dispensary Manager.



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This anti-harassment policy will be communicated to all dispensary employees and managers annually via email. Additionally, training will be provided annually to all employees on the identification and prevention of harassment based on race, sex, gender, disability status, religion, or national origin. This training will include:

- ☐ A clear grievance procedure or set of steps for an employee who has experienced or witnessed discrimination;
- ☐ A declaration of the Applicant's commitment to prompt investigation of complaints of discrimination;
- ☐ A promise of protection against retaliation; and
- ☐ A commitment by the Applicant to be legally bound by its policy.

This policy will be internally and externally distributed. Furthermore, Dispensary Managers will be trained to monitor the environment for the presence of any forms of harassment, intimidation, or coercion and, where warranted, take corrective action.

The Applicant will ensure that applicants and employees who are individuals with disabilities have equal access to all of its personnel processes. Printed material containing information on all anti-harassment and discrimination policies described in this section will be made available in employee common spaces. The contact information for the Dispensary Manager be prominently displayed on the employee bulletin board to facilitate requests for reasonable accommodation from applicants or employees with disabilities.

Reasonable Accommodations

Dispensary Managers will be trained to recognize an accommodation request. When requesting an accommodation, employees will only need to use plain English and do not have to mention the ADA or use legal terminology such as the phrase "reasonable accommodation." In general, all an employee needs to say is that she needs an adjustment or change at work for a reason related to a medical condition. Any time an employee indicates that a medical condition is causing a problem, the Dispensary Manager will treat it as an accommodation request until a definite determination is made.

Dispensary Managers will be trained in processing accommodation requests. Furthermore, if some accommodations are available to all employees as a matter of policy, the Dispensary Managers will ensure that employees with disabilities will not have to jump through unnecessary hoops to get those accommodations. The Dispensary Manager will be trained to respond efficiently to accommodation requests and to keep employees informed about the status of their requests.

Once the Dispensary Supervisor has determined and implemented an accommodation, they will monitor and update the accommodation if required. For example, if the accommodation involves equipment, the equipment may need periodic maintenance. Upon receipt of the accommodation, Dispensary Employees will be informed that they can revisit an accommodation if needed. The Dispensary Manager will document accommodation efforts. Since this documentation will contain medical information, it will be maintained in a confidential manner.



LABOR & EMPLOYMENT PRACTICES

[SUPPLEMENTAL PROPOSAL MATERIAL]

JIVA

The City of Hayward's Community Cannabis Center

ADULT-USE & MEDICAL RETAIL SALES w/DELIVERY

JIVA LIFE, LLC | 436 CLEMENTINA STREET [STE 303] SAN FRANCISCO, CA 94103

June 18, 2018

RE: JIVA LIFE LLC – LETTER OF SUPPORT

Honorable Mayor, Council Members, City Manager & Staff of Hayward,

I am a Vietnam Era Veteran having served at Oakland Army Base as a Personnel Management Specialist between 1971 and 1974. Since 1981 I have made the Tri-Cities my home having resided in Fremont for the past 38 years. I am married with two children and have been active in numerous community organizations such as the Mission Peak District San Francisco Bay Area Council of the Boy Scouts of America, the St Vincent de Paul Society of Alameda County, Central Labor Council of Alameda County. And numerous civic-minded charitable organizations.

I have served as past President for 3 years on the District Council Alameda County Society of St. Vincent DePaul from 1988 to 1991. I was appointed by Alameda County Supervisor Scott Haggerty to serve as a member of the Alameda County Workforce Development Board between 2007 and 2017. I currently am a Delegate 1 of the Alameda County Central Labor Council and a Steward in SEIU Local 1000.

Currently, I am a Local Veteran Employment Representative with the State of California since 2007. As a Veteran's Representative, I work with local employers, economic development organizations and community agencies to secure training and high-quality jobs for veterans. I am actively working with the California Department of Industrial Relations, Division of Apprenticeship Standards to identify apprenticeship training modules for all workers in the cannabis industry.

Having met Raj (Rajiv Pottabathni) and heard about his teams' Hayward proposal for a cannabis dispensary, I shared my views through personal and private experiences about the positive effects medical marijuana has and can have on patients. I have identified Jiva as a company that resonates with my views on expanding the availability of medical cannabis products as an alternative treatment option for ailing members of our community including senior citizens and veterans

I write this letter to inform Hayward that Jiva's progressive and diverse medical first approach towards the cannabis industry is a valuable benefit to Alameda County residents and I am supportive of their efforts. I intend to consult and assist them as a Labor and Employment Consultant advising their management on hiring policies, employment best practices, and Union relations.

Jiva agrees to hold harmless and indemnify me ("Daniel Kennerk") from any and all liability, arising out of Jiva's negligence, whether it be sole or in concert with others, in connection with performance of the agreement described herein.

I look forward to continuing serving the community as I have done all my life and reinforce their efforts to provide quality customer service to consumers within Hayward.

Respectfully,



Daniel Kennerk
35606 Woodbridge Place
Fremont CA 94536
510-792-5253



BROTHERHOOD OF TEAMSTERS LOCAL UNION NO. 70

ALAMEDA COUNTY, CALIFORNIA

Auto Truck Drivers, Line Haulers, Car Haulers and Helpers

Affiliated with the International Brotherhood of Teamsters

Date: July 3rd 2018

To: Mayor, City Council, City Manager

Re: Hayward Retail Cannabis Permit;

This letter is to certify that we have entered into a bonafide Labor Peace Agreement with Jiva Life LLC. In our conversations with their leadership team, they have expressed a desire to include workers in the potential benefits of operating in Hayward.

For these reasons we strongly encourage the Mayor and Council to approve their retail permit. If there are any questions my contact information is below.

Sincerely,

Richard Fierro

(510) 673-0731

rfierro@teamsterslocal70.org

Labor Peace Agreement
By and between
JIVA LIFE LLC (“Employer”)
and
Teamsters Joint Councils #7 and #42

Whereas Employer holds or intends to apply for one or more State Licenses to engage in commercial cannabis activity, and intends to become a licensee to engage in commercial cannabis activity, as such terms are defined by section 19300 of the Business and Professions Code;

Whereas Union represents employees working within industries engaged in cultivating, processing, warehousing or transportation of perishable and consumer products, and such industries are within the historical and recognized jurisdiction of the Union;

Whereas Employer desires to construct and operate commercial cannabis activities within the Union’s geographic jurisdiction, and desires to do so without disruption, unrest or delay that may be occasioned by labor disputes;

Whereas the Union seeks a means of efficiently and amicably resolving disputes relating to its representation of employees engaged in the industry in which Employer seeks to operate;

Whereas the parties intend this agreement to satisfy the provisions of Business and Professions Code 19300(p) and 1931, and terms used herein shall have the definitions as set forth in Business and Professions Code section 19300;

Wherefore, the Parties voluntarily enter into this agreement, which shall be binding on them:

1. Scope and term:

- A. **Scope.** This agreement shall apply with respect to any and all commercial cannabis operations in which the Employer currently engages and any operations the Employer engages in the future, in addition to any businesses acquired by the Employer with respect to employees not already represented by a labor organization. This Agreement shall be submitted with any application made by Employer to obtain any License to engage in commercial cannabis activities.
- B. **Term.** This agreement shall be in effect and binding upon the parties from the date on which it is executed and continuing for all periods during which the Employer engages in commercial cannabis activities within the state of California. This agreement shall be binding with respect to all employees engaged in commercial cannabis activities employed by the employer, but shall cease to apply to employees for whom (1) a labor organization is recognized pursuant to the procedures set forth herein and the parties have entered into a collective bargaining agreement covering such employees; or (2) the National Labor Relations Board has issued a certification with respect to such employees.

2. Obligations of the Employer

A. **Neutrality.** The Employer shall remain neutral with respect to the Union and its representation of employees covered by this agreement. Neutrality means that the Employer shall make no written or oral statement or take any action opposing or advocating unionization. The Employer also shall not demean the Union as an organization or its representatives as individuals, nor portray the Union in a bad light. The Employer shall neither retaliate against, disparage nor pressure any employee for voicing his or her support or opposition of the Union or union representation, and shall not conduct captive audience meetings. The Employer will inform all managerial employees, supervisors, or other agents of the Employer of their obligations under this Agreement and will take prompt and appropriate action to stop and correct any violations of this Agreement up to and including termination from employment for any violations of this neutrality provision.

B. **Union Access.** The Company recognizes the Union's right to communicate with the workers it seeks to organize and the Union recognizes that access must accommodate the Company's concerns with minimizing disruption of business and productivity. The Company shall permit Union representatives access to employer property and facilities for the purpose of communicating with employees about Union representation. Employees will be allowed to distribute literature and distribute and collect authorizations cards.

C. **Employee/Eligibility List.** Upon the hiring of any non-supervisory and non-management employees who will be engaged in commercial cannabis activities, the Employer shall provide to the Union the names, addresses, telephone numbers and email addresses of all such employees, together with a designation of the work location and department/function of each listed employee, which shall be described with respect to one or more of the following categories: cultivation, manufacture, processing, laboratory, labeling, packaging, storing or warehousing, transporting, distribution, sale, or security/guards.

The Employer shall update this submission regularly and no less often than weekly if requested by the Union. Such list shall be used, and be regarded as a conclusive eligibility list for the purpose of determining whether the Union enjoys a majority of support among the employees, or a subset of such employees appropriate for purposes of collective bargaining as defined herein.

