

**Symposium on California Local Cannabis Policy**  
**Wednesday, October 11, 9:00 - 11:30AM**

In 2015 the State of California enacted the *Medical Cannabis Regulation and Safety Act (MCRSA)*, which directs the Department of Consumer Affairs and the new Bureau of Medical Marijuana Regulation to organize a regulatory framework for businesses engaged in the State's \$2.7 billion medical marijuana industry<sup>1</sup> by January 1, 2018. A year later California voters approved Proposition 64/Adult Use of Marijuana Act (AUMA), which permits adults over the age of 21 years of age to grow, possess, purchase and consume cannabis without a medical identification card. This year, in the wake of passage of the Governor's Trailer Bill (SB 94 and SB 133), as State regulators organize rules that will govern cannabis industry in California, many local governments across the State are already taking advantage of the autonomy provided under both Prop 64 and MCRSA to organize their own cannabis policies.

However a great deal of confusion remains over what exactly is good local cannabis policy, or how to create a responsible local marketplace for the cannabis industry while ensuring the safety of the public, protecting public health and deterring youth from use. This symposium is designed to educate local elected leaders and their staff, and local departments and agencies on all aspects of local cannabis reform policy. Attendees will also be able to participate in site visits at regional cultivation, manufacturing, testing and retail facilities.

**Moderator/Speaker:** Dustin McDonald, VP of Government Relations, Weedmaps

**Speaker(s):** Aide Castro, City Councilmember, City of Lynwood

Diane Goldstein, Lt. Commander (Ret), Redondo Beach Police  
Dept, Law Enforcement Action Partnership

Nicolas Gonzalez-Podesta, Manager, Special Projects, Weedmaps

---

**I. Introduction of Session and Speakers, Dustin McDonald (5 mins)**

**II. What is the Cannabis Industry?, Nicolas Gonzalez-Podesta (20 mins)**

- a. Overview of the Cannabis Industry in California
- b. Summary of Cannabis Licensing Categories
  - i. Function
  - ii. Capitalization costs
  - iii. Average number of employees
  - iv. Average annual revenues

**III. Q&A (10 mins)**

---

<sup>1</sup> Arcview Market Research, *The State of Legal Marijuana Markets 4<sup>th</sup> Edition: Executive Summary* (California: Arcview Market Research & New Frontier), p. 33.

- IV. Preserving Public Safety, Diane Goldstein (20 mins)**
  - a. Public safety strategies: Regulating and taxing vs. bans
  - b. Myth busting
  
- V. Q&A (10 mins)**
  
- VI. Approaching Local Cannabis Policy Reform, Aide Castro (30 mins)**
  - a. Choosing reform: working through concerns, and identifying a path forward
  - b. Prop 64 results, providing access
  - c. Constituent engagement
  - d. Developing your ordinance
    - i. Where to get started?
    - ii. What resources are available to help?
    - iii. Coordinating city departments and agencies
    - iv. Working with industry
  - e. Workable approaches to zoning and land-use
  - f. Approaches to licensing
  - g. Lessons learned
  
- VII. Q&A (10 mins)**
  
- VIII. State Legislative and Regulatory Update, Dustin McDonald (10 mins)**
  - a. Legislative update: status and contents of Governor's Trailer Bill
  - b. Regulatory update: status of State MCRSA and Prop 64 regulations
  - c. What's next?
  
- IX. Revenue Projections and Appropriate Tax Policy, Jon Zimmerman and Scott Johnson (15 mins)**
  - a. What is appropriate tax policy for the industry?
    - i. Compound tax rates and the illegal market
    - ii. Taxing approaches by industry licensing category
  - b. Revenue projections for each licensing category
  - c. Licensing supply and retail operators
  
- X. Questions and Answers / Session Wrap-up, Dustin McDonald (20 mins)**