



ADVESA MA, INC.
BLUE RIVER TERPS
690 BROADWAY,
SOMERVILLE, MA. 02144

TELEPHONE: 860-992-2374
JESSICA@GOMJCO.COM

August 31, 2021

COMMUNITY MEETINGS – INDIVIDUAL/GROUP MEETINGS REPORT ADVESA MA, INC. d/b/a BLUE RIVER TERPS

690-694 BROADWAY, SOMERVILLE, MA

PURPOSE:

The purpose of this document is to provide a comprehensive report on community meetings, open houses, petitions, group and personal meetings that were held by ADVESA MA, INC., d/b/a BLUE RIVER TERPS, ("Advesa") with members of the Ball Square community, elected officials and the Ball Square District Association from December 16, 2020, until August 31, 2021. During this time Advesa managed to receive 326 written signatures on a petition of support from local Ball Square residents, as well as the support of 18 Ball Square Business Owners located near our proposed cannabis retail store. We also received an additional 61 online signatures from Somerville residents on a petition supporting Advesa opening a cannabis retail store in Ball Square, bringing the total of Somerville Residents signing a petition supporting Advesa opening in Ball Square to 387 in total. The petitions, letter of support and the online petition are attached. The 326 written signatures and 18 signatures on the letter of support were obtained during our open houses.

TIMELINE OF EVENTS:

COMMUNITY MEETINGS



Meeting with Councilor Mark Niedergang

When: April 3, 2019 4pm-5pm

Where: True Grounds, Somerville, MA

Attendees: Shanel Lindsay Jessica Pelletier, Mark Niedergang and Lynda Tocci

Description: Advesa representatives Shanel Lindsay, Jessica Pelletier, along with former Consultant to the Company Lynda Tocci met with Councilor Mark Niedergang regarding Advesa's application for a Host Community Agreement with the City of Somerville.

Meeting with Councilor Matt McLaughlin

When: October 2, 2019 12pm-1pm

Where: 1369 Coffee House, Cambridge, MA

Attendees: Matt McLaughlin, Jessica Pelletier, Michael Latulippe, and Lynda Tocci

Description: Advesa representatives Michael Latulippe and Jessica Pelletier, along with former Consultant to the Company Lynda Tocci met with Councilor McLaughlin regarding Advesa's application for a Host Community Agreement with the City of Somerville.

Meeting with Middlesex County Sheriff Koutoujian's Office

When: January 8, 2020 1pm

Where: 240 Treble Cove Road, Billerica, MA

Attendees: Sheriff Koutoujian, Jessica Pelletier, Michael Latulippe, and Andrea Cabral

Description: Advesa representatives Michael Latulippe and Jessica Pelletier, along with friend and colleague Andrea Cabral met with Sheriff Koutoujian regarding Advesa's Economic Empowerment status and developing a relationship that could help individuals formerly incarcerated in Middlesex County obtain employment at our proposed cannabis retail sites in Somerville and Cambridge.

Community Outreach Meeting One

When: December 16, 2020, 6:00pm

Where: Zoom Virtual Meeting

Non-Advesa Attendees: 30+

Video Recording: https://youtu.be/bwAzO7_nK_0



Outreach: Notice of the meeting was sent to Abutters within 300 feet by certified mail, the Ball Square District Association published it on its website and the meeting was published in the Somerville Times on 12/2/2020. The meeting information was also posted on the City's Website.

Summary: The meeting commenced, and Advessa's team proceeded to present the prepared Community Outreach Presentation. Once the meeting had completed, the audience was asked if they had any questions about the project. Their questions focused on traffic, parking, and the size of the store, as well as public consumption and the background of the owners of Advessa.

Meeting with Councilor Mark Niedergang

When: January 7, 2021

Where: Zoom

Attendees: Shanel Lindsay, Jessica Pelletier, Councilor Mark Niedergang, Michael Latulippe, Tatiyana Benjamin, Isiah Benjamin

Description: Advessa representatives met with Councilor Mark Niedergang regarding Advessa's recent community outreach meeting and how to improve its outreach for the next meeting to ensure all neighbors are notified.

Meeting with Councilor Mark Niedergang

When: June 8, 2021

Where: Zaruma Gold Coffee

Attendees: Jessica Pelletier, Councilor Mark Niedergang and Walter Sullivan.

Description: Jessica Pelletier and Walter Sullivan met with Councilor Mark Niedergang regarding Advessa's plans and upcoming community outreach meeting.

