

Video clip files from Thurs Oct. 25, 2018 community meeting at 1032 Beacon Street, hosted by Ascend and by the landlord, Shief Realty Trust

Video Clip	Ascend speaker(s)	Topics
20181025-6491	Cabral only	Intro and welcome, up front with her are Penelope, Becca, Dan, Ken, Jordanna, and Susan Shief
20181025-6493	Jordanna; Becca doing intro and starting powerpoint; Penelope introduced herself and her role in retail and merchandising; Dan intro'd himself and police background and how he became a convert to marijuana business after seeing med pot effect, after opposing publicly legal retail marijuana; marijuana retail stores drive DOWN crime; no increases or disturbances seen	J: Ascend is absolute best possible, most safest, for our neighborhood, its Ascend B:we will address your concerns, "wonderful thing about Ascend is it holds itself to a higher standard" "set the bar to be a good community operator . . . above and beyond. . . that's our theme . ." Top reputations of our team, cares about fully compliant, safe, put this over profits, robust community engagement. Introduced the Ascend team by name.

<p>20181025-6494</p>	<p>Dan continuing on no crime problem; Ken introduces self; Cabral on why she went into retail pot, to shape a new industry and she will nudge it kicking and screaming into doing it the right way, highly regulated industry, we care about the way things are done, we will do well and good at same time; Becca: “we do have other folks on the team that I won’t go into right now . . with wide breadth of experience” [NOTE: never mentioned Abner Kurtin in the entire introduction section; Kurtin’s name appeared in one Powerpoint chart as Chairman, but no mention of him by any Ascend folks in the video recording in this portion], team “across the nation experience in best in class cannabis industry policies”; then Becca began the Powerpoint proposal for 1032 Beacon; no processing, no cultivation, no delivery, only retail [goes to allocation of square footage for traffic and other calculations]</p>	<p>No crime problem Ken on his due diligence Becca: this site purely retail, Ascend owns 9,5 acres in Athol for cultivation and manufacturing</p>
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20181025-6495	Becca doing Powerpoint	Showing proposal for 1032 Beacon; likes the 6,200 sq feet and two floors; addressed some common misconceptions, pot not like alcohol, “when the bars are open, we are closed”; strict security for access and ID and product access; customer experience like an Apple Store; then more detailed description of security features of facility and operations;
20181025-6496	Becca doing Powerpoint	We want to be a good community partner, no tolerance for problems that are not in best interests of community; customer contract of behavior/ pledge, education, and customer; then more on security procedures, five-pronged approach including delivery including delivery vans will be “armed by two security personnel at all times [explicitly used the word “ARMED”] [all five prongs chilling]
20181025-6497	Becca doing Powerpoint	Continuing on security and diversion, product is too expensive and too highly taxed for resale diversion

<p>20181025-6498</p>	<p>Becca doing Powerpoint; Cabral at very end on topic of “hiring criminals”</p>	<p>Continuing on diversion and higher-end product mix; Ascend efforts to prevent community nuisance, emphasizes Andrea and others’ records, and Ascend’s emphasis, on being good community partner and doing what is best for the community; “crime tends to drop around marijuana retailers due to the heightened security” Then moved to “thoughtful siting community collaboration” Host Community Agreement and tax revenues, community attendance, 35 employees</p>
<p>20181025-6499</p>	<p>Cabral continues on topic of “hiring criminals”; Becca wrapped up formal presentation and notes many more community meetings, beyond just the three at 1032; then Becca opened up to questions</p>	<p>Question topics: Kenmore Cabot drug treatment facility damaged the neighborhood; abortion clinic across street, neither really were good neighbors, we lived with the traffic and the noise and the clientele, the operators didn’t and couldn’t fix it. Becca emphasized all this addressed in HCA, and also in state licensure requirements</p>
<p>20181025-6500</p>	<p>Cabral took over from Becca, on client misbehavior</p>	

