

INCREASE ADVOCACY / PRIORITIZED EXECUTION ITEMS 10.25.19

County will ...	Industry will ...	Collaborative: County + Industry will ...
<p>1. Collaborate with regional officials and government staff to advocate for needs.</p> <p>2. County and Industry work together to identify ranked cannabis legislative priorities to include in County’s annual legislative platform</p> <p>3. Advocate with Federal and State government for improved banking and financing solution</p> <p>4. Explore State funding opportunities that support and assist small cultivators (Equity grants)</p>	<p>1. Collaborate with regional industry groups to determine priorities and advocate for them (possibly create a regional alliance)</p> <p>2. Develop and advocate creation of a county and statewide appellation program.</p> <p>3. Develop a local advocacy program about the benefits of the industry (i.e., join the Chambers of Commerce and normalize the industry)</p> <p>4. Inform the County (and State) on legislative priorities built on successes and overcoming challenges and provide specific draft language</p> <p>5. Create a process to determine county and state legislative priorities (ideally unified, ranked, democratized and data-driven)</p> <p>6. Collect and evaluate data on why unregulated people do not enter the legal market and advocate for them to join the legal market</p>	<p>1. Coordinate regional work with Trinity, Lake, Humboldt, Sonoma, Del Norte, etc. (so that there is power in the numbers)</p>