Community Outreach Meeting Two

When: Wednesday, June 16, 2021, 7:00pm

Where: Zoom Virtual Meeting

Non-Advessa Attendees: 100+

Video Recording Part One: <https://youtu.be/8kbdNBvCXxY>

Video Recording Part Two: <https://youtu.be/rFbpHZXWv1M>



Outreach: Notice of the meeting was sent to Abutters within 300 feet by first class mail and published in The Somerville Times on 6/2/2021. The meeting information was also published on the City's Website. In addition to this, the meeting was shared across social media including relevant neighborhood Facebook groups and neighborhood groups, Ball Square District Association, South Medford Residents Together and City Councilor Mark Niedergang's mailing list. The entire storefront from 690-694 Broadway had flyers about the event placed in the windows. The following streets were given flyers prior to this outreach meeting as per Councilor Niedergang's direction:

Somerville

Broadway, south side, every storefront, and housing unit from Liberty Ave to Boston Ave

Broadway, north side, every storefront, and housing unit from across from Liberty Ave to Boston Ave

Willow Ave -- every housing unit, both sides to Mallet Street

Josephine Ave -- every unit, both sides, 8 houses down

Rogers Ave -- every unit, both sides, 8 houses down

Boston Ave -- every storefront and housing unit both sides to Highland Road

Medford

Boston Avenue, east side, leave flyers in the Sphere apartment building

Boston Avenue west side, every unit, both sides, 6 houses down

Bristol Road, east side, stores, and every unit, 8 houses down

Bristol Road, west side, every unit, 6 houses down

Pearson Road, east side, every unit, 8 houses down

Pearson Road, west side, every unit, 4 houses down

Description: Councilor Niedergang moderated the Community Meeting. The Advesa Team gave a Power Point Presentation about the proposal. Councilor Niedergang opened the



meeting up for questions from the attendees. The meeting lasted for more than three hours, until all the questions of the attendees were answered. The concerns of the attendees related to traffic, the size of the store, the number of Point of Sales, the linear frontage of the store, armed guards inside and outside the store, hours of operation, parking, customer's use of cannabis in the neighborhood after leaving the store, who is Advesa and background of the Advesa Team, impacts such a business has on children in the neighborhood, and that a cannabis business would bring an unwanted character to Ball Square and other similar types of issues.

Open House One

When: Thursday, July 8, 2021, 4pm – 7pm

Where: 692-694 Broadway Somerville, MA, 02144

Non-Advesa Attendees: 70+

Petition Signatures: 51

Outreach: Notice of the Open Houses for July 8th, July 10th and July 17th was hand-delivered within the triangle of Boston Ave, Morrison Ave, College Ave and Warner Street, as well as all of the streets within the triangle; published in the Somerville Times on June 28, 2021; published on the Ball Square District Association's website; South Medford Residents Together's website; sent out as email-blasts by Councilor Niedergang, Ball Square District Association and the South Medford Residents Together. Notice was also posted on the City's calendar and the Davis Square's Facebook. Further, the notice was also sent to the Mayor and all of the City Councilors, as well as other City officials.

Description: The first open house at our proposed location drew in over 70 visitors, and we received at least 51 petition signatures from Ball Square neighbors in support of our proposal. Members of the Advesa Executive team were able to meet and interact with dozens of neighbors and address their questions, concerns, or voices of support.

Open House Two

When: Saturday, July 10, 2021, 12pm – 3pm

Where: 692-694 Broadway Somerville, MA 02144

Non-Advesa Attendees: 100+

Petition Signatures: 94

Description: The second open house at our proposed location drew in over 100 visitors and we received at least 94 petition signatures from Ball Square neighbors in support of our



proposal. Members of the Advesa Executive team were able to meet and interact with dozens of neighbors.

Open House Three

When: Saturday, July 17, 2021, 12pm – 3pm

Where: 692-694 Broadway Somerville, MA 02144

Non-Advesa Attendees: 100+

Petition Signatures: 89

Description: The third open house at our proposed location drew in over 100 visitors and we received at least 89 petition signatures from Ball Square neighbors in support of our proposal. Members of the Advesa Executive team were able to meet and interact with dozens of neighbors.

Zoom with the Federicos, 131 Josephine Ave, Direct Abutter to Proposed Site

When: Tuesday, July 27, 2021 10:30am- 11:30am

Where: Zoom Virtual Meeting

Attendees: Tony Verzura, Jessica Pelletier, Gail Federico, Chris Federico

Description: Tony Verzura and Jessica Pelletier of Advesa hosted a Zoom Virtual Meeting with the Federico's, who are the direct abutter to Advesa. The Federicos currently have issues with illegal parking that is intrusive to their daily lives, potential security issues, as well as other neighborhood activity that is bothersome. We engaged in a Zoom discussion to begin a dialogue in how Advesa can best help them address these issues pre-opening, and post-opening. Tony proposed some ideas to mitigate these concerns, including contracting with a local Tow company and posting signs outside of the proposed Dispensary site and their homes that parking in front of their residential driveway is illegal and subject to Towing. Tony and the Federicos scheduled a follow-up in-person meeting at a later date to develop a comprehensive plan to be a good neighbor and address these concerns.