<p>20181025-6501</p>	<p>Cabral continued on community safety, working with local law enforcement</p>	<p>Paul Warren question on proximity to residential units and colleges and Fenway, and what customer volumes do you plan on? Cabral and Becca answer about volumes and traffic study</p>
<p>20181025-6502</p>	<p>Cabral on crime and marijuana retailing; on McKinley school is a Boston school, not in Brookline. Penelope says, not targeting college students, and yes Ascend does have a marketing plan, upscale, looking to mainstream marijuana, retail marijuana is an expensive product; Dan on other proposed locations in parts of Boston near Brookline</p>	<p>On crime, Cabral cites Colorado and Arizona and California as not showing crime increases [so, Ascend analyzed crime data, but not retail volume data?], “apples to apples comparison”; marijuana federally illegal so no large banks can handle money, Dan cites Denver crime and robbery data. Paul Warren asks folks to remain respectful. Can you share your customer segments, by university, by locality. You chose this site for a reason, it’s a rich site</p>

<p>20181025-6503</p>	<p>Questioner Chris Tsouros: you'll have armed guards; Dan and Becca no, no armed guards [from earlier, armed guards will be in delivery vans] Cabral said there is very little in Massachusetts to compare it to; this will not be the biggest shop by a long shot Andrea [on the requested items of the segmentation study, traffic study, and lease: The only document we don't have is the breakout by customer segment, can give you our traffic plan [never directly here mentions the lease], nothing to compare this to, only to medical marijuana; there's only room for dialogue if you are open</p>	<p>Chris Tsouros: your good faith about how you want to operate, but wrong location, you cite \$6 million in revenue divided by \$75 average purchase, 80,000 people to this location, almost all from outside this community, and oppressive and omnipresent security way out of line with neighborhood, size of shop Chris: we'd like to see the lease, and the traffic studies</p>
<p>20181025-6504</p>	<p>Cabral: we're trying to lay out to you how we will prevent the worst-case scenarios, they didn't happen in other places [again, cites other states as not have problems, but not willing to discuss data on volumes from other states]. "Paul, I was surprised that you never called me"</p>	<p>Paul: this group came together in just a few days, very opposed, please withdraw application Sean Lynn-Jones: wrong site, so much opposition, please withdraw this application, no off-street parking so parking will be all over the neighborhood</p>

<p>20181025-6505</p>	<p>Jordanna noted that she has three young kids, grew up in the neighborhood, wants what's best for neighborhood, and that folks who DO want retail marijuana here aren't at meeting tonight</p>	<p>Lease questions. Attorney Ellen Zucker spoke in opposition, Cabral recognized her, Zucker noted that this is a grand experiment with only downside for the neighborhood, security will be awful and out of character, big risk, lot of young people nearby who make this site attractive</p>
<p>20181025-6506</p>	<p>Cabral: every neighborhood is a neighborhood, you're saying NIMBY, everybody has a backyard; I liked the idea that we are taking delivery off the street, I like this site, in Brookline we considered nowhere else</p>	<p>Zucker continued, find another site with more space, less local and residential Curtail hours during red sox games and concerts?</p>
<p>20181025-6507</p>	<p>Dan: liquor licenses are often suspended, but in cannabis, that is serious, you lose your license, host community agreements provide security arrangements and protections Cabral didn't really answer the dog question, notes that maybe retail marijuana might increase your property values</p>	<p>Would Waxy liquor license transfer, could another marijuana operator take over your license here? Ranch statement on density here of education and young children facilities, answers were very vague and unsettling, then question on Chairman and owner Abner Kurtin and the dog walking business lawsuit: "he didn't like the dogs going back and forth in his neighborhood"</p>

20181025-6508	Cabral continuing to address neighborhood concerns, but “the people who are for it this are not here [tonight]”	Speaker discussing who the neighborhood has gotten better
20181025-6509	Cabral, in answer about growing. Growing will be in Athol, but “Jason works for Ascend Massachusetts” Cabral and Dan : Ascend will bring additional resources to actually reduce marijuana use in your area, won’t smoke in Amory Park	Second hand smoking and second hand pot smoke. This is a very safe town, not a heavy police town, we don’t want nor need more police, so marijuana plus more police is not a good answer, also your investor

Discussion about publicly releasing the lease document

20181025-6505 at 01:01

Questioner Sean Lynn-Jones: You didn’t answer Chris’s question, will you make your lease publicly available?

Becca: So, it is a requirement that we submit it [the lease] as part of the Cannabis Control Commission so it will become publicly available.

Questioner Chris: When?

[Several overlapping voices from Ascend people and perhaps Jordanna, then Cabral speaks up:]

Cabral: It’s in their [the CCC’s] hands. It’s actually a private document so until the Cannabis, because the Cannabis Control Commission is a state agency at some point they will make all of the records public, I don’t know when that will be.

