

PENNSYLVANIA CANNABIS COALITION



PCC

MEMBERSHIP MEETING

2021 First Quarter Meeting



FIRST QUARTER VIRTUAL MEMBERSHIP MEETING AGENDA

- CALL TO ORDER
- OLD BUSINESS
- NEW BUSINESS
- OTHER BUSINESS
- ADJOURNMENT

2021 EXECUTIVE COMMITTEE

Chair - Jamie Ware, Holistic Industries - Vice President, Compliance & Government Relations

Vice Chair - Jeremy Unruh, PharmaCann - Senior Vice President, Public and Regulatory Affairs

Secretary - Sara Payne, Jushi Inc. - In-House Corporate Counsel

Treasurer - John Sullivan, Cresco Labs - Executive Vice President

At-Large - Rebekkah Ranallo, Maitri Medicinals / Maitri Genetics - Director of External Relations

PCC PAC

FUNDRAISING CAMPAIGN

- Materials were mailed, we have begun to receive contributions
- Individuals & LLCs can make direct contributions
- No corporate contributions
- We can accept contributions from other PACs
- Online contribution link coming soon

SPECIFIC QUESTIONS

- Call Meredith
- Adam Bonin, Political Law Compliance

Suggested Initial Contributions

- GPs: \$5,000
- Dispensaries: \$2,500
- Labs: \$1,000
- CRs: \$3,500
- Affiliate Members: \$1,000

AFFILIATE MEMBERSHIP PROGRAM

- **Program Launched January 2021**
- **Several affiliate members joining us today**
- **Send us your vendors!**
- **Big Goals for 2021 Require Resources and partnerships**

LEGISLATIVE UPDATE

STATE REPRESENTATIVE JAKE WHEATLEY, JR., PA 19

REPRESENTING PARTS OF ALLEGHENY COUNTY
PROFESSIONAL LICENSURE COMMITTEE, DEMOCRATIC CHAIR



PCC LOBBYING TEAM



Nello Giorgetti
Dentons



Dave Thomas
The DT Firm



Patty Mackavage
Duane Morris

Modernizing Act 16

- Representative Schemel's Bill:
 - Recommendations from the MMAB's two year report
 - Changing the definition of caregiver and allowing caregivers to care for more than five patients
 - Allowing for background checks to be submitted electronically for caregivers and employees
 - Allowing Patients a 90 Day Supply
 - Allowing curbside delivery
 - Sunset Clause
 - Does not include
 - Giving DOH the ability to issue new permits
- PCC Supports this bill and is working on the following amendments
 - Adequate Supply for Patients
 - Increase Patient Supply by allowing for product remediation
 - Allow patients and certifiers a wider variety of medical marijuana choices for the treatment of allowable conditions
 - Allow Hemp-derived Ingredients to be added to medical marijuana to increase the supply of high-cbd products
 - Patient Access
 - Increase accessibility by allowing dispensaries to relocate to where patients are
 - Allow MMOs to use Application-Programming Interface
 - Social Equity
 - Allow individuals with misdemeanor drug -related convictions to be employed in the medical marijuana industry

DOH Proposed Final Program Regulations

- DOH sent proposed final regulations for the MMJ program to the Independent Regulatory Review Commission (IRRC)
- Proposed regulations will be published in the Pennsylvania Bulletin on March 6, 2021 triggering the 30-day comment period (Public Comment closes April 5, 2021)
- IRRC comments are due by May 5, 2021
- IRRC Criteria:
 - Statutory Authority & Legislative Intent
 - Economic or Fiscal Impact
 - Protection of the Public Health, Safety and Welfare
 - Feasibility, Clarity and Reasonableness
 - Impact on Small Businesses
- PCC will be coordinating comments on the proposed regulations through our lobbying team.
- We will not only address issues with proposed final regulations but will make an effort to address program related issues such as pesticides and the alignment of public & private companies as well as others through this process.
- One good comment about an issue is more valuable than 100 comments about the same issue

