

File No. 170291

Committee Item No. 4

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date March 22, 2017

Board of Supervisors Meeting

Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
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OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans

Date March 17, 2017

Completed by: _____

Date _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: SF Cannabis Task Force

Seat # or Category (If applicable): 22 District: SF

Name: Tamar Ella Maritz

Home Address: [REDACTED] Zip: 94117

Home Phone: 9493512568 Occupation: Cannabis Market Intelligence

Work Phone: 9493512568 Employer: BDS Analytics

Business Address: 2260 Baseline Rd #102, Boulder, CO Zip: 80302

Business E-Mail: tamar@bdsanalytics.com Home E-Mail: [REDACTED]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes ☒ No ☐ If No, place of residence: _____

Registered Voter in San Francisco: Yes ☒ No ☐ If No, where registered: _____

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I am a 29-year old female resident of San Francisco launching the California market for my company, BDS Analytics, the leader in sales tracking and analytics for the cannabis industry. Partnered with ArcView, NCIA and CCIA, we track category, brand and item-level sales of all cannabis products, currently fully functional in CO, WA and OR and CA coming soon. I believe that my demographic, my presense in SF (but also my experience and understanding in the rest of the state), my background and expertise, my connections in the industry, and most importantly my access to hundreds of thousands of dollars worth of data and insights into what took place with recreationalization in the other states (and soon to have CA data) could make me an incredible resource to this task force. I also fully believe in creating a safe and sustainable market and believe that I and my company have the ability and resources to augment that desire. In fact, our data has already had an impact in making legislative change in both CO and OR.

Business and/or professional experience:

B.S. in Biochemistry + MBA from UC San Diego
Marketing Consultant for the NPD Group, Consumer Technology Division
Launching CA market for BDS Analytics, renowned cannabis market intelligence firm.

Aptitude for and history of using data and analytics to make informed and actionable business and market decisions.

Civic Activities:

None yet - very much hope to have something to add here in the near future!

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes ☐ No ☒

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 2/27/17 Applicant's Signature: (required) Tamar Ella Maritz

(Manually sign or type your complete name.

NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

EXPERIENCE

- Self-Employed.** North America, Europe, Asia, and Africa. *World Traveler & Volunteer.* 03/2015-07/2016
- Spent a year exploring, volunteering, navigating, and learning to adapt in 25 countries
 - Blogged about these experiences at www.SamsonitesGreatAdventures.com
- The NPD Group.** San Diego, CA. *Account Manager, Consumer Technology* (2014-2015); *Account Specialist* (2012-2014) 09/2012-03/2015
- Served as primary marketing consultant for leading global brands in the consumer technology industry, regularly working directly with and supporting executive team and key decision makers
 - Grew client base and revenue from \$800K in 2013 to \$4.5M in 2015 (a 236% increase from 2014 to 2015), attributable to successful contract negotiations, client revenue growth, and acquisition of new accounts
 - Supplied clients with insight and information for the development of marketing strategies, including pricing, promotions, distribution, demographic and psychographic segmentation and profiling
 - Analyzed point-of-sale data covering the U.S. technology market, culling actionable insights to advise clients on strategic decision making; educated clients to analyze and interpret such data independently
 - Collaborated and worked cross-functionally with every department in the organization on a daily basis
 - Founded and ran the "Consumer Tech Innovation Factory," an initiative geared at gathering ideas and insights from all employees in the technology division to better the business and services
 - As a key member of the "Client Satisfaction Task Force," brainstormed and developed methods to improve relationships with and service to clients, based on findings in the field
 - Trained and mentored new employees and summer interns
 - Earned the NPD "Happy Hero" 2014 award for exceptional effort and results in FY'14
- San Diego Gas & Electric.** San Diego, CA. *Business Development Intern, Clean Transportation Department* 06/2011-09/2011
- Performed market research, with qualitative and quantitative data, on electric vehicle use and preferences
 - Created and maintained growing database of all electric vehicles in San Diego County
 - Represented the company at conferences, networking events, and workshops in the alternative energy field
- Venuetastic.com.** Los Angeles, CA. *Business Development Intern* 11/2011-07/2012
- Participated in development and execution of advertising strategy through comprehensive client engagement
- Cbeyond, Inc.** San Diego, CA. *Outside Sales Representative* 04/2010-08/2010
- Top of training class; consistently exceeded monthly sales quotas; first company "cold call close" in seven months
 - Developed and maintained customer relationships with key decision makers at numerous companies
- Weizmann Institute of Science.** Rehovot, Israel. *Graduate-level Research Intern, Department of Organic Chemistry* 06/2009-09/2009
- Researched and assisted in the development of solar paint (hybrid organic/inorganic photofunctional system)

