

**CULTIVATION OPPORTUNITIES / PRIORITIZED EXECUTION ITEMS 10.25.19**

<b>County will ...</b>	<b>Industry will...</b>	<b>Collaborative: County + Industry will...</b>
<p>1. Continue to identify areas for streamlining permit processing and renewals.</p> <p>2. Review CEQA cost reimbursement for cultivation expansion (Phase III and Innovation Zones).</p> <p>3. Look at sites and target zoning districts to scale up within current mitigated NegDec restrictions for existing permittees.</p> <p>4. Annually review fee and tax structure.</p>	<p>1. Fund an EIR for expansion and potentially co-locating existing operators and include agri-tourism development</p> <p>2. Develop processes for developing appellation(s)</p> <p>3. Assist applicants with completing applications accurately and ensure industry is aware of the process via promotion and education</p> <p>4. Provide workshops, town halls and education on the application process.</p> <p>5. Lead on deciding legal market data metrics regarding pounds produced</p> <p>6. Lead on data regarding the larger market development and where Mendocino County sits in that marketplace</p> <p>7. Lead on deciding what data metrics will describe the underground/free market (also known as black market) regarding licenses and present canopy levels. (MCA to lead)</p> <ul style="list-style-type: none"> <li>○ Aggregate and anonymize, then provide to the County</li> </ul>	<p>1. Industry lead on data collection and shares with the County.</p> <p>2. Industry identify sites that can be expanded for Phase III and Innovation Zones and County will scope CEQA analysis and determine cost and reimbursement structure.</p> <p>3. Industry provides recommendations for improving permit process. County will use feedback in developing a streamlined process.</p> <p>4. Collaboration with industry on sites feasible for expansion.</p> <p>5. Industry Associations and County will promote streamlined permit process on websites and other means.</p> <p>6. Industry will report to County how much flower and other product is purchased from local cultivators versus out of county, quarterly.</p>

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