PCC Priorities for Adult-Use

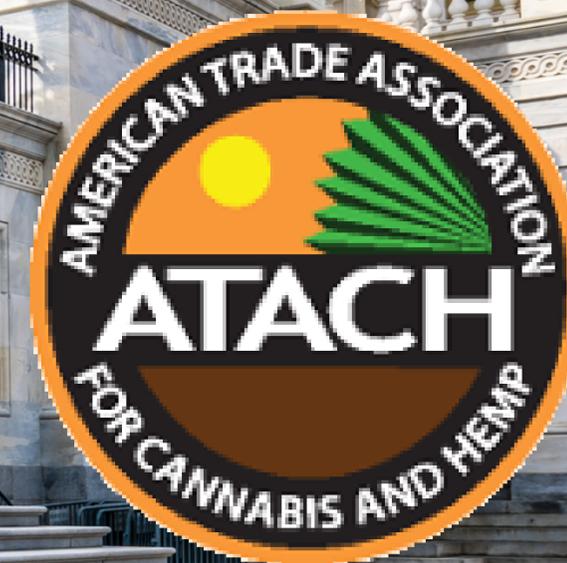
- **Creation of an independent regulatory body to oversee both the medical and adult-use programs**
 - **Current permit holders serving as the "on-ramp" for a well regulated adult-use market allowing revenue to be realized most quickly**
 - **Co-located dispensaries, no inventory separation requirements**
 - **An effective tax rates that generates meaningful revenue while displacing the illicit market**
 - **Diversity, Equity and Inclusion**
 - **Creating incentives for municipalities as opposed to allowing opt outs**
- 

Federal Update

Michael Bronstein

ATACH President, PCC Co-Founder

Principal - Bronstein & Weaver



PUBLIC RELATIONS INITIATIVE

2021 AND BEYOND



CHUCK BEELER, MOWER

MEMBERSHIP REOURCES

- NEW PASSWORD PROTECTED AREA OF PCANNA.ORG
- CLICK ON MEMBER RESOURCES
- PASSWORD: PCC 2021
- WHAT'S THERE?
 - WHITE PAPERS
 - POLLING
 - MEMBERSHIP MEETING RECORDINGS AND DECKS
 - PCC LETTERS, COMMENTS & TESTIMONY
 - DOH GUIDANCE
 - BILL TRACKING
 - PRESS RELEASES
 - PERMIT HOLDER DIRECTORY
 - PUBLIC RELATIONS RESOURCES
- WHAT'S MISSING?



MMAB MEETING RECAP

- This week's meeting was canceled without any public notice
- PCC will request program updates and distribute if received

2020 Q4: Program Updates

- Market
 - PA Market at \$1.7 Billion
 - Represents 30% growth since August
 - \$680M GP to Dispensaries
 - Weekly Dispensary sales at \$21 million
 - Growing at a rate of 2% per week
- Operational Permits
 - 27 GPs (Includes operational CRs)
 - 97 Dispensaries - expect 100 by year end
- Chapter 20
 - Initial research published
 - Additional Studies approved
 -
- Patients
 - 460,000 registered in the program
 - 425,000 certified patients
 - 280,000 active patients any given week
 - 140,000 weekly visits up from 120,000 in August
 - Weekly purchases approaching 400,000 units up from 370,000 in August
- Physicians
 - 2,000 registered in the program
 - 1,500 completed training
 - Still a need for pediatric physicians
- Top Conditions
 - Pain
 - Anxiety
 - PTSD
- Remediation
 - request for remediation as a means to increase supply
 - DOH response - remediation not allowed by regulations
 - Working to release product that has failed/passed/passed
- Two-Year Report
 - HB 2945 included 5/6 recommendations
- Research Summit
 - December 8 & 10th Virtually
 - Only open to CRs
- Additional Qualifying Conditions
 - Insomnia - denied
 - Traumatic Brain Injury - tabled until Feb. 2021



PARTNERSHIPS

Internship Partnership with Pennsylvania Institute of Technology Associate Programs

- Cannabis Business
- Cannabis Health Therapies
- Cannabis Horticulture

Curriculum Partnership with Harrisburg Area Community College Certificate Program

- Partnering to help with filling instruction gaps

If you have an interest in enrolling employees or have opportunities to provide scholarships please contact Meredith



2021 BUDGET

Budget reflects 2021 PCC Goals

- Necessary changes to Act 16
- Navigating IRRC process
- Continuing the conversation on Adult Use
-

Topline PCC Expenses

- Employee Compensation - \$125,000
- Lobbying - \$225,000
- Public Relations - \$80,000
- Other expenses - \$60,000

- We need to increase our resources to increase our advocacy and outreach
- Evaluating a membership dues increase to bring PCC in line with other
- Bringing members' dues into alignment with their permits
- Recruiting more affiliate members
- Growing PC PAC will allow PCC to shift activities to the PAC as appropriate



COMMITTEE MEETING SCHEDULE

Dispensary Committee: March 2nd @ 1pm via zoom

GP Committee: March 9th @ 1pm via zoom

Advocacy & Outreach: March 16th @1pm via zoom

Other meetings TBD



UPCOMING DATES

ACT 16 FIFTH ANNIVERSARY

April 17, 2021

SECOND QUARTER MEETING

May 20, 2021

VIRTUAL LOBBYING DAY

TBD Spring 2021



OTHER BUSINESS