EDUCATION

- UC San Diego, Rady School of Management.** San Diego, CA. *MBA, with a focus in Marketing Strategy* June 2012
- Teaching Assistant** - Strategy, Quantitative Analysis, Operations, Operations Strategy
 - Panel Director/Executive Council**, California Clean Innovation Conference (CACI) – attendance > 300, 2010-2012
 - Supervised the organization of the conference and panels on green technology, financing, and policy
 - Facilitated leadership transition through mentorship and creation of a training manual
 - Coordinator**, Rady Annual Electric Vehicle Event, 2011 & 2012
 - Led event planning, managing marketing and operations, and organizing a panel of clean energy professionals
 - Set up showcase of cutting-edge electric vehicle technology (Tesla, Fisker, Car2Go, Leaf, and Volt)
- UC San Diego.** San Diego, CA. *B.S. - Biochemistry/Chemistry; Minor - Psychology*, Provost Honors June 2009
- Delta Gamma Sorority, *Member*, 2007-2009: Volunteered and fundraised for several philanthropic projects

SKILLS, LEADERSHIP, AND INTERESTS

- Salesforce, DecisionKey (NPD proprietary data analysis tool), SQL, Advanced Microsoft Excel and PowerPoint, SPSS, Sawtooth
- Delta Associates™ Certification - training in data analysis, identifying business insights, and effectively communicating findings
- Languages – Hebrew: fluent; French and Afrikaans: Conversational
- Net Impact, Rady Chapter, *President*, 2011-2012: Elected by peers to manage club members, events and initiatives
- Fun Facts: World traveler and photographer, nationally ranked tap dancer, avid pic-a-pix puzzler, victim of sea lion bite

Evans, Derek

From: Robert O'Shaughnessy <roshaughnessy@highergroundagency.com>
Sent: Thursday, March 02, 2017 1:53 PM
To: Evans, Derek
Cc: Tamar Maritz
Subject: Recommendation for Tamar Maritz

Hello,

My name is Rob and I'm the co-founder of www.highergroundagency.com and the California Chair of the cannabis marketing association (CMA).

As the California Regional Director for BDS Analytics, Tamar would be a great addition to the SF Cannabis Task Force. She has access to countless and useful points of data and has vast knowledge of and experience with the California cannabis landscape. I have heard Tamar speak and indeed hosted her myself. And I have heard her pitch new clients. She is excellent. She is smart, hard-working, a team player, very responsible and responsive, and extremely high energy. Her analytical and consultative background, her knowledge and connections in this industry, and her desire to make real change and progress make her the perfect fit for the vacancy on the SF cannabis task force.

Please reach out anytime.

Best,

Robert
415-734-0633

Evans, Derek

From: Mark McMillan <mmcmillan@iflirish.com>
Sent: Friday, March 03, 2017 8:10 AM
To: Evans, Derek
Subject: Recommendation for SF Task Force (+ me?)

Derek,

My name is Mark McMillan and I am the Director of Systems for the Harborside Health Center in Oakland. I have worked for Harborside for the last 5 years. I was also the Controller for 5 years. If you are not familiar with Harborside, we are among the largest cannabis dispensary in the United States. I am also a San Francisco resident for the last 20+ years.

I am writing you for two reasons:

1. To provide a recommendation for Tamar Maritz as a prospective member of the emerging SF Cannabis task force. I have been collaborating with Tamar for the last several months which has provided me with an opportunity to get to know her and her firm, BDS Analytics. She is an excellent communicator and relationship builder and her position with BDS provides her with a perspective on the cannabis market that is unique. She brings an emerging macro perspective of the market and her opportunity to meet with all types of dispensaries ensures that she understands the key issues. I am confident that she would add value.

2. I would like to offer my energies to the SF Cannabis task force. My tenure at Harborside has forged an understanding of all of the operating challenges associated with running a dispensary. I have have lost bank accounts, had payroll vendors like ADP cancel our service, and I have personally delivered hundreds of thousands of dollars at great security risk to pay taxes to the IRS. I have been responsible for creating compliant systems and I have been directly involved in shaping the evolving enterprise software in our industry. Through my vendor relationships I have acquired an understanding of how the adult use markets evolve. I also think I offer a unique perspective as I am a long time San Francisco native and my Company does not have a dispensary license in the City of San Francisco. I would love to be of service to the city that I love and has been my home for the last 20+ years.

Please don't hesitate to call me if you have any questions. I can be reached at 415.309.8494.

