

Regular Council Meeting

RECEIVED

August 10, 2023

2023 AUG -8 A 9:37



Supplement Packet

ITEM(S)

10:15 A.M. (ID 23-1030)

HEARING - Consideration of an appeal of the City Manager's decision to approve the change of location for retail Commercial Cannabis Business Permit No. C-20-88 (Council District 5)

Contents of Supplement: Presentation, Petitions and Letters of Support.

Supplemental Information:

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

Americans with Disabilities Act (ADA):

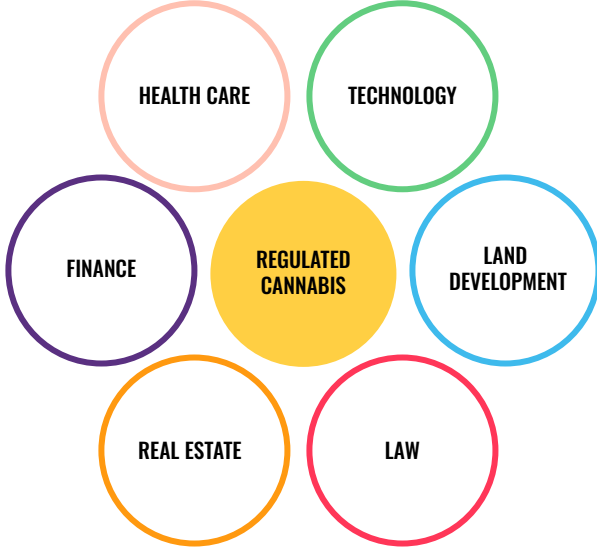
The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

Fresno Farms



BUSINESS PLAN - Qualification of Owners

over **174** years of combined highly-regulated industry experience.



YUMA WAY



Rita Tsalyuk

Chief Executive Officer

Seasoned entrepreneur with decades of experience in land development, health care, real estate, civil & software engineering. CEO of Yuma Way and owner of The Coffee Joint.



Kirill Merkulov

Chief Financial Officer

20 years of real estate brokerage, finance and property management experience, project management, land development projects specific to cannabis, owner and CFO of Yuma Way and The Coffee Joint.



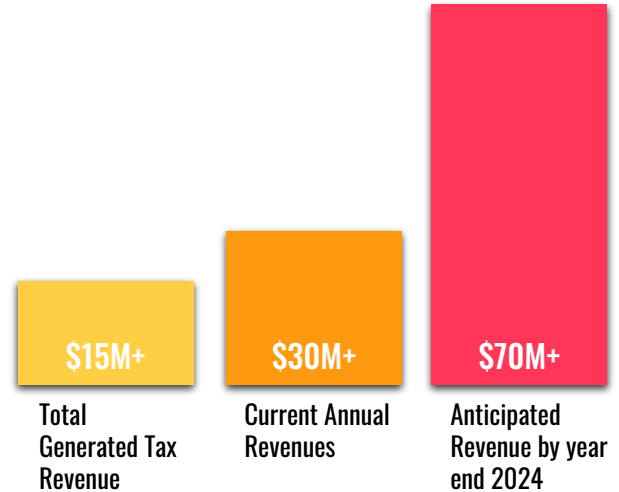
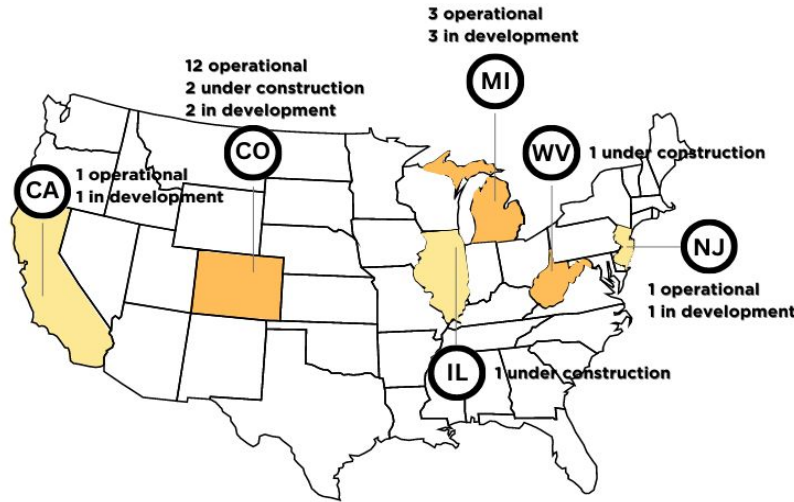
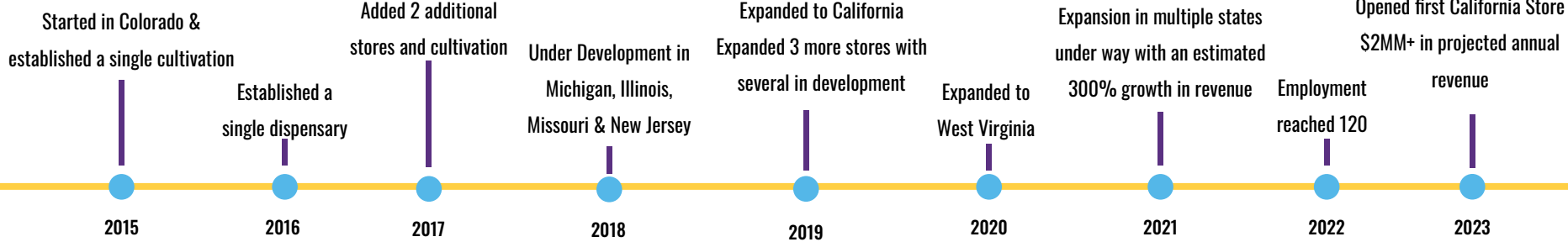
Jessica Reuven