Any disputes regarding eligibility, the eligibility list, or the sufficiency or authenticity of the Union's showing of interest shall be determined by the neutral third party appointed to ascertain the sufficiency of the Union's showing of interest.

D. **No Lockout:** The employer may not engage in a lockout

3. Obligations of the Union

A. **Union Neutrality.** The Union agrees to communicate with employees in a positive manner and shall not denigrate the Company, its managers, supervisors, agents or representatives. The Union shall not present or portray the Employer in a bad light to employees or to the public.

- B. **Non-disruption of business operations.** The Union's activities shall not disrupt or interfere with the Employer's operations or business.
- C. **No Strike.** The union and any employees it represents will not engage in or encourage any strikes, slowdowns, picketing or other concerted activity. The union will not engage in any hand-billing directed at the public except insofar as the parties agree in advance that such hand-billing is appropriate and not a breach of this agreement.
- D. **Assignment of Local Union.** The respective Joint Council which has the geographic jurisdiction shall assign

4. Recognition and Representation

- A. **Bargaining Unit.** The Employer shall recognize the Union upon the presentation of a confirmed showing of majority support, consisting of signed authorization cards of a majority of employees in a unit appropriate for collective bargaining. An appropriate unit may comprise of one or more of the following as designated by the Union upon its presentation of majority support:
 - (1) all employees employed by the employer under a single License;
 - (2) all employees employed at a single location ;
 - (3) all employees employed within a particular classification at a particular location;
 - (4) all employees engaged in commercial cannabis activities.(A unit shall not include supervisors, management, or confidential employees. The Employer shall recognize the Union with respect to guards/security personnel.)
- B. **Recognition and Majority Interest.** When the Union has received signed authorization cards from a majority of employees in the unit, the Union will notify the Employer in writing and request recognition. Within five (5) days of such notification, the parties shall designate a neutral, disinterested third party to oversee the recognition process. Absent agreement on a neutral third party, the parties shall request the State Mediation and Conciliation Service to provide a neutral third party. The Union will present the authorization cards to the neutral third party for inspection and verification. Any authorization card which is dated more than one year prior to the date of the count by the neutral third party shall be considered stale and not counted. The neutral third party shall issue his/her written verification which shall also define the bargaining unit upon which the Employer shall recognize the Union as the exclusive bargaining representative of such employees of such unit(s).
- C. **Costs.** The Employer and the Union agree to equally share in the costs of this verification procedure.

5. Collective Bargaining Obligations

- A. **Commencement and Scope of Bargaining.** Within ten days of the issuance of a verification and concomitant recognition, the parties shall meet and confer in good faith, in person, to negotiate a collective bargaining agreement with respect to any mandatory

subject of bargaining over which either party desires to negotiate, and any permissive subjects over which the parties mutually agree to bargain.

- B. **Obligation to Bargain in Good Faith.** The parties shall meet thereafter no less often than weekly until a contract is reached or until one or the other party invokes the impasse procedure set forth below for the resolution of impasse disputes. The parties shall "TA" any proposals, or parts of proposals, on which they have tentatively agreed.
- C. **Discipline for Just Cause.** Following verification and recognition, the employer shall not discipline an employee represented by the Union without just cause. Disputes over just cause discipline shall be resolved in accordance with the procedure for resolution of disputes.

6. Resolution of Disputes

- A. **Notice of breach.** Should a party determine that the other may be in breach of this agreement, it shall inform the other in writing. The party so informed shall have 24 hours to cease and desist from the practice and/or provide an explanation of its action. In the event the aggrieved party is not satisfied, it shall invoke this dispute resolution procedure as the sole means of resolving the dispute.
- B. **Resolution of Disputes.** Any and all disputes regarding the interpretation, application or compliance with this Agreement shall be subject to binding arbitration, with the sole exception being injunctive relief sought for the purpose of maintaining the *status quo* pending the resolution of the particular dispute under this procedure.

Should a dispute arise, either party may request a panel of seven (7) arbitrators from the Federal Mediation and Conciliation Service ("FMCS"). Arbitrators on the FMCS Panel must be members of the National Academy of Arbitrators from Northern California. The parties shall alternately strike from the FMCS Panel. The selected arbitrator shall provide dates and the parties shall agree on a date that is no longer than sixty days following the date on which they have selected the arbitrator. If he or she is unable to offer dates within such sixty day period, the jurisdiction to hear the dispute shall be offered to each arbitrator on the FMCS Panel in the reverse order that they were struck by the parties.

At the conclusion of the hearing, the parties may submit oral argument, but neither party shall submit any written briefs. A final written decision may be issued by the arbitrator at the conclusion of the hearing or within three days of the close of the hearing. The parties shall request the arbitrator who first hears a dispute under this provision to accept designation as a permanent arbitrator if s/he is willing to continue to hear and resolve disputes on an expedited basis.

- C. **Exceptional Remedies for Willful Breach.** In the event the Arbitrator finds a party has willfully breached this agreement, s/he shall impose the following remedies as appropriate to fully remedy the breach: Injunctive relief; award of attorney's fees and arbitration costs; extension of the term of this agreement; foreseeable, reliance, consequential or actual damages; specific performance; and liquidated damages in an amount of no less than \$5,000. In the event a prevailing party must proceed to a court of

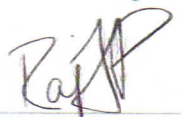
law to confirm and/or enforce an award issued under this agreement, the losing party shall be liable for payment of reasonable attorneys' fees and costs incurred to enforce and obtain compliance with the award.


- D. **Resolution of Bargaining Impasse.** In the event the parties reach an impasse with respect to their collective bargaining obligations, the parties shall engage the arbitrator, or another arbitrator selected in accordance with the procedures above, to resolve any outstanding contract terms. The parties shall provide a list of terms to which they have tentatively agreed, and a list of outstanding items including the party's last best and final offer. The arbitrator may hear presentations of the parties with respect to the outstanding issues, request statements, convene fact-finding, or otherwise obtain information regarding industry practice or standards pertinent to resolving the outstanding issues. The arbitrator shall then issue a written resolution in the form of contract provisions which shall resolve each outstanding issue in addition to the terms that were tentatively agreed to. The parties shall execute a collective bargaining agreement containing such terms which shall be effective from the date on which the arbitrator renders his/her decision and continuing for a period of one year thereafter. To the extent the terms cannot be immediately put into effect, they shall be put into effect as soon as practical and retroactive to the date of the issuance of the decision or ratification by the affected membership if so required by the Union's constitution or bylaws. The terms determined by the arbitrator shall remain in effect for one year, and continue thereafter unless reopened by either party upon sixty days advance written notice from the anniversary date of the date of the issuance of the order.

7. **Severability.** To the extent one or more terms of this agreement are determined to be invalid by a court of law or by a final decision of an administrative agency that is appealable only to a court of law, the remaining provisions shall be unaffected and shall remain in force and effect.

8. **Warranty of Authority.** The parties warrant that their respective representatives who have executed this agreement have full authority to bind and obligate the parties to the terms set forth herein.

Agreed and accepted this July 1 date of 2018 :

By: 
Name: **RAJIV "RAJ" POTTABATHNI**
Title: **MANAGING DIRECTOR & BUSINESS DEVELOPMENT**
For Employer: **JIVA LIFE LLC**

By: 
Name: **Richard Ferro**
Title: **TRUSTEE Teamsters Local 70**
For the Union **07-03-2018**



**JIVA LIFE, LLC
LABOR & EMPLOYMENT PLAN**

LABOR & EMPLOYMENT PLAN

OVERVIEW

Jiva Life LLC, ("The Applicant") and/or ("Jiva") is determined and has pledged to contributing to Hayward's economic prosperity by creating living-wage jobs for a diverse range of local community members, working with local Hayward ("City") labor unions to support strong worker's rights, and providing career and leadership development opportunities for its employees. Jiva will approach hiring, promotions, and other personnel decisions with best-practice procedures for maintaining a diverse, efficient and content staff. The Applicant understands that a diverse, well-trained and compensated staff will create the best environment for their patients and customers.

JOB CREATION & HIRING PLAN

The Applicant will contribute to the community's economic stability by creating well-paying jobs for a diverse range of community members.

Within the first year, the Applicant intends to hire local Hayward employees in the form of 4 full-time salaried managerial positions (General Manager, Assistant Manager, Head of Security and Quality Controls Specialist), 7 Cannabis Retail Associates, 2 Customers Experience Coordinators, 2 Flex & Delivery Personnel, an Administrative Assistant, and a Community Benefits Liaison. The Applicant will also contract with a local Hayward (South County Security) security company to provide 3 Security Guards at the facility and will have additional opportunities for local companies to provide services such as bookkeeping, landscaping, and marketing. At this time, the Applicant has committed to a local General Manager and a local accounting clerk to serve as a bookkeeper. In order to strictly comply with local and state law once operational, the Applicant will execute a Labor Peace Agreement pursuant to California Bus & Profs Code Section 26051.5(a)(5).

Jiva will ensure that at all times there is adequate staffing. Employees will be trained to work in all aspects – retail, delivery and consumption – of Jiva's integrated business model. On any given day there will be a General Manager and Head of Security on site to oversee all the employees and be available to answer questions and trouble shoot any issues that may arise.