Regards,

Mark McMillan
Director of Systems, Harborside Health Center
415.309.8494

Evans, Derek

From: Roy Bingham <roy@bdsanalytics.com>
Sent: Thursday, March 16, 2017 9:21 AM
To: Evans, Derek
Subject: Tamar Maritz- San Francisco Task Force Recommendation

Dear Derek

I am writing to recommend Tamar Maritz.

Tamar has passion, very high standards, boundless energy and a deep desire to see the best possible outcome for San Francisco. She is also hard-working, responsible, responsive, collaborative and a team player.

Tamar has been in over 300 dispensaries in the past 4 months and she has learned a LOT about the different markets, regulations and legislation in each market, what the brand and retail and cultivation landscape looks like up and down the coast.

As California Regional Director of BDS Analytics, Tamar also has an extensive industry network and access to hundreds of data points across a variety of markets. This, for example, enables measurement of the effect of the recreational market on the pre-existing medical market. She can discuss macro trends and details based upon all this data. I think that will be imperative to legislation and good regulation.

Please do not hesitate to contact me if I can be of additional service.

Sincerely,

Roy Bingham
CEO
BDS Analytics, Inc.
(727) 482-2810
<http://www.linkedin.com/in/roybingham>



The leader in cannabis business intelligence and market share tracking.

www.bdsanalytics.com

ABOUT BDS ANALYTICS: ([2 Minute Program Video](#))

BDS is the indispensable source for cannabis industry data and insight. We collect, process, and present point of sale market share data for the cannabis industry. We provide actionable insights based on accurate information derived from millions of transactions that enables our clients (dispensaries, brands and growers) to make smart decisions that sustain their success. We are seasoned analytics-for-market research experts with more than fifty years' combined experience in capturing and standardizing point of sale data, building and running extensive databases and providing reports and presenting data to clients and industry. Many members of the BDS team have extensive data analytics backgrounds from each of the Natural Products, Outdoor and Biking industries.



Board of Supervisors
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(415) 554-5184 FAX (415) 554-5163

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Cannabis Legalization Task Force

Seat # or Category (If applicable): Youth Seat District: 6

Name: Robert Marley Ikaika Ali'i Keli'ihomalu

Home Address: [REDACTED] Zip: 94109

Home Phone: 8086406730 Occupation: Cannabis Industry

Work Phone: Same Employer: Self Employe

Business Address: N/A Zip: N/A

Business E-Mail: Ikaika.keliroomalu@gmail.co Home E-Mail: Same as business

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes ☒ No ☐ If No, place of residence: _____

Registered Voter in San Francisco: Yes ☐ No ☒ If No, where registered: Hawai'i

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I am a 25 year-old Native Hawaiian small Cannabis business owner and resident of the Tenderloin (6th) district.

Business and/or professional experience:

I have been involved with the Cannabis industry now for nearly 8 years primarily in my native homeland of Hawai'i as well as parts of America including both Oregon and California. The majority of my business expertise is specific to Cannabis cultivation. I now own and have been operating a small Cannabis cultivation business in the bay area for the past year. I believe collaboration with other people in the cannabis industry is important to our community's success, I work with other cultivators and service operators on a regular basis in San Francisco and in Oakland. Sustainability and environmental stewardship are important to my personal/cultural values my business specializes in low-impact indoor cultivation. We use regenerative soil recycling, water recycling, and LED lighting technology to substantially reduce our carbon footprint.

Civic Activities:

I frequently attend the SFCLG (San Francisco Cannabis Licensing Group) meetings and participate in community input to the California Growers Association, I know it's important to learn what is happening so that I can be a resource of knowledge for my community and I have just started attending the San Francisco Cannabis Legalization Task Force Meetings where I found out about this opportunity to be more involved civically.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes ☒ No ☐

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 1/3/17

Applicant's Signature: (required)

Robert Keli'iho'omalu

(Manually sign or type your complete name.

NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____



**Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: SF Cannabis Task Force

Seat # or Category (If applicable): 22 District:

Name: Evan Tenenbaum

Home Address: [REDACTED] Zip: 94608

Home Phone: 650-400-8071 Occupation: Co-Founder and CEO

Work Phone: 650-400-8071 Employer: RISE Brands

Business Address: 414 Lesser St, Oakland Zip: 94601

Business E-Mail: Evan@RisetheTribe.com Home E-Mail: [REDACTED]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes ☐ No ☒ If No, place of residence: Oakland

Registered Voter in San Francisco: Yes ☐ No ☐ If No, where registered: Alameda County

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Please See Attached

Business and/or professional experience:

Please See Attached

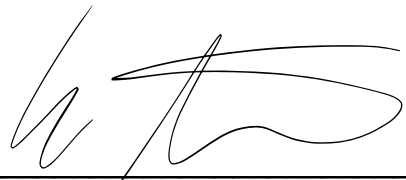
Civic Activities:

Please See Attached

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes ☐ No ☒

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 3/1/17 **Applicant's Signature: (required)**



(Manually sign or type your complete name.
NOTE: By typing your complete name, you are
hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

To the San Francisco Board of Supervisors and Members of Cannabis Task Force-

My name is Evan Tenenbaum, and I am very excited to apply for a seat on the San Francisco Cannabis Task Force. As a young entrepreneur in the cannabis industry, I place great value on the opportunity to help shape policy in San Francisco, a hotbed of innovation and a leader in smart, progressive governmental policy.

San Francisco's Cannabis Task Force has the great responsibility of crafting thoughtful, clear guidelines and policies for an industry in transformation. By helping the city create straightforward and sensible policies, the Task Force has the opportunity to encourage a burgeoning industry while keeping San Franciscans' well-being and safety as the top priority. Opportunities of such importance are few and far between, and I would be thrilled to serve as a young, fresh voice within the Task Force.

While I no longer live in San Francisco, I care deeply about the Bay Area's cannabis industry ecosystem. The City of San Francisco plays a crucial role within that ecosystem, and this commission's work will have significant impact far beyond the reach of the city's boundaries. Having lived in San Francisco for four years before moving to Oakland, I still intend to base my company out of SF, once permitting allows.

As the owner of a distribution company, the founder of a delivery service, and an advisor to a multitude of cultivators, I am fortunate to have visibility across many aspects of the industry. As an ex-tech employee, I understand the impact an industry can have on local communities and am a strong believer in community inclusion and smart local taxation. I also have experience navigating large organizations, leading and working in teams of all sizes, and have a proven track record of impactful contribution.

I would welcome the opportunity to speak with you about how I can add value to the Cannabis Task Force. Please feel free to contact me to speak further.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Tenenbaum', with a stylized, flowing script.

Evan Tenenbaum

Evan Tenenbaum

Executive Summary

Senior entrepreneur experienced in:

- Building Businesses, strategy, negotiations, deal execution and implementation
 - Leading new initiatives in rapidly scaling global companies
 - Cross-functional management of teams and deliverables
 - Partnering with global organizations and leaders in business, tech, government, education and media
-

Experience

RISE Brands

December 2016 - Present

Co-Founder and CEO

- RISE Brands is a statewide cannabis distribution company, focused on supporting small cultivators and manufacturers with fair prices, industry analytics, and guidance in compliance

Hometown Heart Delivery

August 2015 - Present

Co-Founder and Board Member

- Hometown Heart is California's largest cannabis delivery service, leveraging technology to provide quick, safe, high quality service to patients in Northern California
- Over 40 full time employees, fulfilling thousands of deliveries every week

EAZE, San Francisco, CA

June 2015 - December 2016

Director - Business Development and Partnerships

- Leading expansion and partnership strategy at early stage, high growth startup (~10% WoW growth)
 - Closed four highly strategic partnerships - driving >\$1,000,000 in transactions per month
 - Expanded service from 37 to more than 100 cities
- Leading Brand Partnership initiatives
 - Partnering with top-tier industry brands
 - Negotiating MFN business terms with industry leaders across multiple verticals

SOUNDCLOUD, San Francisco, CA

2011 – June 2015

Senior Manager - Business Development

- Developed best-in-class global partnerships and launched new high-impact initiatives
 - Defined, negotiated, and launched new integrations with Facebook, Twitter, Tumblr, Google, Sonos and others
 - Led company's connected-device strategy and partnerships across global hardware OEMs
 - Led company's messaging-apps strategy, and partnerships with global market leaders
 - Managed relationships with dozens of new and existing ecosystem partners
 - Investigated business models, product offerings, and complex legal factors to assess partnership opportunities
-

EDUCATION

Lewis and Clark College, Portland, Oregon

2006 - 2010

Bachelors of Arts in International Affairs

Volunteer Work

2013 - Present

BUILD

Mentor to Underserved High School Students

References Available Upon Request



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Cannabis State Legalization Task Force

Seat # or Category (If applicable): individual between the ages of 21 and 30 District: _____

Name: Christman Bowers

Home Address: [REDACTED] San Francisco, CA Zip: 94115

Home Phone: n/a Occupation: Political Consultant

Work Phone: (510) 289 2256 Employer: Bowers Consulting Firm

Business Address: 248 3rd St #305 Oakland, CA Zip: 94607

Business E-Mail: christman@bowersconsulting.com Home E-Mail: [REDACTED]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes ☒ No ☐ If No, place of residence: _____