Chief Compliance Officer

Licensed New York attorney, CCO for Yuma Way and affiliates, local resident, community relations liaison. Experience in highly regulated industries including banking, law, real estate, and cannabis

100% Immigrant & Majority Women and Family Owned

HISTORY OF SUCCESS - Qualification of Owners



SAFETY AND SECURITY - Features / Protocols / Training

Safety:

- Fire Plan Prepared By Professional Safety and Suppression Consultant
- Adequate Fire suppression equipment
- Remote Alarm Monitoring
- Multiple Fire Escape Routes



Training:

- Extensive First Aid
- OSHA
- Security Protocols
- Emergency response
- Proper Reporting Procedures



Security:

- Access Control and Limited Access Areas
- 24 hr HD video surveillance
- Remote security alarm monitoring/
- Armed guards 24/7
- CPTED implemented throughout
- Neighborhood Watch

Incident Logs:

- Reviewed by CEO & COO
- Reports are available to law enforcement
- Critical incidents resolved within 24 hrs



LOCATION - Existing Conditions

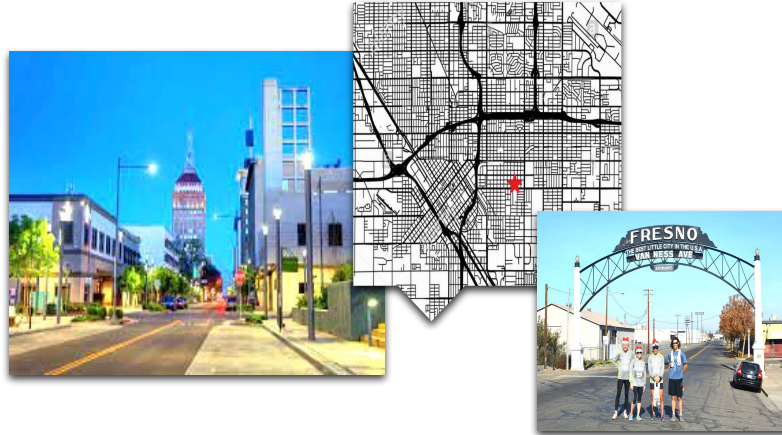
Address: 4555 E Kings Canyon Rd

Visibility: Along busy Kings Canyon Rd

Traffic Volume: 41,000 cars per day

Proximity: 10 Minutes East of Downtown and under 10 minutes from the Airport

Density: Over 300,000 people within 10-min drive

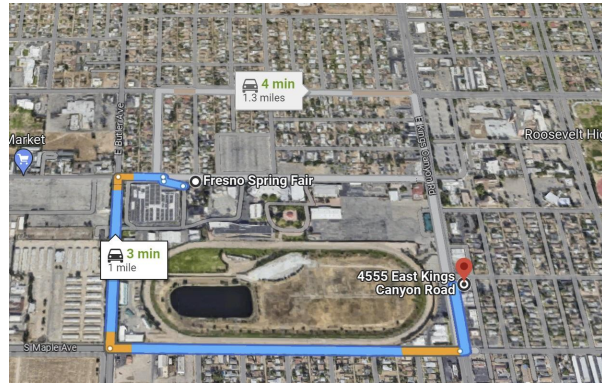


Zone: CMX

Environmental: No known issues

Immediate Neighborhood: 1-story general commercial and retail buildings

Neighbors: Domino's, McDonald's, Burger King, Quick Stop Liquor



Sensitive Uses:

Roosevelt High School - 1,295 ft

Rena's daycare - 3,050 sq ft

Cambridge High School - 3,255 ft

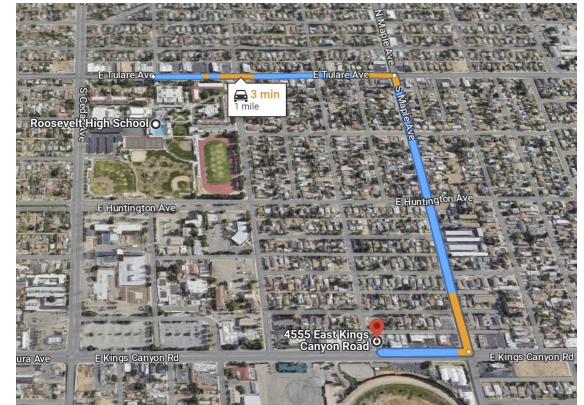
Other Uses:

Fresno Fair - ~2904 ft to main entrance

Element 7 - ~3,920 ft

Site Status:

Existing Vacant Structure



LOCATION - Site Description

Site Plan:

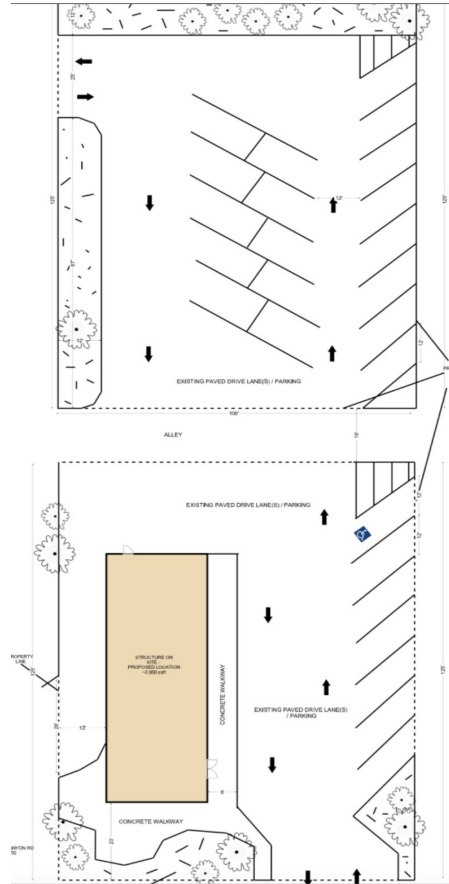
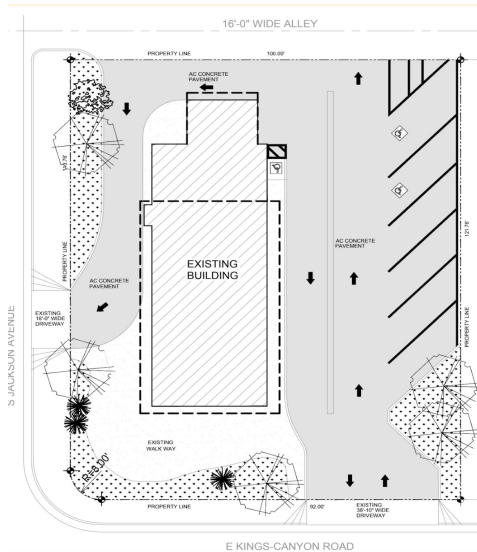
25 Parking spaces incl' ADA

Professional Landscaping

Sidewalk for pedestrian traffic

Conformity with surrounded Properties

Fence or Mural w City Approval



Floor Plan:

Secure Entrance through Screening Lobby w ID Check

Spacious Waiting and Retail Areas

Separate Entrance from Vendor Lobby

Management Office and NSF area

Secure Product Storage Area

LOCATION - Award-winning Approach to Rehabilitating Blighted Properties

BEFORE ↴



AFTER ↴



Economic Excellence Award

Yuma Way was honored with the Economic Excellence Award in 2021 by Saginaw Future's inc in Saginaw, Michigan for its revitalization of blighted property.



From Blighted to Brighted

Yuma leadership has developed and revitalized properties across the country and does so under budget and ahead of schedule. We pride ourselves on beautifying and enhancing the neighborhoods in which we operate.



LOCATION - Proposed Improvements

Sq. Footage:

2,100 sq ft proposed building

Exterior:

New contemporary elevation with modern storefront and accents

Parking:

New stripping for the parking lot with 25 stalls including ADA

Landscaping:

Professional landscaping along Kings Canyon Rd

Crime Prevention:

Surveillance cameras and onsite security / CPTED design

“The former Mariscos Las Islitas is closed off & Fenced [....]. It represents the blight that some of the area has experienced over the years.”

-Melissa Mentalvo, Fresno Bee



NEIGHBORHOOD COMPATIBILITY - Nuisance Avoidance



Odor:

Floor Plan design with Odor-emitting activities in mind.

State-of-the-art HVAC system ensuring no trace of odor.

Prepackaged goods only.

Quarterly reviews ensuring the highest standards.

Mandatory Employee Training

Noise & Light:

Noise levels kept below the requisite exterior sound standards.

The exterior of the store will be well-lit, and utilize energy efficient lighting.

Traffic:

Creation of new parking lot with ADA space and bike rack.

Public transportation incentives for guests and employees.

Waste:

All waste products are secured in a locked bin under constant surveillance.