Jiva has reviewed comparable salaries for the aforementioned roles in the surrounding areas and has come up with a compensation plan that rewards each employee fairly. The baseline benefits package for all full time employees includes annual cost of living adjustments, quarterly performance reviews with a chance for salary adjustments and/or promotions, incentive based bonus structures, comprehensive and generous health benefits, a flexible sick leave policy, and career development training. The Applicant will infuse the local community with over to \$1,000,000 in salary compensation and continually seek to promote from within before considering external employees. To align with its core values, Jiva will create a well-rounded business that reflects its patient base and the Hayward community by hiring a diverse set of local employees of differing backgrounds and perspectives.



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

LOCAL HIRING

A key element of the Jiva's mission is to hire, train and support local Hayward residents as well as look for local contracts when considering various service providers. The goal is to enrich the local economy and community, which in return will create the best net effect for patients. The local hiring and economic development plan will have compounding affects on the surrounding community.

First, as described herein, the Applicant will have a direct impact on local job creation, local service providers and local spending on goods such as inventory, utilities and equipment. Second, these expenditures themselves lead to an indirect impact by recirculating throughout the local economy, causing additional business-to-business spending. Third, the Applicant contributes to induced economic impact or additional consumer spending, as employees, business owners, and others spend their additional income in the local economy.

Jiva plans to work with local Hayward companies at every opportunity available. These contracts will include, but are not limited to:

- Benefits and payroll
- Bookkeeping and accounting
- Construction
- Environmental consultation
- Security equipment provision and maintenance
- Security alarm monitoring
- Security guard services

LOCAL PREFERENCE

Jiva is an equal opportunity employer looking to invest in the community. It is Jiva's policy to hire employees who live close to the dispensary, namely residents of Hayward. In an effort to support our policy initiative we will seek to utilize professional services from within the local area to stimulate all sectors of the economy from physical construction to professional services such as accountants, bookkeepers, and web developers. The benefits of bolstering local enterprise include but are not limited to:

- ensures that tax dollars are invested back into the local economy
- reduces the environmental impact of commuting
- fosters community involvement
- preserves local employment opportunities in construction

LABOR PEACE AGREEMENT

The Applicant will sign a Labor Peace Agreement (neutrality and card check agreement) with a local labor union based in Alameda County. The applicant will for unions that work primarily in retail drug stores, jewelry stores, candy stores, retail grocery stores, financial stores, financial services, education, and in the cannabis industry, among others.

The Applicant is committed to providing all employees with fair wages and benefits and strongly supports union representation so that employees have the best worker protection possible. By



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

supporting the local unions, Jiva is committing to the continued development of strong workers' rights in Hayward and the greater Alameda County area and to developing a cannabis industry that is founded on investing economically within the community.

The State of California Employment Training Panel, in cooperation with Department of Industrial Relations, Division of Apprenticeship Standards, is forthcoming with rules and regulations for SB91 related industries. The Applicant expects the initial apprenticeship program will be conducted under the auspices of United Food and Commercial Workers (UFCW), Teamsters, Laborers International Union of North America (LIUNA), or other labor-affiliated organizations. The Applicant intends to enter into a labor agreement with the union-designated apprenticeship program.

Dan Kennerk, the Applicant's Labor & Employment Consultant has been in communication with the Alameda County Teamsters Local 70, who will participate in the Applicant's efforts to build and train the local workforce. The Applicant fully supports strong training partnerships and high wage jobs for the workforce and intends to enter into a labor agreement with the Union (Teamsters Local 70) and a designated apprenticeship program.

TRAINING & CONTINUING EDUCATION

TRAINING

An educated and well-trained staff will allow the applicant to best serve its patients. Jiva's team has extensive experience in the cannabis industry and will educate new staff on best practices for operating a medical first cannabis dispensary, such as evidence-based presentations by the Applicant's Compliance Advisor (Gaurav Bali) in conjunction with the Medical Science Consultant (Shaleen Joshi) on the latest research into the administration of cannabis, or compliance-based trainings on updates to California's cannabis regulation. All staff will receive a detailed Employee Handbook, outlining staff policies, job expectations, and other official company policies. In addition, staff will be trained and educated on security, inventory, sanitation, and other topics critical to operating a compliant dispensary.

As described herein, The Applicant will sign an agreement with a local labor union. Through the Union, in addition to collective bargaining and worker protections, employees have career development and mentorship opportunities.

CAREER AND LEADERSHIP DEVELOPMENT

The Applicant will internally provide development opportunities for all employees through professional organizations such as *Supernova Women*, *Patient-Focused Certification*, *ServSafe*, and many more. The management team will be responsible for developing staff advancement within the company and encouraging staff to attend courses and workshops that may enable them to qualify for current or future open positions.

CONTINUING EDUCATION

All full-time staff members will be eligible to attend company sponsored education and training outside of their initial on boarding at least once a year and outstanding as outlined in the official Employee Handbook. The Applicant's management will encourage and enable all staff to seek



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

out opportunities to maintain their skills and update them to be as sharp as possible. The medical cannabis industry is evolving each day, and the Applicant will do its best to keep staff on top and ahead of the curve to offer the best service to any and all patients.

LIVING WAGE | SOCIAL EQUITY | EQUAL OPPORTUNITY

Jiva is committed to ensuring that all staff members can realize a living wage for their commitment to working diligently. The starting wage of \$20 plus benefits exceeds the living wage minimum (~\$12.30) with no benefits. Management and senior level positions are compensated at a higher rate, and all staff members will have the opportunity for promotions. Jiva understands the cost of living in California and Alameda County continues to increase at a rapid rate and the Applicant will continue to ensure that the wage scale is reflective of those increases over time via a mandatory year over year cost of living adjustment to base compensation for all staff. Should the County or City pass a Living Wage ordinance in the future, Jiva will ensure that all compensation policies exceed the requirements set forth.

COMPENSATION PACKAGE

Jiva will pay its full-time employees well above Hayward's living wage. Full-time employees are paid above state minimum wage and we provide employer-paid health insurance benefits. Regardless, of employment status Jiva is committed to paying all employees a base of twenty (\$20.00) dollars an hour, well above resolution number 17-4930 that was passed in 2017.

WAGE SCALE

The Applicant's wage scale is approximate, as every human resource case is unique to the person's performance, needs, education, and abilities and can change due to the collective bargaining agreement in place with the union.

Position	Wage Rate
General Manager	\$60,000 - \$80,000 (Salaried)
Assistant General Manager	\$60,000 - \$65,000 (Salaried)
Quality Assurance Controller	\$55,000 - \$60,000 (Salaried)
Head of Security	\$65,000 - \$60,000 (Salaried)
Security Guards	\$20 - \$22 (Hourly)
Customer Experience Coord.	\$20 - \$22 (Hourly)
Cannabis Care Tech	\$20 - \$22 (Hourly)
Community Benefits Liaison	\$20 - \$22 (Hourly)
Flex & Delivery Personnel	\$20 - \$22 (Hourly)
Administrative Assistant	\$20 - \$22 (Hourly)
Misc. TBD	\$20 - \$22 (Hourly)



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

SMALL CANNABIS CULTIVATORS

Jiva is committed to work with small cannabis cultivators under 10,000 square feet of canopy to support the “know your grower” movement. Jiva will also look to strategically work with cannabis suppliers located in census tracts (as shown below) with income and poverty levels below state averages. We have identified such strategic industry partners as Flow Kana. Flow Kana is the first sustainable, sun-grown cannabis brand to partner with small farmers in Mendocino and Southern Humboldt to provide them with a stable platform that allows the small growers to tell their story, distribute their products while focusing on what they love: farming sustainably and support their local communities especially in Mendocino County and Southern Humboldt. Through Flow Kana, Jiva will be able to feature a wide variety of tested and graded cannabis of the highest quality.

ECONOMIC INCLUSION (PRODUCTION)

In order to advance our goal of economic inclusion Jiva has pin pointed target areas through-out California in which the census tracts indicate income and poverty levels are below state averages. Flow Kana as described above will be a key part of our inclusion program. These cannabis suppliers will be featured in our Delivery Service and highlighted on our website. A table depicting our research on the median household income and poverty rates is available in Jiva’s other three applications and on request.

SIGNIFICANT SOCIAL EQUITY COMPONENT

To ensure local residents are given an advantage Jiva’s hiring practices will made available through the local job boards, newspaper, and other local venues first. Jiva’s employment search will only be broadened beyond the local community if positions cannot be properly filled. Jiva’s internal training and education program will allow Jiva to hire less experienced local candidates who can be trained through the Company’s on-the-job training programs designed to improve their technical skills. Jiva will also utilize its educational job training and enhancement seeking to promote from within instead of seeking applicants from outside. Jiva will encourage and at times subsidize the costs for employees to attend workshops and conferences aimed at improving employees’ understanding of the industry and/or enhance their overall managerial skills. Jiva is confident that by offering its employees a livable wage will have a far-reaching impact on the economy within the City. Jiva will also partner with organizations such as California Minority Alliance to offer jobs to disenfranchised groups. The benefit of this program is to provide more opportunities to minorities to succeed as entrepreneurs in the burgeoning cannabis industry.

DIVERSITY

The Applicant understands and supports the importance of diversity. Diversity comes in many shapes and forms including ethnic, gender, socioeconomic, political, sexual orientation, and a variety of other differences. The Applicant will always provide equal opportunity and access in employment and contracting.