Registered Voter in San Francisco: Yes ☒ No ☐ If No, where registered: _____

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I've built my career around civic action and political engagement to ensure inclusion and diversity are at the forefront of political and social conversation -- representing individuals who feel like they do not have a voice. I've learned valuable lessons throughout my professional and personal life via grassroots and grassroots community organizing, engaging diverse communities, mobilizing marginalized communities, implementing innovative organizing tactics and working within the tech space in San Francisco. Formerly the National Partnerships Director and Western Director for FWD.us -- a political advocacy organization started by key leaders in the tech community, I joined FWD.us to create forums for young people to engage in inventive political advocacy, lobbying elected officials and reforming public debate. I have nearly a decade's experience in developing and implementing community outreach programs and the management of a variety of socially innovative projects, such as: Immigrant Heritage Month, Proposition 64 GOTV Rally and managing local political campaigns in the Bay. Before joining FWD.us, I served as a Director for the Cory Booker Campaign, and as a Director with 270 strategies on education reform in Newark, NJ (the hotbed and intersection of tech, politics, and civic engagement). I also served as the youngest managerial staffer during President Obama's re-election campaign in Ohio. My most memorable political experience was his tenure as the African-American Outreach Coordinator for the 57th Presidential Inauguration. I've also Co-Founded a non-profit campaign in my hometown in Southern California, entitled I Am Virtuous--providing opportunities for success and growth for young women, who otherwise would not have the opportunity. My work thus far has culminated in starting my own political consulting firm based in San Francisco. I've had the privilege to work alongside the Drug Policy Alliance in developing and overseeing their Proposition 64 field campaign targeting: minority communities, millennials, formerly incarcerated and various faith leaders across our great State. My tenacity and strategic project management skills, have allowed me to excel in the spheres of politics, tech, and civic engagement throughout San Francisco and the country at-large. If selected, I will bring my robust experience and passion for inclusion and equity to this seat.

Business and/or professional experience:

I've had the honor and privilege to travel our country but call California home. My work has allowed for a unique understanding of the current social and political pulse of our nation and I look forward to bringing my perspective to the currently assembled Cannabis State Legislation Task Force. Please find below my business and professional experience:

- Former Western Director for FWD.us – a political advocacy organization started by Mark Zuckerberg and Bill Gates. He joined FWD.us to create forums for young people to engage in innovative political advocacy, lobbying elected officials and reforming public debate.
- Obama for America Campaign: Served as the youngest Regional Field Director in the country for the 2012 Obama campaign. Responsible for hiring and managing a staff of 30 members to achieve numerous weekly goals and coordinated all aspects of facilities, logistics, crowd management, ticketing and distribution with Secret Service for campaign events ranging in attendance from 30-18,000 people.
- Coalition for School Reform: Managed all field and budget operations for Los Angeles Unified School Board candidate Antonio Sanchez. This included hiring and training a staff of over 25 to achieve voter outreach goals.
- Cory Booker for Senator: My work was focused on electing then-Major Cory Booker to the U.S. Senate. We hired, trained and managed a field and data staff – equipping them to successfully replicate our grassroots field model in a shortened timeframe. Through this, we were able to set new records for turnout in the 2013 Democratic Primary.
- Black Alliance for Educational Options: The Black Alliance for Educational Options approached my consulting firm 2015 with an idea to help them launch a 501(c)(4) organization (their political arm) and help lead the strategic operation. Our team immediately went to work designing, developing and data-crunching the multi-state campaign efforts while overseeing a budget of nearly \$1,000,000. In addition, some of the direct political campaigns we lead to victory on behalf of BAEO Action Fund are as follows: Jada Lewis, Kira Orange Jones, Tony Davis and John Brown.
- Digital Pioneers Academy: My firm is innovatively launching a computer coding charter school over a two-year process. Our work with Digital Pioneers Academy includes creating and implementing strategies around parent engagement, student enrollment, work-based learning partnerships, building next generation curriculum and ensuring the community/parents/educators/industry professionals/local govt. are effectively engaged in the same space to ensure the most impactful, sustainable and resourceful launch of the school.
- Drug Policy Alliance and Drug Policy Action: In support of the largest criminal justice reform initiative in the country, Proposition 64, my firm led the Drug Policy Alliance's statewide campaign. Our work included overseeing the entire budget, mobilizing low propensity voters in targeted communities (focusing on communities of color, millennials, formerly incarcerated and faith leaders) to get out and vote for Prop 64. Our scope of work educated our voter universe to shift ideology around cannabis legalization to combat the "War on Drugs" using unconventional tactics to ensure African-American, Latino and young people turned out on election day. Our efforts directly contributed to the successful passing of Prop. 64 in California – increasing Latino and African-American voter turnout in CA by 10%. We're now the consulting firm tasked with leading implementation of the passed initiative on behalf of the DPA.
- Newark Charter School Fund: Our firm was tasked with creating a detailed strategic vision intended to guide NCSF's implementation of its short-term issue advocacy efforts and how to run three candidates in a school board election. To that end, we were able to offer an action plan and overview of strategic outreach and provide details on how to execute and implement their outreach programs – including the metrics to achieve the organization's goals.
- Rialto Unified School District: In 2016 Rialto Unified School District, a Southern California based school district with a predominantly Black and Latino student population approached Bowers Consulting Firm in need of a major overhaul to the way that they engaged with parents, students and the community – and to redefine STEM engagement to ensure African-American and Latino students have adequate math and science preparation.
- Social Innovation Challenge: Involved in the design, management, strategic integration and rollout of a national education-based social innovation challenge; with the goal of finding out-of-the-box ideas, new approaches, and disruptive solutions from across the country leading to the creation of a new Black-led transformational education reform organization for low-income and working-class Black families. In addition, we oversaw a budget of \$800,000.
- Campaign for School Equity: My consulting firm managed three Independent Expenditure campaigns across the state of Tennessee (Memphis School Board District 3, Tennessee House District 85, Tennessee House District 96) for Democratic Party candidates, while managing a budget of \$100,000. Our firm was engaged to oversee all data, field, digital, mail, TV, canvassing and phone operations in these elections. We are now tasked with overseeing the process of launching their 501(c)(4) organization in 2017 and creating the strategy and action plan for how the organization engages in political advocacy.