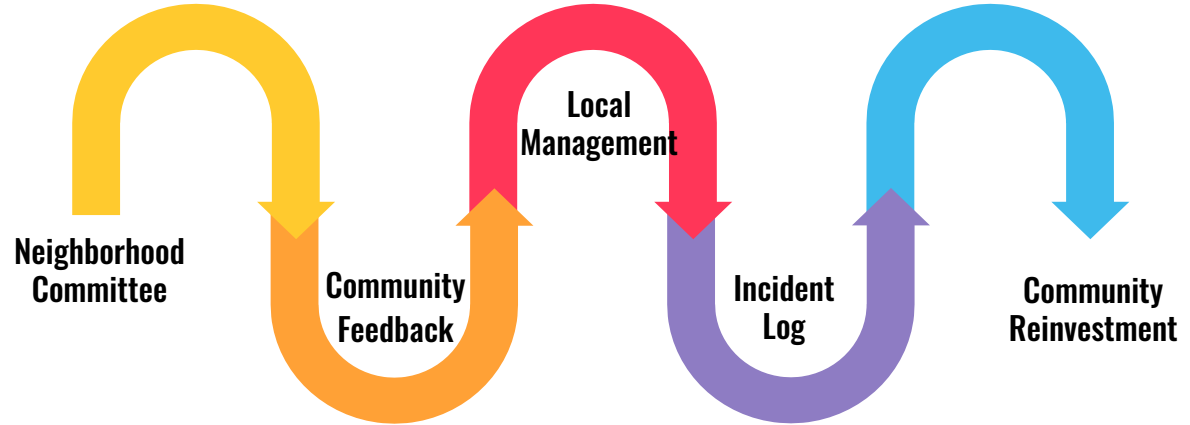
Cannabis related waste will be rendered unusable and unrecognizable.

Recalled products will remain in quarantine for at least 72 hours.

NEIGHBORHOOD COMPATIBILITY - Relationship Management



Proactive Community Engagement



Addressing Customer Complaints - Incident Log

Date of Incident	Entered By	Category	Impact/Urgency/Code	Names Involved	Description	Corrective Actions	Reportable (Y/N)

LABOR AND EMPLOYMENT PLAN - Commitment to Local Community

80% Employees - Local Fresno Residents

100% Employees - Local Fresno County Residents

60% Hiring Reserved for Social Equity Candidates

100% Commitment to Paying a Living Wage

25 New Jobs for Local Residents



Local Employment Initiatives:

Local Job Fairs

Collaboration with Local Nonprofits

Advertising locally

Advertising in English and Spanish

Job Training and Apprenticeship program

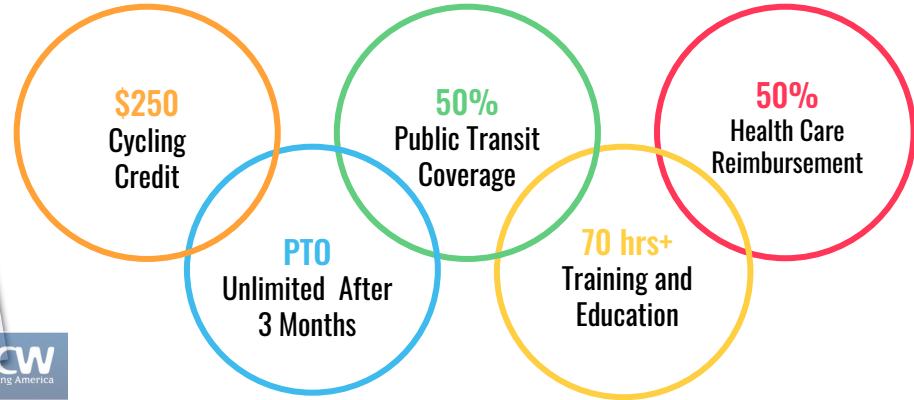
Paid Continuing Education Courses

Referral Program

SOCIAL POLICY AND LOCAL ENTERPRISE PLAN - Exceptional Staff Deserve Exceptional Benefits

Our Commitment to Employees:

- Competitive Wages
- Exceptional Benefits
- Career Growth Opportunities
- Local Community Involvement
- Labor Peace Agreement
- Paid Volunteer Time
- Path To Success



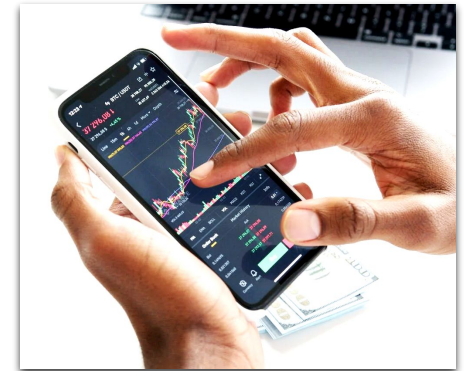
Recruitment Program Components:

- Identifying hiring goals
- Implementing recruitment strategies
- Advertising to and attracting the right candidates
- Interviewing and hiring
- Talent retention
- Program review and re-evaluation

