



Mendocino County Board of Supervisors
501 Low Gap Road
Ukiah, CA 95482

July 15, 2019

Re: Agenda Item 6c, Economic Development Ad Hoc Recommendations

Honorable Supervisors and Staff:

We appreciate the work the Ad Hoc is doing together with stakeholders and recognize the importance of fitting recommendations into a larger vision and strategic plan for the County concerning economic development. We also believe that the work that is currently underway and is mandated by State statute concerning appellations will be critical to consider when finalizing the larger vision for our County. For example, prioritizing preliminary work regarding County of Origin before committing ourselves to broader regional partnerships may result in dramatically different impacts on local businesses than conducting joint marketing activities prior to preservation of County of Origin as an established legal right and foundational framework into which future regional partnerships might be engaged in.

With respect to the specific Ad Hoc Recommendations:

1. MCA supports this recommendation and requests that the Board further direct Staff to gather information and receive input from MCA before it begins this work.
2. MCA is in full support of this recommendation.
3. MCA has asked for clarification regarding this item. In general, MCA is in support of recommendations that allow small, local operators to aggregate resources and create an economy of scale by sharing locations for shared use type facilities as well as allowances for multiple individual farmers to operate on the same property under their own individual permits. However, MCA needs more information before it could specifically comment on this particular recommendation
4. In general, MCA is in support of actions that promote local cannabis operators and their products. We request that the MAP memo is carefully reviewed for important considerations to keep in mind regarding state mandated appellations and the potential need to work on local County-specific designations before entering into regional partnerships
5. MCA supports exploration of ways to conduct further CEQA analysis that may be required to expand opportunities for local cannabis businesses and stakeholder engagement in the exploration.

Thank you for taking the time to hear this matter. We appreciate the opportunity to comment on these important issues on behalf of local cannabis businesses.

Respectfully,

Mendocino Cannabis Alliance