Civic Activities:

Vice President of Southern California based non-profit, I Am Virtuous – hosting annual brunches on International Women's Day (4 years running) bringing together I Am Virtuous Fellows and stakeholders to celebrate International Women's Day and discuss important topics that impact women on a day-to-day basis. This year, we "took-it-to-the-streets" for a Day of Action promoting global connectedness and launched a social media campaign to support and show solidarity with A Day Without A Women and commemorate International Women's Day.

This year, I've launched a four-year global, multi-platform, public awareness campaign to globally shared values. Aimed to evoke and mobilize a unified global community and bring to the forefront values of inclusion, acceptance, compassion, diversity & humanity --- by creating compelling video and graphic content that can be shared across all major digital media platforms and by producing a series of events, celebrations, and pop-up exhibitions in different countries. In fact, our first event will take place at the Coachella Valley Music and Arts Festival this April – entitled, 45th & Love Avenue.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes ☐ No ☐

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: March 15, 2017 Applicant's Signature: (required)



(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____



**Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Cannabis Legalization Task Force

Seat # or Category (If applicable): #22 (Age 21-30) District: _____

Name: Stephen John Rechif

Home Address: [REDACTED] Zip: 94121

Home Phone: [REDACTED] Occupation: Retail Manager

Work Phone: (415) 543-7666 Employer: Bloom Room Collective

Business Address: 471 Jessie Street Zip: 94103

Business E-Mail: stephen@bloomroomsf.com Home E-Mail: [REDACTED]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes ☒ No ☐ If No, place of residence: _____

Registered Voter in San Francisco: Yes ☒ No ☐ If No, where registered: _____

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

My unique experiences and skill sets would allow me to be a quality contributor to the Task Force. It would be an honor to represent the younger segment of cannabis users and providers in making recommendations to the Board of Supervisors regarding the safe and responsible use of legal recreational cannabis.

I have successfully worked in nearly all facets of the cannabis industry and as a young cannabis industry professional, I've identified and over come many of the challenges facing our young professionals.

This Seat is very important for many reason but here are two that stick out for me:

- 1) Young people are disproportionately arrested for cannabis use and our new laws need to address this issue fairly and equitably.
- 2) Young professionals are drawn to the cannabis industry as an alternative career choice for those who have not found their way in conventional careers paths. These individuals are disproportionately young people, people of color, minorities and ex-convicts.

Business and/or professional experience:

Operations Manager at the Bloom Room Collective in San Francisco
February 2013 - Present

Operations Manager at Medithrive Cooperative in San Francisco
September 2009 - June 2014

Cultivation Manager at DFA Farms in San Francisco
August 2004 - September 2009

Civic Activities:

Throughout my Professional and Academic Career, I've always placed an emphasis on civic responsibility and compassion.