Our Unique Path to Success

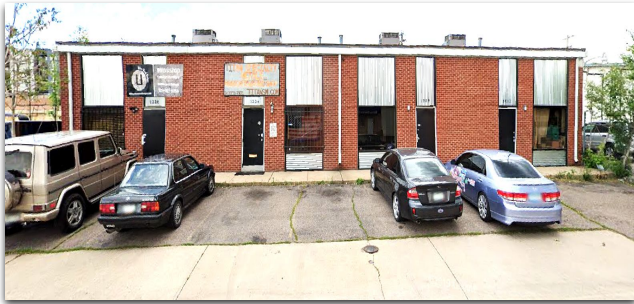
Program:

- Entry Level Opportunities
- 60 Days Evaluations
- Contingent Promotions
- Additional Training



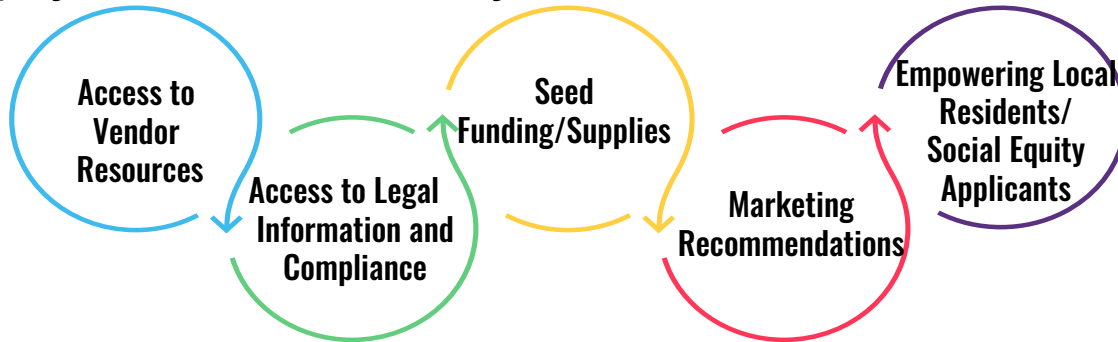
SOCIAL POLICY AND LOCAL ENTERPRISE PLAN - Incubator / Accelerator Program

Building Acquired by Yuma for Social Equity Businesses



Colorado's First Social Equity Forum Hosted by Yuma

First Social Equity Accelerator Licensed by State of Colorado



Yuma Recognize as Social Equity All Star by the state of Michigan



COMMUNITY BENEFITS - Local Involvement

Community Involvement:

- Expungement Clinics
- Job Fairs and Job Training
- Public Health & Education
- Frontline Worker Support
- Discounts
- Support of Local Businesses

2% Community Impact Fund

\$100,000+ Social Equity Business Development

Neighborhood Participation:

- Clean up of the area
- Charitable Event Patronage
- Food and Clothing Drives
- Discounts

400 hrs of Paid Employee Volunteer Fund

Local Business Partners:

Darden Architects - Environmentally friendly local architecture firm.

Fresno Arts Council - Artwork from local artists.

San Joaquin Fire Protection Inc - Local Fire Company

Specialized Printing and Promotions - Veteran owned business contacted for all stationary and design needs.

Habitat for Humanity Restore - Source building materials and furnishings from local non-profit organization.



PETITION IN SUPPORT OF THE ISSUANCE OF A MARIJUANA DISPENSARY LICENSE
 FOR THE PREMISES AT THIS LOCATION: 4555 E KINGS CANYON RD, FRESNO, CA.

Name	Address	City	Zip	Over 21	Date
N [Redacted]	[Redacted]	Fresno	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	07/27/23
Signature [Redacted]					
N [Redacted]	[Redacted]	Fresno	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	07-27-23
Signature [Redacted]					
U [Redacted]	[Redacted]	Fresno	93701	<input checked="" type="radio"/> Yes <input type="radio"/> No	7-27-23
Signature [Redacted]					
A [Redacted]	[Redacted]	Fresno	Ca 93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	7-30-23
Signature [Redacted]					
T [Redacted]	[Redacted]	Fresno	Ca 93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	7-30-23
Signature [Redacted]					
E [Redacted]	[Redacted]	Fresno	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	7/31/23
Signature [Redacted]					
J [Redacted]	[Redacted]	Fresno	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	7-31-23
Signature [Redacted]					
G [Redacted]	[Redacted]	Fresno	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
Signature [Redacted]					
T [Redacted]	[Redacted]	Fresno	CA 93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
Signature [Redacted]					
[Redacted]	[Redacted]	Fresno	Ca 93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
Signature [Redacted]					

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Name	Address	City	Zip	Over 21	Date
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[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	08/1/23
[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8/1/23
[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8/1/23
[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-2-23
[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-2-23
[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	4/2

