

CANNABIS INDUSTRY INFORMATION GATHERING & PUBLIC OUTREACH PLAN

(Final – 08/09/2021)

Purpose:

State laws have now legalized both medical and recreational cannabis, including commercial production and retail distribution. The state’s Marijuana Regulatory Agency has completed its process of adopting an initial set of Administrative Regulations relative to both medical and recreational cannabis.

For many years, City Council has carefully monitored and continued to educate itself on these developments at the state level, as well as the experiences of other municipalities that have decided to allow commercial production and sales of cannabis in their communities. Most recently, members of the City Council have expressed a desire to gather additional information from representatives of the cannabis industry regarding the various types of commercial cannabis facilities that are allowed in Michigan and to gain an initial level of public input on whether to allow such facilities in the City of Farmington Hills. The following is a plan for undertaking these efforts:

I. Proposed Cannabis Industry Information Gathering Sessions.

The City Administration would host a series of three sessions with representatives of various parts of the commercial marijuana industry, including:

- Session #1 — Growers (all classes) & Processors
- Session #2 — Retailers, Testing Facilities & Secure Transporters
- Session #3 — Microbusinesses, Designated Consumption Establishments,
and Temporary Event Organizers

The following is the proposed process for holding these sessions with industry representatives and the public, and communicating the information learned back to City Council and making it available to the community:

- **Cannabis Industry Invitation:** The City Administration will extend a public invitation to members of the cannabis industry to submit requests to participate in these sessions. In order to do so, the City will identify organizations and other resources that can help identify and publicize the invitation to participants in the industry. The invitation will also be publicized on the City’s website. It will be made clear in

the invitations that these sessions are for information gathering only and no deliberations or decisions of any kind will be made at them.

- Choosing a Pool of Participants: The invitations will direct prospective volunteers to the City's website, where a form will be made available for them to fill-out and submit electronically with a timestamp. The form will ask prospective volunteers to provide information about themselves and the session or sessions they are volunteering to participate in. It will be made clear in the form and at each session that this is not an opportunity for the participants to promote their business with the City and participants will not gain any sort of competitive advantage in licensing if City Council ultimately decides to opt-in to licensing facilities in the future. The City Administration will review the responses to identify and accept the offer to participate from the first 12 people that submit a volunteer form for each session, provided, however, the number of participants may be increased as follows: The City of Farmington Hills is a multicultural and diverse community, and its City government is deeply committed to the principles of equity, diversity, and inclusiveness. As such, minorities, women, and individuals with disabilities are encouraged to volunteer to participate in the sessions, and the City will strive to have the volunteers participating in each session reflective of the diversity in the City. In furtherance of this objective, participants may be added to the sessions from the remaining volunteer pool after the first 12 participants are identified.
- Public Invitation to Attend Sessions: At least thirty days before each session, the City Administration will undertake the following efforts to invite the public to attend the sessions and learn about the industry: (1) post an invitation on the City's website ; (2) post an invitation on the public meeting notice board(s) at City Hall; (3) send invitations to COHA and neighborhood homeowners associations whose contact information is on file with the City with a request to distribute to and inform their members by email, list serve or other neighborhood social media outlets available to them; (4) send an invitation to the Farmington Public Schools Superintendent with a request to distribute to Board members and others in the school community as they find appropriate; (5) send an invitation to the Greater Farmington Area Chamber of Commerce; (6) post on the City Hall and Hawk electronic message boards; and (7) prepare and provide press releases to newspapers, television stations, and radio stations.
- Length of Sessions: It is anticipated that each session will last approximately 1-2 hours.