Jiva will ensure that all applicants are accorded equal opportunity to work. Jiva’s hiring and employment practices will seek to meet or exceed the standards promulgated by the US Equal



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

Employment Opportunity Commission (EEOC) and is thereby compliant with Title VII of the Civil Rights Act, Americans with Disabilities Act (ADA), Age Discrimination in Employment Act (ADEA), and Genetic Information Nondiscrimination Act (GINA).

The Applicant values the insights, relationships, and holistic understandings that are deepened when divergent paths come together. With this in mind, the following goals will guide decisions made with respect to staffing, recruitment, programming, policy, service provision, outreach, and education:

- Utilizing hiring practices that lead to a diverse applicant pool, directed to the ultimate good of the individual and community
- Fostering a fair and inclusive community where everyone can thrive
- Developing leadership and empowering employees with skills to provide quality services in a safe environment
- Working to make cannabis accessible to qualified customers from all backgrounds and experiences
- Respecting the community by maintaining compliance with City, County, State, and Federal regulations

In order to meet these goals, the Applicant has drafted an expansive non-discrimination policy, anti-harassment policies, and reasonable accommodation procedures.

NON-DISCRIMINATION POLICY

The Applicant will not tolerate discrimination and harassment based on race, color, national origin, disability (Section 504 and Title III of the ADA), failure to accommodate, sexual orientation or preference, gender identity, gender expression, Title IX sexual harassment, sexual discrimination, sexual violence, veteran status, HIV status, socioeconomic status, or religion. This policy applies to allegations arising from conduct by employers.

EQUAL OPPORTUNITY EMPLOYMENT

Jiva's policy to provide equal employment opportunities to all qualified individuals and administer all aspects and conditions of employment without regard to the following: race, color, age, sex, sexual orientation, gender, gender identity, religion, national origin, pregnancy, marital status, AIDS/HIV, genetic information, including family medical history, physical or mental disability, medical condition, political activities or affiliations, child or spousal support withholding, domestic violence, assault, or stalking victim status, lawful conduct occurring during nonworking hours away from the employer's premises, military or veteran status, credit report or credit information, prior non-conviction arrest record, citizenship and/or immigration status, or any other protected class, in accordance with applicable federal, state, and local laws.

Jiva takes allegations of discrimination, intimidation, harassment and retaliation very seriously and will promptly conduct an investigation when warranted. If any of our employees are caught violating this policy, they will be subject to IMMEDIATE disciplinary action and termination. Equal employment opportunity includes, but is not limited to, employment, training, promotion, demotion, transfer, leaves of absence and termination.



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

WORKER'S COMPENSATION DISCLAIMER

Pursuant to California Labor Code § 132(a), the Applicant will never discharge, threaten, or otherwise discriminate in any way against an employee who has received an award from the Workers Compensation Appeals Board, filed or intends to file a worker's compensation claim, or testified or intends to testify on behalf of other injured employees.

ANTI-HARASSMENT POLICY

The Applicant will train all staff in anti-harassment procedures, which will apply to all aspects and stages of employment, from recruitment to termination, including compensation, benefits, and promotions. Jiva employees will not be subject to harassment because of their race, sex, gender, disability status, religion, or national origin. Employees will be trained, and patients informed, to promptly go to the dispensary General or Assistant Manager if they believe they have been subject to harassment because of their race, sex, gender, disability status, religion, or national origin. Any employee, staff member, or contractor who believes they have been subject to retaliation should contact the dispensary General Manager.

This anti-harassment policy will be communicated to all dispensary employees and managers annually via email. Additionally, training will be provided annually to all employees on the identification and prevention of harassment based on race, sex, gender, disability status, religion, or national origin. This training will include:

- A clear grievance procedure or set of steps for an employee who has experienced or witnessed discrimination
- A declaration of the Applicant's commitment to prompt investigation of complaints of discrimination
- A promise of protection against retaliation
- A commitment by the Applicant to be legally bound by its policy

This policy will be internally and externally distributed. Furthermore, Managers will be trained to monitor the environment for the presence of any forms of harassment, intimidation, or coercion and, where warranted, take corrective action.

The Applicant will ensure that applicants and employees who are individuals with disabilities have equal access to all of its personnel processes, as per ADA compliance. Printed material containing information on all anti-harassment and discrimination policies described in this section will be made available in employee common spaces. The contact information for the dispensary Managers will be prominently displayed on the employee bulletin board to facilitate requests for reasonable accommodation from applicants or employees with disabilities.

REASONABLE ACCOMMODATIONS

Managers will be trained to recognize an accommodation request. When requesting an accommodation, employees will only need to use plain English and do not have to mention the ADA or use legal terminology such as the phrase "reasonable accommodation." In general, all an employee needs to say is that he/she needs an adjustment or change at work for a reason related to a medical condition. Any time an employee indicates that a medical condition is causing a problem, the dispensary General Manager will treat it as an accommodation request until a definite determination is made.



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

Managers will be trained in processing accommodation requests. Furthermore, if some accommodations are available to all employees as a matter of policy, the Managers will ensure that employees with disabilities will not have to jump through unnecessary hoops to get those accommodations. The Managers will be trained to respond efficiently to accommodation requests and to keep employees informed about the status of their requests.

Once the Manager has determined and implemented an accommodation, they will monitor and update the accommodation if required. For example, if the accommodation involves equipment, the equipment may need periodic maintenance. Upon receipt of the accommodation, employees will be informed that they can revisit an accommodation if needed. The Manager will document accommodation efforts.

EMPLOYMENT REGULATIONS

The following employment rules and regulations will be in the Employee Policy Manual and also explained to all staff (including the Applicant's management team) during the on boarding process.

The following employment rules and regulations will clearly stated in the Employee Handbook and also to be verbally explained and expressed to all staff including the Applicant's management team during the on boarding process.

- All employees of the Applicant must be at least twenty-one years of age.
- All employees of the Applicant shall be subject to a background investigation and approval by the Chief of Police prior to performing any work. Applications for City authorization for an employee to work for a retail operation of a commercial cannabis use shall be developed and processed by the Chief of Police.
- The Chief of Police may deny authorization to an employee seeking to work for a retail operator of a commercial cannabis use if the employee:
 - Is on parole or probation for the possession, sale, manufacture, use, distribution or transportation of a controlled substance; or
 - Has been convicted of a crime of moral turpitude; or
 - Has been convicted of any misdemeanor or felony within the last ten years involving the following: the use of violence, force, fear, fraud or deception; or the unlawful possession, sale, manufacture, use, distribution or transportation of a controlled substance; or the use of money to engage in criminal activity; or the unlawful possession or use of a firearm.
 - Employee authorization may be denied for individuals with criminal convictions that substantially relate to the qualifications, functions, or duties of the business or profession, including a felony conviction involving fraud, deceit, or embezzlement, a criminal conviction for the sale or provision of illegal controlled substances to a minor, or any criminal conviction for a crime moral turpitude as determined by the Chief of Police.
- A retail operator shall not employ an individual that has not received authorization from the Chief of Police.
- A retail operator of a commercial cannabis business shall maintain on-site a current register of all the employees currently employed by the operator and shall produce such



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

register to the Chief of Police, designee, or any other City official authorized to enforce the Hayward Municipal Code for purposes of determining compliance with this section.

- The Chief of Police is authorized to take all actions necessary in order to implement an employee authorization system, which may include requiring any employee of a retail operator to obtain a work permit from the City or requiring an employee of a retail operator to undergo future background investigations. The Chief of Police may establish a fee for the cost of issuing such authorization.
- An employee that changes employment from the retail operator of one commercial cannabis use to another commercial cannabis use shall notify the City in writing of the change within ten business days.
- The Chief of Police may revoke authorization to an employee to upon any of the grounds for denial of authorization,
- The Applicant or authorized employee may appeal the denial or revocation of authorization within ten business days after notice of the denial is served on the applicant or authorized employee to the City Manager by filing with the City Clerk a written notice of appeal specifying the grounds for such appeal. The appeal must also include the appeal fee established by resolution of the City Council. The date, time, and place of the appeal hearing shall be provided in writing to the applicant or authorized employee with at least ten days' notice and copies of hearing rules. If the applicant or authorized employee fails to present evidence establishing that the denial or revocation is improper, the City Manager shall uphold the determination of the Chief of Police and give written notice to the applicant or authorized employee. The authorized employee shall cease working for an operator of a commercial cannabis use within five days of service of the notice of the City Manager's determination.

MISCELLANEOUS BENEFITS

Jiva has set forth hiring practices that we are confident will meet and at times exceed the requirements set forth by the City and the State. Jiva will go above and beyond to ensure our employees understand and embrace all City resident. Jiva's hiring announcements will be publicly posted and as a policy we will prioritize hiring veterans and women.

Jiva considers its employees to be one of its most valuable resources. As such Jiva will offer fair compensation, benefits, employee training and continuing education to ensure our staff is knowledgeable in customer service as well as trends and information on the products we carry. It is our intention to have a locally diverse well-educated and knowledgeable staff.