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Name	Address	City	Zip	Over 21	Date
[Redacted]	[Redacted]	Fresno Ca	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8/2/23
[Redacted]	[Redacted]	Fresno CA,	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-4-23
[Redacted]	[Redacted]	Fresno CA,	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-4-23
[Redacted]	[Redacted]	Fresno CA	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-4-23
[Redacted]	[Redacted]	Fresno CA	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-4-23
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[Redacted]	[Redacted]	CALIFORNIA.	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-4-23
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[Redacted]	[Redacted]	Fresno	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8/4/23
[Redacted]	[Redacted]	Fresno CA	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8/4/23
[Redacted]	[Redacted]	CA	93702	<input checked="" type="radio"/> Yes <input type="radio"/> No	8/4/23

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J [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
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A [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
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M [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
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[Redacted]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8/1/23
[Signature]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8/1/23
[Redacted]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23
[Signature]	[Redacted]	Fresno	93727	<input checked="" type="radio"/> Yes <input type="radio"/> No	8-1-23

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B [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8.2.23
A [Redacted]	[Redacted]	Fresno	93721	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8/2/23
S [Redacted]	[Redacted]	Fresno CA	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8/4/23
L [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8/2/23
A [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8/2/23
M [Redacted]	[Redacted]	Fresno	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-4-23
M [Redacted]	[Redacted]	Fresno CA	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8.4.23
A [Redacted]	[Redacted]	Fresno CA	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-4-23
E [Redacted]	[Redacted]	Fresno CA	93727	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-4-23

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Name	Address	City	Zip	Over 21	Date
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[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-2023
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-1-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-2-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-2-23
[Redacted]	[Redacted]	Fresno	93725	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	8-2-23

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Name M [REDACTED]	Address [REDACTED]	City Fresno	Zip 93721	Over 21 <input checked="" type="radio"/> Yes <input type="radio"/> No	Date 8/4/23
Signature [REDACTED]					
Name W [REDACTED]	Address [REDACTED]	City Fresno	Zip 93725	Over 21 <input checked="" type="radio"/> Yes <input type="radio"/> No	Date 8/4/23
Signature [REDACTED]					
Name F [REDACTED]	Address [REDACTED]	City Fresno	Zip 93727	Over 21 <input checked="" type="radio"/> Yes <input type="radio"/> No	Date 8/4/23
Signature [REDACTED]					
Name [REDACTED]	Address [REDACTED]	City Fresno	Zip 93727	Over 21 <input checked="" type="radio"/> Yes <input type="radio"/> No	Date 8/4/23
Signature [REDACTED]					
Name [REDACTED]	Address [REDACTED]	City [REDACTED]	Zip [REDACTED]	Over 21 <input type="radio"/> Yes <input type="radio"/> No	Date [REDACTED]
Signature [REDACTED]					
Name [REDACTED]	Address [REDACTED]	City [REDACTED]	Zip [REDACTED]	Over 21 <input type="radio"/> Yes <input type="radio"/> No	Date [REDACTED]
Signature [REDACTED]					
Name [REDACTED]	Address [REDACTED]	City [REDACTED]	Zip [REDACTED]	Over 21 <input type="radio"/> Yes <input type="radio"/> No	Date [REDACTED]
Signature [REDACTED]					
Name [REDACTED]	Address [REDACTED]	City [REDACTED]	Zip [REDACTED]	Over 21 <input type="radio"/> Yes <input type="radio"/> No	Date [REDACTED]
Signature [REDACTED]					
Name [REDACTED]	Address [REDACTED]	City [REDACTED]	Zip [REDACTED]	Over 21 <input type="radio"/> Yes <input type="radio"/> No	Date [REDACTED]
Signature [REDACTED]					

**PETITION IN SUPPORT OF THE ISSUANCE OF A MARIJUANA DISPENSARY LICENSE
FOR THE PREMISES AT THIS LOCATION: 4555 E KINGS CANYON RD, FRESNO, CA.**

	NAME	HOME OR BUSINESS ADDRESS (IN THE DESIGNATED AREA)	OVER 21		DATE
			Yes	No	
1	G	[REDACTED]	✓		8-3-23
2	a	[REDACTED]	✓		8-3-23
3	[REDACTED]	[REDACTED]	✓		8-3-23
4	E	[REDACTED]	✓		8-3-23
5	M	[REDACTED]	✓		8/3/23
6	N	[REDACTED]	✓		8/3/23
7	L	[REDACTED]	✓		8/3/23
8	A	[REDACTED]	✓		8/3/23
9	C	[REDACTED]	✓		8/3/23
10	K	[REDACTED]	✓		8-3-23
11	P	[REDACTED]	✓		8-3-23
12	F	[REDACTED]	✓		8-3-23
13	E	[REDACTED]	✓		8-3-23
14	M	[REDACTED]	✓		8-3-23
15	R	[REDACTED]	✓		8-4-23
16	L	[REDACTED]	✓		8-4-23
17	T	[REDACTED]	✓		8-4-23
18	R	[REDACTED]	✓		8-4-23
19	E	[REDACTED]	✓		8-4-23
20	T	[REDACTED]			
21	V	[REDACTED]	✓		8/4/23
22					
23					

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PETITION IN SUPPORT OF THE ISSUANCE OF A MARIJUANA DISPENSARY LICENSE FOR THE PREMISES AT THIS LOCATION: 4555 E KINGS CANYON RD, FRESNO, CA.