Questioner Chris: But, the lease exists, you can make it public now.

Another questioner, almost overlapping: You can make the lease public

[several overlapping voices, at least some appearing to be Ascend-related folks, then Cabral answers:]

Questioner: It may [unintelligible]

Cabral: Or, it may not

[Jordanna then discusses that many people want retail marijuana here]

Questioner: [Speaking up over several overlapping voices, including Jordanna’s, and asking Jordanna:] What’s your lease?

Jordanna: We will determine when it is that that information will be released, we’re not there right now

[also on file 20181025-6506 at 03:21] Questioner Zucker directly to Cabral when she was up front at the bar: I just want to ask, where else were you considering?

Cabral, emphatically with a lateral hand wave: In Brookline there was no place else.

[also on file 20181025-6509 at 02:49] Questioner Zucker: I’m a bit disturbed by the lack of transparency . . . with respect to the lease, the parties to the lease are present tonight. Give

us the lease, I mean, I don't understand. The dodging that I have seen is really [interrupted by several speakers, including Cabral visible on video] give me the, why -- Jordanna [jumping in]: let me address this right now, which is that we have a signed letter of intent and we are working on the lease. There is currently no finalized lease, we are working on it.

Questioner Zucker: Show us the letter of intent. In other words, why, there's the notion of a great level of respect - - -

Cabral [partially interrupting Zucker]: if you were an attorney what would your response be?

20181025-6494 Becca on Ascend being vertically integrated; starts at 05:00

Umm, where will we get our products? Umm, in the spirit of setting the, a, higher, higher standard for the industry, Ascend has purchased a nine-point-five [9.5] acre facility in Athol Massachusetts. It's the former Union Twist and Drill Company . . . dormant [since] 1983 . . . So, we are seeking to bring life into that facility we will be locating our cultivation and manufacturing license there, it will be a one hundred thousand square foot canopy which is the maximum allowed by state law." [she then talked about some hydro and solar power options and RFPs to bring smaller manufacturers onto the site as well]

Becca on the many community meetings and openness that Ascend has planned
20181025-6499 at 00:52

[Wrapping up the formal presentation:] Before we get to questions . . . One of the things that I will note is obviously the first of many public meetings on this topic, right, so we have . . . [Then, pointing to a questioner, she addresses him:] I promise you, you will be the first one. Umm, there will be many public meetings on this topic. Obviously there are the three to start, but the outreach doesn't stop there. So, throughout the next couple of months we going to be having open office hours, we're going to be having informal get-togethers, really opportunities for people to learn about the team, express concerns, share ideas, umm, in, uh, large group and small group settings. One of the things I want to emphasize is that the feedback we get in these meetings . . . based on the feedback, our proposal may change.

Becca on Community Collaboration, 20181025-6498, at 04:34

We are interested in participating in local civic and business association. Our dispensary manager's job, part of their job, is to attend every neighborhood association meeting, every local business association meeting. That's a non-negotiable. We think that helps us continually refine our approach because unless . . . if you're an operational facility and you're not out in the community, unless [unintelligible] you wanted, you typically don't know what you could be doing better. Umm, so we think active participation is helpful, is, you know, local organizations is critical and we will commit to having someone at every local meeting . . . Community engagement never stops. Andrea intends to be an ever-present fixture in this community

Statement by Kenneth M. Goldstein, Partner GOLDSTEIN & HERNDON, LLP

Made at Public Meeting held by Ascend, as required by Cannabis Control Commission reg. sec. 500.101.9, as part of their application to operate a retail marijuana store at 1032 Beacon Street in Brookline. Meeting was held on October 25, 2018, beginning at 6:00pm, in the building at the proposed site, 1032 Beacon Street Brookline. Attendance was approximately 140 people.

Questioner: How many people are going to come through the door each day, each week, how many people a year? Just give me a sense, is it going to be tens of thousands of people a year?

Andrea Cabral: It won't be, I'm saying, no, it wouldn't be ten thousand a year, the reason I was smiling is that I was thinking of every single retail business that wishes it would have ten thousand customers a year [Same questioner overlapping:] But you have sixty thousand college students in the area . . . 81 Red Sox home games . . . how many people are going to walk through that door each year, what's the number?

[brief digression on whether or not Ascend customers will walk by the front door of an abutting residence on Carlton Street, then Cabral answers the main question.]