HEALTH INSURANCE BENEFITS

Jiva will make group health benefits available to eligible employees. Eligible employees are full time employees who work 30+ hours a week. Health benefits will be paid in part by the Company. The remainder of the cost is the employee's responsibility. Employees can receive details about benefits provided, contribution rates and eligibility from the Plan Administrator. As required by law, Jiva will provide workers' compensation benefits for the protection of employees with work-related injuries or illnesses. Additionally, to protect employees who miss work due to non-work-



JIVA LIFE, LLC LABOR & EMPLOYMENT PLAN

related injuries or illnesses, the law requires that a small percentage of an employee's wages, up to the prevailing maximum, be deducted each pay period for disability insurance.

Health benefits shall consist of no less than one dollar and twenty-five cents (\$1.25) payments towards the provision of health care benefits for employees and their dependents. Proof of such benefits must be submitted to the City Manager or designee to qualify for the wage rate for employees with health benefits set forth in the City Council resolution.

VACATION BENEFITS

Compensated Days Off. Employers shall provide at least twelve (12) compensated days off per year for sick leave, vacation, or personal necessity at the employee's request.

Uncompensated Days Off. Employers shall provide employees at least ten (10) uncompensated days off per year for sick leave for the illness of the employee or his or her immediate family where the employee has exhausted his or her compensated days off for that year.

Vacation provides a break beneficial to both the Company and the employee. Therefore, employees are encouraged to take vacation annually. It is the policy of Jiva to provide each qualified employee with vacation time on a periodic basis.

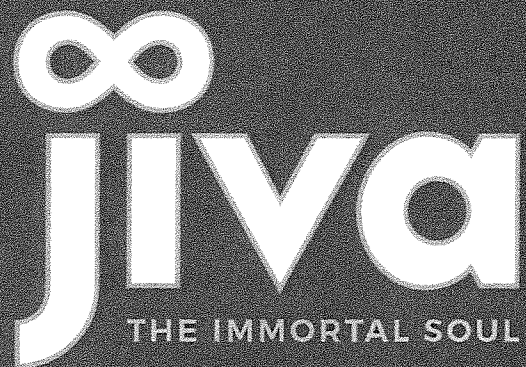
PAID AND UNPAID LEAVE

Jiva's paid sick leave policy is intended to comply with the requirements of the Healthy Workplaces/ Healthy Families Act. Employees cannot be discriminated or retaliated against for requesting or using accrued paid sick time. Employees also have at least ten (10) uncompensated days off per year for sick leave for the illness of the employee or his or her immediate family where the employee has exhausted his or her compensated days off for that year.

Other forms of paid leave provided to Jiva employees include: time off to vote, bereavement, jury duty, witness duty, bone marrow donation, organ donation, and military duty. Jiva will additional opportunities for unpaid leave such as temporary disability, volunteer emergency responder, victims of felony crime, civil air patrol, school leave for disciplinary matters, pregnancy disability, military spousal, parental school activities, domestic violence/sexual assault, rehabilitation.

RETIREMENT PACKAGE

Jiva will offer a comprehensive retirement package to fulltime employees. Jiva will offer these employees the option to stay on the company's plan until they are eligible for Medicare or by offering the retiree health care coverage. Jiva will include a one-time cash benefit and any entitled severance. For example, the employee might receive four weeks of severance pay for each year of service, plus an additional six months. Jiva will plan to include a continuation of employer-sponsored life insurance.



HAYWARD'S
COMMUNITY MEDICAL CANNABIS DISPENSARY
COMMUNITY BENEFITS PROPOSAL

JIVA LIFE, LLC
436 CLEMENTINA STREET [STE 303]
SAN FRANCISCO, CA 94103



JIVA LIFE, LLC
Community Benefits Proposal

COMMUNITY BENEFITS PROPOSAL

OVERVIEW

Jiva Life, LLC (“Jiva” or “the Applicant”) is committed to having a positive impact in the City of Hayward. The following proposal outlines the various policies, procedures, and initiatives that the Applicant will institute to be a valuable community member. This proposal is designed to incorporate the themes of health education and prevention strategies; economic benefits; alignment with the City’s Strategic Initiatives; neighborhood benefits; and community outreach and support. All themes will be operationalized through targeted and specific benchmarks that the Applicant has set for its first year of operation. As such, the Applicant is proposing the following community-focused goals for its first year of operation:

- 1. Establish a generative relationship with the community.*
- 2. Stimulate economic prosperity within the community.*
- 3. Champion the community’s most important goals.*
- 4. Advance the holistic wellness of the community.*

The following proposal provides an overview of these goals, and how the Applicant will operationalize each one to establish and maintain a beneficial presence in the community.

Goal 1: Establish A Generative Relationship with the Community

At the core of the Community Benefits Proposal is the relationship between the Applicant and the community members. The City’s elected officials and their constituents are best situated to understand their community’s mission and values, and have a personal stake in the safety and success of their City. As such, the Applicant is committed to engaging local stakeholders by incorporating input from local business leaders, teachers, administrators, school board members, and elected officials when determining how to move forward with decisions that will impact that community. The Applicant has initiated this relationship through the commitments outlined in this section.

The Applicant will begin by structuring its organization from the ground up with policies to mitigate typical community concerns, such as neighborhood safety. Through regular business operations and hiring practices, the Applicant will enhance the prosperity and vitality of the surrounding community with the provision of living wages, generous benefits, and union membership. The Applicant will further launch initiatives and have a positive impact on community health outcomes. Kartik Shukla (Chief Financial Officer and Chief Strategy Officer) and Rajiv Pottabathni (Managing Director of Business Development) will lead the Applicant and its employees in going above and beyond to give back to the community through service initiatives, community partnerships, and charitable contributions in alignment with the City’s Strategic Initiatives and Funding Suggestions. This section will detail how the initiatives will be operationalized.



JIVA LIFE, LLC
Community Benefits Proposal

Objective 1a: Establish Community Liaison as primary point of contact with community.

The Applicant's Community Liaisons, Lori Maravilla (Community Business Relations) & Natasha Ickes (Community Outreach & Non-Profit Engagement Coordinator), will be the primary points of contact for local stakeholders who wish express concerns, ask questions, or engage in dialogue of any kind with the Applicant. Natasha Ickes's contact information will be posted on the Applicant's website and on all community outreach and promotional materials. Before initiating operations, The Community Liaison will distribute a letter to neighboring businesses, residents, and the local police department introducing herself and inviting the community to contact her with comments, concerns, or complaints. To accommodate the diverse needs of the community, all of the Applicant's outreach material will be available in English, Spanish and Tagalog. Furthermore, the Community Liaison will work with an interpreter when necessary to communicate with a non-English speaking community member.

As detailed herein, the Applicant has a strict regime for ensuring that no persons under the age of 21 are allowed on the premises. However, the Applicant intends to continually strengthen the efficacy of policies, such as this one, that pertain to promoting positive community conditions. As such, the Applicant will seek to incorporate the insights of community groups that work to create an environment in which Hayward youth can thrive. Immediately upon issuance of a permit, the Community Liaison will meet with representatives from the Hayward Coalition for Healthy Youth (HCHY) to strategize the most effective means of supporting the organization's mission to reduce substance abuse and improve the overall health of Hayward's youth. The Applicant will welcome any recommendations put forward by HCHY as to how the dispensary can best support the wellness of local youth, via policies, advocacy support, financial contributions or other forms of collaboration.

Once the dispensary is in operation, the Community Liaison and the Community Relations Advisor will host a monthly Community Wellness Forum, where residents, customers, elected officials and business owners can meet with dispensary representatives to discuss concerns, voice questions, and plan community service collaborations.

Objective 1b: Institute and train all employees in the "Good Neighbor Policy."

To fully implement policies and procedures that contribute to the safety and peace of the community, the Applicant will have buy-in from all parts of the organization: owners, operators, and employees. If awarded a license, the owners will introduce the Good Neighbor Policy to all operators and employees as soon as training begins.

This policy includes the following aspects:

Monitoring the community: The dispensary facility will have third-party Security Guards (Local Hayward Company) on site during operating hours. These Security Guards will be trained to observe and report any suspicious circumstances in the neighborhood and will include occasional neighborhood walk-throughs to ensure no diversion is happening nearby and that no customers are administering their medication in a way that would constitute a neighborhood nuisance.



JIVA LIFE, LLC

Community Benefits Proposal

Listening to the community: All neighborhood outreach materials will be posted publicly and will include a phone number and email address for providing comments, concerns, and complaints. In all cases, a Dispensary Employee will respond to any received message within 1 business day and will notify the Community Liaison in writing of any such community messages. All Dispensary Employees will receive training on handling these messages respectfully and diligently.

Getting to know the neighbors: All Dispensary Employees will be encouraged to patronize local businesses, and the Owners will seek opportunities for conversation with fellow local business owners, in all cases representing the Applicant and the cannabis industry in a professional and upright manner.

Representing professionalism: Each Dispensary Employee will be trained that he/she is a representative of the cannabis industry and is required to take ownership of demonstrating the best standards of the industry: professional demeanor, neat and tidy appearance, respectful and competent service.

During initial training, and regularly thereafter, the Dispensary Manager will work with Dispensary Employees to build on these principles of respect and ownership for the community.

Objective 1c: Train employees to contribute to neighborhood security and beautification.

The Applicant's priority is ensuring the safety and security of employees, customers, local businesses, and residents of the areas surrounding the dispensary facilities. When a dispensary opens, the surrounding residents and businesses may worry that crime will increase as a result. However, studies now show that neighborhood crime rates often decrease when a dispensary opens due to the additional security presence that the dispensary brings.