	NAME	HOME OR BUSINESS ADDRESS (IN THE DESIGNATED AREA)	OVER 21		DATE
			Yes	No	
1	[REDACTED]	[REDACTED]	✓		07-19-23
2	[REDACTED]	[REDACTED]	✓		07-19-23
3	[REDACTED]	[REDACTED]	✓		7-19-23
4	[REDACTED]	[REDACTED]	✓		7/19/23
5	[REDACTED]	[REDACTED]	✓		7/28/23
6	[REDACTED]	[REDACTED]	✓		7-29-23
7	[REDACTED]	[REDACTED]	✓		7-29-23
8	[REDACTED]	[REDACTED]	✓		7-29-23
9	[REDACTED]	[REDACTED]	✓		7-29-23
10	[REDACTED]	[REDACTED]	✓		7-29-23
11	[REDACTED]	[REDACTED]	✓		7/29/23
12	[REDACTED]	[REDACTED]	✓		7/29/23
13	[REDACTED]	[REDACTED]	✓		7-29-23
14	[REDACTED]	[REDACTED]	✓		7/29/23
15	[REDACTED]	[REDACTED]	✓		7/29/23
16	[REDACTED]	[REDACTED]	✓		08/01/23
17	[REDACTED]	[REDACTED]	✓		8-1-23
18	[REDACTED]	[REDACTED]	✓		8-3-23
19	[REDACTED]	[REDACTED]	✓		8-3-23
20	[REDACTED]	[REDACTED]	✓		8-3-23
21	[REDACTED]	[REDACTED]	✓		8-3-23
22	[REDACTED]	[REDACTED]	✓		8-3-23
23	[REDACTED]	[REDACTED]	✓		8-3-23

Michael Kennedy
Senior Vice President
Retail California
7480 N. Palm Ave. Suite 101
Fresno, CA 93711

August 3, 2023

Fresno City Council 2600 Fresno St Fresno, CA 93721

Subject: Urgent Request for Approval of Cannabis Use at 4555 E. Kings Canyon Rd

Dear Honorable Members of the Fresno City Council,

I hope this letter finds you in good health and high spirits. I couldn't be here in person today but felt it was important to express my sincere support for the proposed cannabis use at 4555 E Kings Canyon Blvd and to urge the council's approval of this vital project.

I put this property on the market for sale on October 1, 2022, shortly after the previous Tenant vacated the building. When I first visited the property, it was in pretty good shape for a 40+ year old building that's was operated as a Wendy's, then various other restaurants. About a month later I went to the property again and saw significant graffiti and vandalism including a broken front window. When I went to open the door, I heard a dog barking inside. I went in and there was a vagrant running out the back door. Thankfully, he hadn't been there long and there was no apparent damage in the building, on this instance.

Over time, while marketing the property, with very little real interest from prospective buyers, I would go there to check things out and every time there was more vandalism and more graffiti. Let's fast forward to the current buyer's initial visit to the property to start their inspections, which occurred on or about February 8, 2023. I received a call from their agent saying they were canceling their inspections because of the condition of the property. I was not at the inspection but saw what they found later, which included: loose electrical wires, holes in the roof (caused by vagrants to enter the property), the ceiling torn apart, holes in the walls, and a ton of trash and debris throughout the building, none of which were present at any of my previous visits to the property. It was clear there were people living in the building again. Please keep in mind the building was alarmed and had a fence around it. Didn't matter. The total cost to get the building as close to its previous condition as possible was about \$50,000. Since the

repairs were completed the owner of the property has had private security posted at the property from night fall to sunrise spending thousands of dollars per month to do so.

The property located at 4555 E Kings Canyon Blvd has been a blight on this neighborhood since it was vacated and it's clear it will only get worse. It has suffered from vandalism, and criminal activity for an extended period, resulting in a significant decline in the quality of life for residents in the surrounding neighborhood. These issues have not only cast a negative light on the area but have also created obstacles in our attempts to sell the property. Prospective buyers have been deterred by the high crime rate and the difficulty of controlling the site's security.

However, the proposal to renovate this property by the current buyer presents a unique opportunity to transform the property from a burden to an asset. The implementation of a well-regulated cannabis establishment will not only bring a new sense of purpose to the site but also introduce essential measures for security and control. The introduction of twenty-four-hour surveillance and regular patrols will greatly enhance the safety of the neighborhood, helping to curtail criminal activity and restore the community's sense of security.

Moreover, the establishment of a new, well-maintained building will contribute to the aesthetic improvement of the area. This positive change will extend beyond the property itself, enhancing the overall appeal of the neighborhood and ultimately leading to an increase in property values and hopefully encourage others to invest in other similar buildings nearby. The infusion of new life into this dilapidated property will benefit the entire community, fostering a sense of pride and ownership among residents.