- Facilitator & City Attendees: Mr. Arroyo, the City's Planning Consultant, will lead and facilitate these sessions. Representatives of various City Departments will also attend the sessions.
- Session Format: Each session will be a question and answer format with a list of City questions tailored for each session. Those questions will be prepared by the City Staff and distributed to the participants *in advance of the session*. Doing so will provide participants an opportunity to consider which questions are relevant to them and prepare useful input ahead of time. The questions will be intended to elicit information necessary for the City to gain a better understanding of how these types of commercial businesses operate, what they look like, how they address community concerns, how they might impact public safety and the character of the community, etc. It is anticipated that the sessions will be held via Zoom and livestreamed on YouTube. Members of the public in attendance at the sessions will also be provided an opportunity to ask questions of the volunteers about the types of cannabis businesses that are the subject of the session. Questions from the public will be submitted in writing through email or zoom chat, and at the end of each session, to the extent time permits and the questions have not already been addressed, the facilitator will present the questions to the panel of industry volunteers.
- Session Videos and Report to Council: The sessions will be videotaped and a representative of the Clerk's Office will take notes to assist in the preparation of a report to Council of the information learned at each session. Once the sessions and report are completed, the report and videos will be provided to Council and also made available to the public by posting on the City's website.

II. Information Gathering From Other Municipalities.

The City Staff will reach out to the Michigan Municipal League (MML) and other communities for resource materials, sample ordinances, and the issues encountered and experiences of (good and bad) other communities that have opted-in to allowing medical and/or recreational commercial cannabis establishments in their communities. As a practical matter, it may be difficult to coordinate and elicit volunteers to participate in a group meeting/session for these purposes. Therefore, in order to engender a more open and free dissemination of information and experiences from other communities, this effort will be undertaken by the City Manager with other staff members on a more individualized basis. Information from the MML is expected to be helpful in this regard. Some of the key bits of information to extract from this effort are the amount of actual fee and tax revenue generated by these communities from opting-in, and what they anticipate the

future holds in that regard, as well as information regarding local social equity programs, challenges and administrative demands in managing licenses issued in the community, and unexpected impacts on the community (positive and negative). Once this effort is completed, the information learned will be added to the report to Council, which will be made available to the public by posting on the City's website.

III. Public Outreach.

Following the industry sessions and information gathering from other municipalities, the City Council will hold 2 public workshop sessions for the purpose of receiving feedback, comments, and input from the community based on what has been learned from the industry sessions and information gathering. The following is the proposed process for holding these sessions:

- Public Invitation: The City Administration will extend a public invitation to members of the community (both residents and businesses) to attend and participate in one or more of these sessions. The invitation will encourage those wishing to attend to visit the City's website and review the report and videos relating to the information learned from the industry and other municipalities prior to attending the public workshops as those resources may answer many of their questions.
- Outreach Effort. At least 30 days prior to the first public workshop session, the City Administration will undertake the following efforts to invite the public to attend a session and learn about the industry: (1) post the invitation on the City's website; (2) post the invitation on the public meeting notice board(s) at City Hall; (3) send invitations to COHA and neighborhood homeowners associations whose contact information is on file with the City with a request to distribute to and inform their members by email, listserves or other neighborhood social media outlets available to them; (4) send an invitation to the Farmington Public Schools Superintendent with a request to distribute to Board members and others in the school community as they find appropriate; send an invitation to the Greater Farmington Area Chamber of Commerce; (6) post on the City Hall and Hawk electronic message boards; and (7) prepare and provide press releases to newspapers, television stations, and radio stations.
- Session Format: The intended purpose of holding more than one session is to accommodate the public's varying work and personal schedules. As such, each session will have the same format, which will be as follows:

- (1) Each session will be an informal workshop format that takes place in Council Chambers or at another larger meeting room location if necessary, on days other than regular City Council meetings.
- (2) It is anticipated that the sessions will be in-person meetings and livestreamed on YouTube.
- (3) Comments from the public may be submitted in writing through email prior to or during the meeting. This will be indicated on the invitations.
- (4) At the beginning of the meeting, City Staff will give a presentation of information gathering that has taken place to date. In addition, the Mayor and Council will note that the City has **not** opted-in to allow recreational or medical cannabis (marijuana) facilities and the purpose of the session is to receive feedback, comments, and input on this subject from the community based on what has been learned so far.
- (5) Then, members of the public may approach the lectern to provide their comments and input directly to City Council.
- (6) Each member of the public will be given 3 minutes to do so.