As described in detail in the Security Plan, the Applicant will have the perimeter fully covered by security and surveillance equipment, in addition to the on-site presence of two security guards during operations. One of the Security Guards will make random neighborhood patrols to verify that no patients, caregivers, or dispensary employees are becoming a nuisance in the neighborhood. The security guard will also observe any indications of graffiti, excessive litter, or other items that could be prospective employee cleanup projects. These security practices and presence will contribute to the safety and security of the neighborhood.

Objective 1d: Introduce all customers to Community Agreements.

Customers also can contribute to the perception of the Applicant and the cannabis industry. For this reason, and to contribute to the safety of employees, the Applicant recommends that all customers be presented to participate in an optional Community Agreement. Similar procedures in other states have demonstrated these Community Agreements promote mutual respect, customer loyalty, and productive dialogue. When customers visit the Applicant, the Receptionist/Host will, as part of the process to verify their identification, notify first time customers of the loyalty program benefits they can receive by simply adhering to the Community Agreement. The Receptionist will review the Applicant's Community Agreement, a process that includes the Receptionist reading each item aloud as it reinforces the importance of the Applicant's desire of establishing a community dispensary. After this process, the Receptionist



JIVA LIFE, LLC
Community Benefits Proposal

will suggest that the customer can electronically sign-up for the Community Agreement and will be automatically given loyalty program benefits. The dispensary will retain the original and provide the customer with a duplicate to retain via email.

The Applicant's Community Agreement will explicitly require that customers treat all individuals in the area surrounding the dispensary with respect and courtesy at all times. Jiva maintains a zero-tolerance policy to protect the Dispensary Employees and customers positioning the dispensary to maintain a positive presence in the neighborhood.

To prevent disturbances to neighbors of the dispensary, patients and caregivers will be reminded that they may not use cannabis on site or in public areas. Pursuant to the Applicant's standard operating procedures, Dispensary Employees who observe any patients violating this policy will report to the Dispensary Manager, who will take disciplinary measures as needed. The Receptionist will at all times monitor the surveillance feeds, including the exterior cameras covering the perimeter of the dispensary, facilitating observation of such disturbances. Signs will be posted in the building and in parking areas dedicated to the dispensary, if available, to remind customer that no cannabis use is allowed on the premises. Furthermore, no loitering will be permitted on, around, or near the dispensary facility.

The Dispensary Manager will instruct all Dispensary Employees and customers take responsibility for maintaining the cleanliness of the dispensary and the immediate surrounding area. This will include picking up any stray trash or litter that may be present, as well as reporting any graffiti directly to city officials.

Upon entering the dispensary, the Receptionist will verify that the customer is above the age of 21, and will inform anyone under age 21 that he or she may not go beyond the public waiting area. If the individual attempts to enter further, or if he or she lingers excessively, the Receptionist will notify the Dispensary Manager, who will either respond in person or send another Dispensary Employee to provide backup. Once there are a minimum of two Dispensary Agents present, one will ask him or her to leave the premises and escort him or her if necessary.

In the event the situation does not seem safe, in accordance with standard operating procedures, the Receptionist may trigger a silent alarm or notify law enforcement. Overall, the Community Agreement will ensure that Dispensary Employees and customers all take responsibility for their social impact and choose actions that maintain a positive atmosphere for the whole.

Objective 1e: Establish a community dispute resolution procedure.

The Applicant will post contact information on the exterior of the facility and surrounding fencing clearly illustrating the process for raising concerns or making complaints. The Community Liaison will regularly check the email and/or voicemail, and will respond to any concerns within one business day. If the Applicant's solution does not resolve the situation, the Community Liaison will work with the Community Relations Advisor to strategize and propose reasonable alternatives, crafted to appease all parties. If the situation cannot be resolved in this way, the Applicant will seek an appropriately trained local mediator to facilitate a process in which a resolution can be reached.

Goal 2: Stimulate Economic Prosperity in the Community



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Community Benefits Proposal

In its first year of operation, the Applicant will generate over \$1.3 million in tax revenue for the City. Furthermore, as described in detail in the Labor and Employment Practices Plan, the Applicant will contribute to the community's economic prosperity by creating well-paying jobs for a diverse range of community members. The Applicant takes pride in being able to offer stable jobs and provide the local community with an economic boost.

Objective 2a: Create 20 full-time jobs within the first year of operation.

Within the first year, the Applicant intends to hire three full-time Dispensary Managers (GM, Assistant Manager, Operations Coordinator), fifteen Customer Care Consultants, and two administrative positions (Executive Receptionist & Office Manager), for a total of 20 full-time roles. The Applicant will also contract with a Hayward security company to provide 2 Security Guards at the facility at all times and will have additional opportunities for local companies to provide services such as bookkeeping, landscaping, and marketing.

Objective 2b: Provide employees with generous compensation and benefits.

All of these roles will be fairly compensated. The Applicant is considering comparable salaries for roles in the surrounding region and plans to offer comprehensive and generous health benefits, a sick leave policy, and career development training. The total anticipated salaries within the first year total \$875,000, plus a robust benefits package for full-time employees. The Applicant plans for 3% annual increases in salary and will offer internal promotion opportunities as they become available. The Applicant will approach hiring, promotions, and other personnel decisions with best-practice procedures for maintaining diverse staff.

Goal 3: Champion the City's Most Important Goals.

The Applicant will look to the City and the people who live in it as the ultimate arbiters of how to positively contribute to the community. The Applicant has reviewed the current City's Strategic Initiatives, as well as the Community Service Commission's Community Agency Funding Recommendation, and establishes its proposed charitable contributions based on the goals put forth by these documents.

Objective 3a: Provide charitable contributions that meets all or most of the funding recommendation for a local non-profit.

The Applicant will donate 2% of profits annually to local organizations, per the recommendations of the Community Service Commission. The Applicant's first annual contribution of \$38,615 to Family Violence Law Center will meet over 95% the funding recommendation of \$40,000. By the third year of operation, this contribution will exceed the funding recommendation by \$2,946.

Objective 3b: Contribute 20 hours of competent professional services to a non-profit from the Community Service Commission's recommendation list.

The Applicant's in-house counsel, Gaurav Bali, a family law specialist who serves as the Applicant's Legal Compliance & Legislative Liaison, will also donate 20 of *pro bono* hours to



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Community Benefits Proposal

the Family Violence Law Center, assisting the organization with whatever projects it deems appropriate.

Goal 4: Advance the holistic wellness of the community.

Objective 4a: Offer non-cannabis related services and goods to supplement the overall health and nutrition of the community.

In order to promote the holistic wellness of its clientele, the Applicant plans to offer massage, acupuncture, and yoga opportunities to its customers. These services will be available at no cost, and will be provided by licensed practitioners from the community including the Applicant's Community Business Relations Liaison, Lori Maravilla, who operates a Hayward yoga center for over 16 years. These practitioners, who will be compensated for their services by the Applicant, will have the opportunity to provide quality care to the local community, while promoting their businesses to the dispensary's clientele.

The Applicant will also sponsor a food bank, which will provide nourishment to supplement the food supply of community members who are eligible for the program. Every Monday, participants will be able to pick up one prepackaged bag of food for themselves and/or their families. Each bag will also contain referral sheets for additional food banks in Hayward, for those in need of additional resources.

The Applicant's Community Liaison will create a schedule of class offerings that educate and engage the community in dialogue about the issues deemed relevant by the City's RFP and the City's Strategic Initiatives. These topics include substance abuse prevention, accessing health care through local clinics, and emergency preparedness. These classes will also be curated based on input by neighbors and customers, solicited by the Community Liaison in the form of surveys. All classes will be taught by qualified individuals. For example, substance abuse prevention courses will be taught only by licensed medical professionals. As often as possible, these classes will be taught in both English and Spanish and will feature bilingual educational materials.

The Applicant will also consult local community groups to determine how to best serve the community's educational needs. For example, the Community Liaison will reach out to Hayward Coalition for Healthy Youth to determine what class offerings for parents would be aligned with, and supportive of, the organization's goals.

Objective 4b: Reduce the stigma associated with responsible cannabis use through community outreach and education.

The Applicant's ultimate goal is to be an adult use retail facility that still offers a premium experience to its medical patients. Part of this mission is engaging with local community members to reduce the stigma of cannabis usage. In order to operationalize this goal, the Community Liaison will identify opportunities to reach out to the local business owners, neighbors, and other community stakeholders. These outreach conversations will include discussions of all kinds, from working with community groups to address concerns about traffic to the dispensary; to outreach to local rehabilitation and pain clinics with information on evidence-based approaches to reducing the opioid epidemic with cannabis; to small discussion



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Community Benefits Proposal

groups with patients and their families to discuss the efficacy of self-titration and to share educational resources on the many medicinal elements in cannabinoid medicines.

The Applicant's Patient Care and Education Advisor will contribute to these outreach efforts by overseeing the development of fact sheets and resource guides. These informational pamphlets will focus exclusively on providing the community with information that will increase their familiarity and comfort with the cannabis industry generally and the Applicant in particular.