As a student at USF, I organized a "Feed the Homeless" Project where students with leftover "caferia bucks" could donate meals which I would then donate to homeless men and women in the Haight Street area. I also volunteered at the Bayaihan community center, as well as organized an on-campus voter registration booth.

As a cannabis industry professional, I've helped implement countless patient services including compassionate free medicine for those in financial hardship, free massage, free reiki healing, free cannabis therapy consulting and many more. I've also helped implement monthly volunteer opportunities for members of the collective to participate in civic activities, organized by the collective, such as trash clean ups and community garden maintenance.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes ☒ No ☐

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 03/03/2017 Applicant's Signature: (required) Stephen Rechif

(Manually sign or type your complete name.

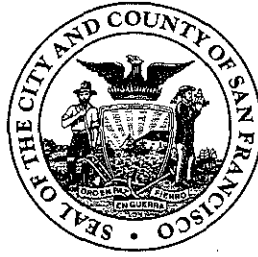
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

VACANCY NOTICE

CANNABIS STATE LEGALIZATION TASK FORCE

Replaces All Previous Notices

NOTICE IS HEREBY GIVEN of the following term expirations and vacancy (**in bold**):

Seat 9, Jesse Stout, term expires August 31, 2017, must be an individual with at least two years of experience working in the cannabis industry, for a one-year term.

Seat 10, Erich Pearson, term expires August 31, 2017, must be an owner or operator of a medical cannabis dispensary, for a one-year term.

Seat 11, Kevin Reed, term expires August 31, 2017, must be an individual who uses cannabis for medicinal purposes and has at least two years of cannabis legalization advocacy experience, for a one-year term.

Seat 12, Sara Payan, term expires August 31, 2017, must be an individual who uses cannabis and has at least two years of cannabis legalization advocacy experience, for a one-year term.

Seat 13, Duncan Talento Ley, term expires August 31, 2017, must be an owner of a small business in San Francisco, for a one-year term.

Seat 14, Thea Selby, term expires August 31, 2017, must be an individual with experience working for, or on behalf of, the interests of businesses in San Francisco, for a one-year term.

Seat 15, Jon Ballesteros, term expires August 31, 2017, must be an individual with experience working to advance the tourism or hospitality industry in San Francisco, for the unexpired portion of a one-year term.

Seat 16, Barbara Fugate, term expires August 31, 2017, must be an individual who represents a neighborhood association, for a one-year term.

Seat 17, Tom McElroy, term expires August 31, 2017, must be an individual who represents a neighborhood association, for a one-year term.

Seat 18, Laura Thomas, term expires August 31, 2017, must be an individual with experience in public health advocacy focusing on drug policy, for a one-year term.

Seat 19, Terrance Alan, term expires August 31, 2017, must be an individual working in the entertainment or nightlife industry, for a one-year term.

Seat 20, Jennifer Garcia, term expires August 31, 2017, must be a representative of a labor union that represents employees working in the cannabis industry, for a one-year term.

Seat 21, Sarah Shrader, term expires August 31, 2017, must be a public policy expert working for an organization focused on the formulation of good public policy, for a one-year term.

Vacant Seat 22, succeeding Daisy Ozim, resigned, must be an individual between the ages of 21 and 30 at the time of appointment, for the unexpired portion of a one-year term ending August 31, 2017.

Report: No later than one year after its inaugural meeting, and at least once in the 12 months thereafter, the Task Force shall submit a report to the Board of Supervisors describing the legislative activity in the State Legislature regarding possible legalization of cannabis; findings regarding legal, social, land use, and enforcement issues that are likely to arise in San Francisco if the State adopts proposed legislation through the legislative or electoral process; and recommendations regarding local implementation and enforcement of that potential legislation.


Sunset Date: The Task Force shall sunset on August 14, 2017, unless the Board of Supervisors extends the term by ordinance.

Additional Information relating to the Cannabis State Legalization Task Force may be obtained by reviewing Administrative Code, Sections 5.2-1 through 5.2-7, available at <http://www.sfbos.org/sfmunicodes>.

Interested persons may obtain an application from the Board of Supervisors website at http://www.sfbos.org/vacancy_application or from the Rules Committee Clerk, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689. Completed applications should be submitted to the Clerk of the Board. All applicants must be residents of San Francisco, unless otherwise stated.

Next Steps: Applicants who meet minimum qualifications will be contacted by the Rules Committee Clerk once the Rules Committee Chair determines the date of the hearing. Members of the Rules Committee will consider the appointment(s) at the meeting and applicant(s) may be asked to state their qualifications. The appointment(s) of the individual(s) who are recommended by the Rules Committee will be forwarded to the Board of Supervisors for final approval.