Cabral: It depends, in the very beginning we expect there to be more rather than less. You can't, you cannot predict with real certainty how many people are going to come in through the door, this is a brand-new industry

[Overlapping voices of Cabral, Becca, and the same questioner; then Becca takes the floor:]

Becca: What I'm happy to do at our next meeting, numbers of people, we've actually prepared this in two different types of documents, umm, so one of them is actual projections we're required to submit to the state, and we're happy to share those and the other one is actually our traffic impact assessment which will talk specifically about multi-modal transportation and times of day

Another Questioner: Will you bring those to the next meeting?

Becca; Absolutely we will, no question, including the traffic study, yes.

Cabral: That's the traffic study.

Hi everybody, I'm Ken Goldstein, and I am the local counsel for Ascend. I am a lifetime Brookline resident, lived in eight different residences in Brookline in my lifetime, including Sewell Ave, right across the street here.

As I said, I am a local attorney and I've also um been involved in town government for many years. I was on the , uhh, Select Board for six years, one year as Chairman. I was on the Planning Board for 15 years, five years of that as Chairman, a Town Meeting member, serve on numerous committees. I'm deeply concerned and deeply love this town.

If I could tell you just a quick story - last September, many of the local attorneys got a lot of calls from, umm, organizations that wanted to become retail cannabis licensees in this town. And I can add [have?] four, four [including hand gesture with four fingers] different inquiries so I was in kind of the enviable position of being able to choose who I would represent in this process. I knew I wanted, I knew I wanted to represent somebody 'cuz I wanted to make sure things happened appropriately, safely, and correctly. [note: it appears from context that by "September", Mr. Goldstein meant September 2017. This would appear to be supported by the fact that Ascend's complete proposal memo to the Town of Brookline was submitted on Oct. 2, 2018; it is implausible that he could have been contacted in September 2018, had time to do "some due diligence," then "chose who my client would be," and still be a part of a team that submitted a complete proposal, along with engineering, siting, and zoning information, on October 2.]

So I did some due diligence as I chose who my client would be and Ascend is who I chose. And Ascend, I chose them because of the leadership team that have assembled for this, for the depth of their caring about the, the community, and about how the safe - about the operation and how secure the operation that they're going to open is

Please, I plead with you, to be open minded with them

Understand that they want the best for you as well as for them [inaudible two or three words at lower spoken volume]. Thank you. [Then Andrea Cabral started to talk]

Source: Video clip 20181025-6494 at approx. the 1:07 point in that video clip; On October 25, 2018

Becca Rutenberg of the law firm Vicente

Beginning at 0:38 of clip 95

Why did we pick this site, why do we like this site? First of all, the size of the facility. So, it is sixty-two hundred square feet [gestures to mock-up store front of "Ascend" at 1032 Beacon Street, projected onto screen], spanning over two floors. Right now we are in the part where the portion of the thirty-two hundred square feet that is storefront retail. It may seem a bit smaller and that's because there is ample space in the back [gesturing to the rear portion of the first floor] that was previously dedicated to the kitchen. And there's also space in the downstairs [gestures towards basement], for our vaults, for our fulfillment, the kinda back-of-the-house operations [then she went on to talk about exterior design and operations]

Becca at 3:48 of clip 97

Adult use marijuana is very expensive, much more expensive than on the black market, and it also has a 20% tax on top of it

Penelope Nam-Stephen on clip 02 at approx. 3:33

It is upscale, it is for adults . . . you have to understand, too, this is expensive product

Clio 03 [Chris refers to the \$75 price point from the \$75-100 typical purchase amount comment of Cabral's]

At 1:49 Chris Tsouros: "When you cite statistics like, \$6 million of revenue divided by \$75 on an average purchase that comes out to 80,000 people coming to this location."

Clip 01 at 2:27

Cabral at 2:27, answering a question about annual customer volume

It won't be, I was saying, no it wouldn't be tens of thousands. the reason I was smiling is I was thinking that any retail business wishes they would have tens of thousands

Cabral at 3:10 answering question on annual customer volume: “how many people do you expect to be coming through the door each year?”

In the very beginning we expect there would be more rather than less

Becca at about 3:40-3:45

At our next meeting, what I'm happy to do, we've actually prepared this in two types of documents. One of them is an actual projection that we are required to share with the state, and I'm happy to share those.