



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

June 7, 2021

Re: Item 6a on 6/9/2021 - Discussion and Possible Action Including Approval of a Submitted Proposal to Facilitate the Strategic Planning Process for Mendocino County; and Conduction of an Interview with Applicant Bischoff Performance Improvement Consulting and The HR Matrix, LLC; and Direction to Staff to Negotiate the Contract Scope of Work for Approval at the Next Available Board of Supervisors Meeting

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Honorable Supervisors,

We fully support the County entering into a Strategic Planning process, and believe that considerations around local cannabis issues should be included at a fundamental level within the process. We offer the following suggestions for the upcoming process:

1. Strategic Plan Task Force - We recommend that the MCP Manager be one of the members of this Task Force.
2. Stakeholder Input - Bringing in expert voices from the community to provide insight and perspective on the Strategic Planning process is essential to understanding the on-the-ground realities that the Plan will seek to address. We encourage the Board to engage local stakeholders as early in the process as is reasonable so as to enable the most possible input, ultimately leading to more community support for the results.
3. Section D - We recommend that this section title be revised to say "Stakeholder Engagement" or 'Employee, Community, and Industry Engagement' to more clearly identify the desired participants.
4. Identifying Stakeholders - We believe the County should develop and share a transparent mechanism to engage local stakeholders that will provide the most possible input for consideration. All local stakeholder groups should have the opportunity to request consideration as part of this Strategic Planning process.

We appreciate your consideration of these recommendations, and look forward to working with the County as a stakeholder in the outcome of this important process.

Sincerely,

Mendocino Cannabis Alliance  
e: [info@mendocannabis.com](mailto:info@mendocannabis.com)