Topics may include, but are not limited to:

- ☐ Responding to myths about cannabis;
- ☐ FAQs about cannabis dispensaries
- ☐ The latest research on the impact of dispensaries on their surrounding neighborhoods;
- ☐ Testimonials from local residents or news articles about patients who have had success with medical marijuana (only used with permission); and
- ☐ Reassurance that minors will not be able to readily access cannabis through the dispensary.

Each fact sheet will also provide the dispensary's contact information, including an email address, and an invitation for community members to reach out with questions or concerns. By engaging community leaders and people in the neighborhoods surrounding the dispensary on a regular basis, the Community Liaison will be able to document and address community members' concerns – even when those community members are not prepared to proactively reach out to the dispensary through the provided contact information. Beyond merely minimizing negative impact on the local community, The Applicant will actively contribute to community-oriented programs that will facilitate positive change to the city and its citizens. By establishing a safe, clean, and well-managed dispensary, the Applicant will demonstrate that the cannabis industry can make significant and needed contributions to the community.

Objective 4c: Provide exceptional service and access to cannabis for elderly, disabled and terminally ill clients through a delivery service.

The Applicant intends to obtain a permit from the City to operate a Commercial Cannabis Delivery. Contingent upon receiving this permit from the city, the Applicant will be able to deliver high-quality cannabis products to clients who are unable to leave their homes, including home-bound seniors, individuals whose disabilities preclude them from visiting the dispensary, and the terminally ill.



COMMUNITY BENEFITS

[SUPPLEMENTAL PROPOSAL MATERIAL]

JIVA

The City of Hayward's Community Cannabis Center

ADULT-USE & MEDICAL RETAIL SALES w/DELIVERY

JIVA LIFE, LLC | 436 CLEMENTINA STREET [STE 303] SAN FRANCISCO, CA 94103



6/15/2018

RE: Statement of Community Benefits: Charitable Contributions, Volunteering Commitments, Financial Donations & Fund Allocations

The City of Hayward Commercial Cannabis Business Permit Program:

I am pleased to have been working with Raj and to serve as the Chief Operating Officer for Jiva in establishing commercial cannabis business retail operations in California and potentially in City of Hayward. I have operated within the cannabis retail industry for a decade. As a principal owner and operator of legally licensed BCC adult-use/medical retail establishments in the City of Los Angeles & Marina Del Ray, I currently serve the local LA community in the following capacities:

- **HEARING EXAMINER | LAPD POLICE COMMISSION**
Appointed as a Hearing Examiner for the Los Angeles Police Department Police Commission
- **BOARD OF DIRECTORS, TREASURER | WEST LA NEIGHBORHOOD COUNCIL**
- **BOARD OF DIRECTORS, TREASURER | WEST LA SAWTELLE COUNCIL**
- **CHAIR | LA NEIGHBORHOOD COUNCIL BUDGET ADVOCATES**
Elected to chair the Los Angeles Neighborhood Council Budget Advocates, a committee of 36 appointed to advise the Mayor and the City Council on the City's fiscal issues.
- **CO-CHAIR | NEIGHBORHOOD COUNCIL BUDGET ADVOCATES**
Co-chaired the NC Peer Mentoring start up committee and worked on various NC annual Congresses and continues as Treasurer of the WLANC. In addition, was Citywide Election Administrator for the Neighborhood Council system elections, employed by the City Clerk.

I have organized and programmed our staff to volunteer ~500+ collective man hours annually for local non-profits, community programs, charitable causes, and local organizations/associations in the Greater Los Angeles area. We have allocated \$50,000 in hard cash donations annually, totaling funds in excess of \$500,000+ to charities through sponsorships and contributions since 2008.

My passion is organizing and bringing communities together. With Jiva, I plan to instill and commit to continue to maintain active involvement in the local community by providing direction collaboratively with Jiva's dedicated Director of Community Affairs.



This letter is a statement to advise the City of Hayward of some of the various local organizations that we partner with, such as:

- Los Angeles Police Cadets
- Los Angeles Police Diversion Program
- Los Angeles Fire Department
- Our House Grief Center
- Venice Arts
- West Los Angeles Farmers Market
- American Heart Association

We are proud to sponsor the Annual Thanksgiving feeding in West Los Angeles where more than 3,500 homeless citizens are given a full fresh hot meal, clothing, shoes, haircuts, dental exams and legal help.

REFERENCES

- City of LA Mayor | Honorable Eric Garcetti | 213-978-0600
- City of LA Council Member | Mr. Mike Bonin | 310-575-8461
- City of LA Neighborhood Council Coalition (LANCC) | Mr. Ivan Spiegel | 310-488-4487
- City of LA | Ms. Jeanette James | 310-466-3319
- City of LA Office of Finance Agency | 844-663-4411

Additional references and testimonials can be furnished upon request. Please feel free to contact me at any time. Thank you for your efforts, cooperation, and consideration.

Sincerely, 

John "Jay" Handal
JIVA | Chief Operating Officer
ERBA | Principal & Operator
12320 West Pico Blvd. | Los Angeles, CA 90064
MARINA | Principal & Operator
13453 Beach Ave. | Marina Del Rey, CA 90292
310-466-0645
JayHandal@gmail.com



This community benefits commitment proposal indicates Jiva's goal to surpass over \$500K in allocated funding towards charitable organizations and associations over the first 5 years of operation based on projections as seen in the proforma.

Alignment with City of Hayward Strategic Initiatives: The Applicant will develop proposals and initiatives to help strengthen and advance the City of Hayward's existing strategic initiatives focusing on four guiding priorities that guide City action: Safe, Clean, Green, and Thrive. These overarching priorities emphasize the City Council's vision for the Hayward community and have done so for several years. **The Applicant will commit to a 500 collective man-hours annually of Jiva volunteering efforts and may allocate financial contributions** towards the Complete Communities Program assisting the City, the community, and staff identify clear actions towards the accomplishment of the Council's priorities

The Applicant will focus on GOAL 1: IMPROVE QUALITY OF LIFE FOR RESIDENTS, BUSINESS OWNERS, AND COMMUNITY MEMBERS IN ALL HAYWARD NEIGHBORHOODS.

Objective 1: Increase neighborhood safety and cohesion
Objective 2: Foster a sense of place and support neighborhood pride
Objective 3: Increase collaboration with businesses, non-profits and neighborhood groups on placemaking projects
Objective 4: Create resilient and sustainable neighborhoods
Objective 5: Actively value diversity and promote inclusive activities

Economic Benefits: Activities to strengthen employment opportunities for Hayward residents, increase revenue to the City, and/or strengthen Hayward's economic dynamism.

Provide charitable contributions that meets all or most of the funding recommendation for a local non-profit.

The Applicant will donate **4% of profits annually** to local organizations, per the recommendations of the Community Service Commission. The Applicant's first annual contribution of ~\$75,000 will be allocated between agencies identified by the City of Hayward Social Services Program to private nonprofit and public social services agencies that serve lower income Hayward residents. For Example:

EDEN CENTER [Hayward Coalition for Healthy Youth (HCHY)]
Applicant has made contact with Karen Haflon (Executive Director) and was received well. Immediately upon issuance of a permit, the Community Liaison will meet with representatives from the Hayward Coalition for Healthy Youth (HCHY) to strategize the most effective means of supporting the organization's mission to reduce substance abuse and improve the overall health of Hayward's youth. The Applicant will welcome any recommendations put forward by HCHY as to how the dispensary can best support the wellness of local youth, via policies, advocacy support, financial contributions or



other forms of collaboration.

Contribute 50 hours of competent professional services to a non-profit from the Community Service Commission's recommendation list. For Example:

FVLC

The Applicant's in-house counsel, Gaurav Bali, a family law specialist who serves as the Applicant's Compliance Advisor, will also donate 50 of pro bono hours annually to the Family Violence Law Center, assisting the organization with whatever projects it deems appropriate.

ST. ROSE HOSPITAL FOUNDATION & TRI-CITY HEALTH

The Applicant's General Manager & Medical Officer, Rajan Dave, a board-certified physician, will also donate 50 of pro bono hours annually split evenly between both the St. Rose Hospital Foundation & Tri-City Health to assist the organization with whatever projects it deems appropriate.

Provide exceptional service and access to cannabis for elderly, disabled and terminally ill clients through a delivery service. For Example:

SPECTRUM COMMUNITY SERVICES

The Applicant intends to obtain a permit from the City to operate a Commercial Cannabis Delivery. Contingent upon receiving this permit from the city, the Applicant will be able to deliver high-quality cannabis products to clients who are unable to leave their homes, including home-bound seniors, individuals whose disabilities preclude them from visiting the dispensary, and the terminally ill. The Applicant will proactively develop a strategic partnership with Spectrum Community Services to access senior citizens locally.

The Applicant will develop Health Education and Prevention Strategies through activities for both youth and adult health education and substance abuse prevention. For Example:

TRI-CITY ASSOCIATION OF CANNABIS EDUCATION

Jiva looks to create, develop, and lead a comprehensive outreach initiative program known as *The Tri-City's Association of Cannabis Education* Aka Tri-City ACE. The Applicant is cognizant of the fact that the City does not currently have the funding or resources to develop such a program. Jiva embodies the opportunity to be on the forefront of educating the community about the law, the risks of youth use and adult misuse, risks of use while pregnant, and other health and safety issues associated with using cannabis. The Applicant will collaborate with the City and future local commercial cannabis businesses in development of this program.