It is crucial to recognize the potential benefits that a properly managed cannabis establishment can bring to our neighborhood. This is an opportunity to revitalize a troubled property, rejuvenate the community, and contribute to the city's economic growth. The measures in place to ensure security and regulation should address any concerns related to the history of crime in the area.

In conclusion, I earnestly urge the Fresno City Council to grant approval for the proposed cannabis use at 4555 E Kings Canyon Blvd. This decision has the potential to spark positive change, not only by transforming a blighted property but by uplifting the entire neighborhood. I trust that you will make the make the right choice for the future of our community.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Kennedy". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Michael Kennedy
Senior Vice President
Retail California
CA DRE#01496337

Dr. David Kay
Owner, West Coast Wound
3636 N First St. Suite 142
Fresno, CA 93726
Dkay@westcoastwound.com
559-825-1980
8/4/2023

Fresno City Council
2600 Fresno St
Fresno, CA 93721

Subject: Support for Yuma Way CA LLC's Application for Opening a Cannabis Establishment at 4555 E Kings Canyon Rd, Fresno CA

Dear Members of the Fresno City Council,

I hope this letter finds you in good health and high spirits. I am writing to express my wholehearted support for Yuma Way CA LLC's application to open a cannabis establishment in Fresno. As the owner of a local business, West Coast Wound, and having known Jessica Reuven, the owner of Yuma Way CA LLC, for the past 7 years, I am confident that her company will be an invaluable addition to our community.

Over the years, I have had the privilege of observing Jessica's dedication to professionalism and responsibility in her business ventures. Under her leadership, Yuma Way CA LLC is bound to act as a responsible corporate citizen and a true industry leader. What particularly impresses me is the company's unwavering commitment to the medicinal aspects of cannabis, their focus on cannabis education, and their pioneering efforts in microdosing techniques. This approach showcases their dedication to advancing the understanding and benefits of cannabis for therapeutic purposes.

Furthermore, I am reassured by Yuma Way CA LLC's emphasis on preventing the diversion of cannabis to minors. Their proactive measures to ensure that their products remain out of the hands of underage individuals underscore their commitment to the welfare of our community's youth. This approach aligns perfectly with the values we hold dear in Fresno.

Having interacted with Jessica on various occasions, I can attest to her being an involved and caring member of our community. Her passion for philanthropic endeavors is contagious, and I am confident that this passion will extend to improving the lives of Fresno residents. With Jessica at the helm, Yuma Way CA LLC will undoubtedly contribute positively to our local landscape.

In conclusion, I firmly believe that allowing Yuma Way CA LLC to establish a cannabis establishment in Fresno will be a decision that enhances our community in numerous ways. Their dedication to medicinal applications, education, responsible practices, and community involvement sets an example that others in the industry can follow. I wholeheartedly urge the Fresno City Council to approve their application and welcome Yuma Way CA LLC into our city with open arms.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'DK', with a stylized flourish at the end.

Dr. David Kay
Owner, West Coast Wound

August 4, 2023

Fresno City Council 2600 Fresno St Fresno, CA 93721

Subject: Urgent Request for Approval of Cannabis Use at 4555 E. Kings Canyon Rd

Dear Honorable Members of the Fresno City Council,

I am writing this letter to express my strong support for the establishment of a cannabis store at 4555 E. Kings Canyon Road in Fresno. I believe that this proposed business aligns well with the city's evolving landscape and can bring significant benefits to both the local economy and the community.

As our city continues to grow, it is essential that we embrace opportunities that contribute to its development and prosperity. The cannabis industry has demonstrated its potential to generate substantial tax revenue, create jobs, and enhance the overall economic outlook of the region. By allowing a cannabis store at this location, Fresno has the chance to tap into a burgeoning market that can provide much-needed resources for vital public services and infrastructure improvements.

Moreover, a well-regulated and responsibly operated cannabis store can have a positive impact on public safety. Legalizing and regulating cannabis sales can help diminish the illegal market, ensuring that consumers have access to safe products while reducing potential criminal activity. It also allows for proper oversight and enforcement, ensuring that the community's well-being remains a top priority.

When properly managed, these establishments often engage in community outreach efforts to educate residents about responsible consumption, potential health risks, and local regulation. This proactive approach fosters a culture of informed decision-making and responsible behavior.

I firmly believe that the establishment of a cannabis store at 455 E. Kings Canyon Road aligns with Fresno's forward-thinking attitude and commitment to progress. It has the potential to invigorate the local economy, enhance public safety, and provide a platform for education within our community.

Thank you for considering my perspective. I urge the City Council to carefully deliberate on this matter and make a decision that reflects the best interests of our city and its residents.

Sincerely,

A handwritten signature in blue ink, appearing to read 'M. Arfsten', with a stylized flourish at the end.

Michael Arfsten
Senior Vice President
Retail California