Please Note: Depending upon the posting date, a vacancy may have already been filled. To determine if a vacancy for this Task Force is still available, or if you require additional information, please call the Rules Committee Clerk at (415) 554-7702.


Angela Calvillo
Clerk of the Board

DATED/POSTED: February 27, 2017

San Francisco
BOARD OF SUPERVISORS

Date Printed: February 27, 2017

Date Established:

August 14, 2015

Active

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|---|
| CANNABIS STATE LEGALIZATION TASK FORCE |
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Contact and Address:

Mavis Asiedu-Frimpong
Department of Public Health
101 Grove Street
San Francisco, CA 94102

Phone: (415) 554-2621

Fax:

Email: mavis.asiedu-frimpong@sfdph.org

Authority:

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|---|
| Administrative Code, Section 5.2-1 through 5.2-7 (Ordinance No. 115-15) |
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Board Qualifications:

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| <p>The Cannabis State Legalization Task Force (Task Force) was established to advise the Board of Supervisors, the Mayor, and other City departments on matters relating to the potential legalization of cannabis so that the policymakers are fully prepared to address policy questions through legislation and administrative actions, following the adoption of a State law.</p> |
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| <p>The Task Force consists of 22 members (seats 1 through 7 shall be non-voting members):</p> |
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|---------------------------------------|
| <p>DEPARTMENT HEAD MEMBERS</p> |
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| <ul style="list-style-type: none">> Seat 1: Director of the Department of Public Health, or his/her designee> Seat 2: Chief of the Fire Department, or his/her designee> Seat 3: Chief of the Police Department, his/her designee> Seat 4: Director of the Department of Building Inspection, or his/her designee> Seat 5: Director of Planning, or his/her designee> Seat 6: Executive Director of the Entertainment Commission, or his/her designee> Seat 7: Executive Director of the California Board of Equalization, or his/her designee (if the Executive Director declines and fails to appoint a designee for 60 days or longer, the Board of Supervisors may appoint a member of the public)> Seat 8: Superintendent of the San Francisco Unified School District, or his/her designee which may include a Member of the Board of Education (if the Superintendent declines and fails to appoint a designee for 60 days or longer, the Board of Supervisors may appoint a member of the public) |
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San Francisco BOARD OF SUPERVISORS

PUBLIC MEMBERS APPOINTED BY THE BOARD OF SUPERVISORS

- > Seat 9: Must be an individual with at least two years of experience working in the cannabis industry.
- > Seat 10: Must be an owner or operator of a medical cannabis dispensary.
- > Seat 11: Must be an individual who uses cannabis for medicinal purposes and has at least two years of cannabis legalization advocacy experience.
- > Seat 12: Must be an individual who uses cannabis and has at least two years of cannabis legalization advocacy experience.
- > Seat 13: Must be an owner of a small business in San Francisco.
- > Seat 14: Must be an individual with experience working for, or on behalf of, the interests of businesses in San Francisco.
- > Seat 15: Must be an individual with experience working to advance the tourism or hospitality industry in San Francisco.
- > Seats 16 and 17: Must be individuals who represent neighborhood associations.
- > Seat 18: Must be an individual with experience in public health advocacy focusing on drug policy.
- > Seat 19: Must be an individual working in the entertainment or nightlife industry.
- > Seat 20: Must be a representative of a labor union that represents employees working in the cannabis industry.
- > Seat 21: Must be a public policy expert working for an organization focused on the formulation of good public policy.
- > Seat 22: Must be an individual between the ages of 21 and 30 at the time of appointment.

The Public Members in seats 9 through 22 shall serve for a term of one year. The initial term for each seat shall begin on August 31, 2015. At the end of the one-year term, the Board of Supervisors may reappoint the member by written motion without soliciting applications from additional applicants.

The Department of Public Health shall provide clerical and administrative support and staffing for the Task Force. The Task Force shall hold a regular meeting not less than five times per year.

Annual Report: No later than one year after its inaugural meeting, and at least once in the 12 months thereafter, the Task Force shall submit a report to the Board of Supervisors describing the legislative activity in the State Legislature regarding possible legalization of cannabis; findings regarding legal, social, land use, and enforcement issues that are likely to arise in San Francisco if the State adopts proposed legislation through the legislative or electoral process; and recommendations regarding local implementation and enforcement of that potential legislation.

San Francisco
BOARD OF SUPERVISORS

Sunset Date: The Task Force shall sunset on August 14, 2017, unless the Board of Supervisors extends the term by ordinance.