Services ARC Recommendations				
Agency	Project	FY 19 Req	ARC Rec.	Notes
Abode Services	AC Impact Program - permanent supportive housing	\$51,822.00	\$40,000.00	Recommendation for amount to cover salary and benefits amount outlined in application
Alameda County Community Food Bank	Food scholarships for pantries and shelters	\$40,000.00	\$40,000.00	Recommendation of funding as requested. Every \$1 of grant funding purchases \$6 of food
CALICO	Interviewing and case management	\$35,000.00	\$18,000.00	Recommendation for amount to cover half of the additional specialist hours requested in application
Centro Legal de la Raza	Anti-Displacement Affirmative Litigation program	\$135,500.00	\$54,000.00	Recommendation for amount to cover salary and benefits of attorney as outlined in application
East Bay Agency For Children (EBAC)	Hayward HUB services coordination	\$55,197.00	\$0.00	Commissioners felt the program needed more development and EBAC is welcome reapply when once the HUD Director is on board
Eden I&R	211 System	\$50,000.00	\$50,000.00	Recommendation of funding as requested. As Coordinated Entry System entry point, Commissioners felt that the 211 program provided a critical service
Eden Youth and Family Center	EYFC/HPD Gang prevention project	\$50,000.00	\$20,000.00	Recommendation of funding of the Peer Navigators/Case Managers salary and benefits amount as outlined in application
FESCO Family Shelter	Shelter services	\$50,000.00	\$30,000.00	Recommendation of partial funding to cover staffing request
Family Violence Law Center	Violence and homelessness prevention	\$50,000.00	\$30,000.00	Recommendation of funding of one half of the attorney salary and full funding of the clinic services as outlined in application
Horizon Services	School based LGBTQ programming	\$65,000.00	\$15,000.00	Recommendation of funding of one counselor & benefits as outlined in application
International Institute of the Bay Area	Legal services for immigrants	\$20,000.00	\$15,000.00	Recommended of partial funding operations cost and increased workshops in Hayward
Legal Assistance for Seniors	Legal services for seniors	\$22,000.00	\$17,000.00	Recommendation of funding to cover salary and benefits as requested in application
Ruby's Place	Shelter and children's programs	\$40,000.00	\$30,000.00	Recommendation of partial funding to cover staffing request
SAVE/COPS	Domestic violence counseling	\$10,000.00	\$10,000.00	Recommendation for funding as requested. Unique service that service a gap identified by Hayward PD

South Hayward Parish	Case manager for clientele	\$38,000.00	\$38,000.00	Recommendation of funding as requested. Case management staffing would allow for current staff to increase development opportunities
Spectrum Community Services	Meal program for seniors	\$30,000.00	\$15,000.00	Recommendation of partial funding to cover staffing request
St. Rose Hospital Foundation	Healthcare internships	\$29,000.00	\$18,000.00	Recommendation of partial funding
Tri-City Health	HIV early intervention services	\$20,000.00	\$10,000.00	Recommendation of partial funding
	Requested	\$791,519.00	\$450,000.00	
	Available	\$450,000.00	\$450,000.00	
	Funding Gap	-\$341,519.00	\$0.00	



Economic Development & Infrastructure ARC Recommendations				
Agency Name	Project	FY 19 Req	ARC Recom.	Notes
4Cs of Alameda County	Training in-home childcare providers	\$30,000	\$30,000	Recommendation of funding at full request
Downtown Streets Team	Jobs placement for individuals experiencing homelessness	\$149,999	\$149,999	Recommendation of funding at full request
Elevating Soulciety	Job training and placement	\$50,000	\$ 45,000.00	Recommendation of partial funding. Commissioners would like to see more board development, outreach and development of private funding sources
East Bay Community Recover Project	HVAC Replacement	\$27,000	\$0	Recommendation of no funding. Commissioners and staff had concerns regarding the lifetime of the building, the scope of the current project and lack of Capital Improvement Plan even though one had been requested by agency in previous years
Hayward Area Recreation	Mia's Dream Playground soil grading	\$96,000	\$96,000	Recommendation of funding at full request
Magnolia Women's Recovery	Bathroom Renovation at shelter	\$25,000	\$25,000	Recommendation of funding at full request
Requested		\$377,999	\$345,999	
Available		\$386,050	\$386,050	
Difference		\$8,051	\$40,051	

Arts & Music ARC Recommendations				
Agency Name	Project	FY 19 Req	ARC Recom.	Notes
Hayward Area Historical Society	Fiscal Administrator	\$9,614	\$7,450	Fiscal Administrator receives 10% of funding allocated to sub-recipient agencies for their role
Hayward Arts Council	Galleries and Education Program	\$27,000	\$16,500	Recommendation of funding remain flat from 17-18 award. Commissioners had concerns regarding the 808 A Street Gallery location
Hayward Arts Council	Band & Orchestra Festival	\$7,550	\$7,550	Recommendation of funding as requested
Hayward Municipal Band	Summer Performances at parks	\$15,688	\$9,600	Recommendation of funding for 3 concerts. Commissioners have concerns with ability to remain sustainable and willingness to secure outside funding
Pacific Chamber Symphony	Music is Fun! School program	\$8,800	\$8,800	Recommendation of funding as requested
Sun Gallery	Art Gallery and Education	\$33,000	\$28,000	Recommendation of partial funding
Youth Orchestra of So. Alameda County	Scholarships for advance instruction	\$4,100	\$4,100	Recommendation of funding as requested
Requested		\$105,752	\$82,000	
Available		\$82,000	\$82,000	
Difference		-\$23,752	\$0	

- The Applicant will allocate \$31,773 as a charitable contribution (the entire difference of available and requesting funding) for both the Economic Development & Infrastructure agencies and the Arts & Music organizations to enhance our commitment towards the local community.



Date:

RE: Jiva Life LLC's ("Jiva") Intent For A Proposed Commercial Cannabis Business for Medical & Adult-Use Retail Operations in the City of Hayward ("City")

Dear Neighboring Property/Business Owner and/or Resident,

Jiva is proud to announce that the City of Hayward is considering and intends to award Jiva a retail commercial cannabis business permit. As a potential neighbor at _____, Jiva would like to schedule a brief introductory and informational meet & greet to provide responses to any questions, comments, or suggestions. The objective is to create an open line of communication with business owners in the area and to assure you that our business practices, operations, and commitment are aligned with our neighbors. Jiva is confident of the safety, security, and positive impact of our business in your community.

Our management committee provides over 25 collective years of leadership within the legally regulated cannabis industry. This experience will be depicted in our ability to safely provide high quality sustainable medical cannabis products in a first-class medical retail space. This facility will be Hayward's community commercial cannabis retail dispensary operating in full compliance with state and local regulations. Jiva will honor and uphold the values of Hayward and its residents.

Jiva was assembled with a focus on creating a multi-ethnic, diverse, and accomplished group of progressive professionals which include cannabis business operators, medical doctors, an attorney, Hayward residents, and a community program coordinator. Our distinguished advisory and consultant council includes a veteran, a former police lieutenant, a pharmacist, a financial advisor, and accredited investors.

Jiva's detailed knowledge of state and local law will ensure regulatory compliance. This includes, but is not limited to, dispensing medicine to individuals who receive prescriptions from doctors licensed by the Medical Board of California. In addition to continually providing exceptional service with an enhanced customer experience, Jiva will become ambassadors of the industry by dedicating resources to medical cannabis research to enhance patient quality of life. Jiva will embed and engage within the neighborhood through a combination of educational seminars, youth scholarship programs, community outreach, and financial contributions towards local non-profit associations.

Jiva's industry experience, entrepreneurial vision, and community-driven spirit will allow our team to develop an unforgettable premium retail experience that will resonate with our patients. A medical-first approach will safely introduce patients to the evolving and revolutionary cannabis treatments serving specific needs. Jiva will stock high quality products, inclusive of pharma-grade cannabis-infused extracts, exceptional edibles & consumables, and award-winning flower strains. Our medical doctor advisors will use research driven and patient evidence to develop educational material to generate awareness of treating and reducing pain associated with chronic illness.

Our retail facility strives to enrich the community through strategic partnerships with established local organizations. Jiva will offer employment opportunities to Hayward residents and will contribute generous tax revenues for the City. Our community endeavors will be focused on advancing educational



opportunities for local youth. Residents will benefit from informational seminars, supportive initiatives, our interactive partnership with the City's law enforcement, and charitable contributions.

Jiva will create a cannabis enterprise focused on integrity, community, and excellence. We emphasize ethics and values in pursuit of generating a brand strongly rooted in moral "best practices" to build a reputation for a trustworthy and uncompromising business.

Please visit our website, www.JivaLife.org, for more specific information about Jiva's operations, security and site safety protocols, odor prevention/air quality plan, community benefits, and neighborhood integration commitment. In the interim, you may contact us directly. Please call or text (510) 509-0842 or email jiva@jivalife.org and we will correspond within 24 hours to schedule a call or appointment.

Jiva is committed to working with the Hayward community and values the opportunity to serve its residents. As a meticulous operator, Jiva will deliver on its commitments. We gratefully appreciate your cooperation and valuable feedback. Jiva looks forward to honoring and upholding the values of Hayward and its residents.

Sincere Regards,

Rajiv "Raj" Pottabathni
Managing Director & Business Development | Jiva Life LLC

Gaurav S. Bali., ESQ
Compliance Advisor | Jiva Life LLC