Zoom with Colin McDonald, Amanda Beck, and Jennifer Dorsen, Ball Square Residents opposed to a cannabis business in Ball Square

When: Tuesday, July 27, 2021 11:00am- 1:00pm

Where: Zoom Virtual Meeting



Attendees: Walter Sullivan, Tony Verzura Jessica Pelletier, Colin McDonald, Amanda Beck, and Jennifer Dorsen

Description: Tony Verzura, Walter Sullivan, and Jessica Pelletier of Advesa hosted a meeting with the unofficial neighborhood opposition group led by Colin McDonald, Amanda Beck, and Jennifer Dorsen to do our best to address the concerns.

Open House Four

When: Tuesday, July 27, 2021, 4:00pm – 7:00pm

Where: 692-694 Broadway Somerville, MA 02144

Non-Advesa Attendees: 60+

Petition Signatures: 34

At the direction of the Somerville Licensing Commission, Advesa conducted three additional open houses and community meeting that were held on July 27th, July 29th and July 31st.

Outreach: Notice of the Open Houses and Community Meeting were published on the City's calendar, Ball Square District Association's website, South Medford Residents Together's website, email-blasted by Councilor Niedergang and the two aforementioned associations, Davis Square Facebook Group, Advesa's website, emailed to the Mayor, all of the City Councilors and some City officials, emailed to Colin McDonald, Amanda Beck and Jennifer Dorsen asking them to let neighbors know off the additional open houses.

Description: The fourth open house at our proposed location drew in over 60 visitors and we received at least 34 petition signatures from Ball Square neighbors in support of our proposal. Many were repeat visitors from prior open houses. Members of the Advesa Executive team were able to meet and interact with dozens of neighbors.

Somerville Neighbor Q&A I

When: Thursday, July 29, 2021, 6:00pm

Where: Zoom Virtual Meeting

Non-Advesa Attendees: 44+

Video Recording: <https://youtu.be/K4igQ8YfqZ8>

Description: Following our successful open houses from our proposed retail store location, we wanted to try a new format in which we could interact with the neighbors over Zoom and answer all their questions with no time limits. This neighbor meeting question and answer session over Zoom was one of the most productive meeting we have had with neighbors thus



far. During the meeting several concessions were agreed to by the Advesa Executive team with neighbors including hours of operation, the amount of point of sales in the store, and security for the neighborhood. These concessions were then formalized at the Somerville Licensing Commission meeting through a set of conditions that are now being implemented in our renderings and plans for the site. Neighbors in the meeting commented about how they liked this format so much that we determined to continue holding monthly meetings in the same format moving forward.

Open House Five

When: Saturday, July 31, 2021, 11am – 2pm

Where: 692-694 Broadway Somerville, MA 02144

Non-Advesa Attendees: 100+

Petition Signatures: 58

Description: The fifth open house at our proposed location drew in over 100 visitors and we received at least 58 petition signatures from Ball Square neighbors in support of our proposal. Many were repeat visitors from prior open houses. Members of the Advesa Executive team were able to meet and interact with dozens of Ball Square neighbors.

Somerville Neighbor Q&A II

When: August 25, 2021, 6:00pm

Where: Zoom Virtual Meeting

Non-Advesa Attendees: None

Video Recording: <https://youtu.be/8UpWt087tNY>

Summary: The CEO of Advesa Jessica Pelletier updated the community on the Somerville Licensing Commission awarding us a license, as well as Advesa taking the next steps to begin the special permitting process. Jessica stated that a new traffic study had started and that updated architectural renderings with the six point of sales systems limitation had been completed, ensuring we could apply for the special permit as quickly as possible. Next, Jessica stated that the ShopBlueRiver.com Website was being updated to be a hub for our neighborhood events, job submissions, local initiatives, the Blue River ArtWorks program, and recordings of every neighborhood meeting. Wrapping that up, Jessica continued to request for a local Somerville Community Liaison to apply for Advesa's part time position and for local artists to contact support@blueriverterps.com who wish to participate in the Blue River ArtWorks program. The next meeting date and time was announced. Once that was completed because the Q&A had no attendance, the meeting was adjourned but the meeting was kept open in case anyone dropped into attend.



On- Site Meeting with the Federicos, Direct Abutter to Proposed Site

When: Monday, August 30, 2021 10:00am- 11:00am

Where: The Home of the Federico's

Attendees: Tony Verzura, Gail Federico, Chris Federico

Description: Gail and Chris physically showed Tony Verzura the issues that they are having with illegal double parking, and parking in front of their driveway. This meeting was extremely helpful to the Advessa Team as Tony Verzura was able to witness first-hand the issues that the Federicos are having with parking. The Federicos also expressed their current concern with neighborhood security, and how we could best work together to curtail these issues. The Federicos and Tony discussed where they would put the Tow-zone signs, the positioning of the cameras, and listing the Federicos as an authorized individual to report illegal and/or double parking.

OTHER NOTABLE INDIVIDUAL/GROUP MEETINGS OR EVENTS

May 2021 – July 2021

Meetings between Executive team members and Ball Square business owners that were able to garner 18 businesses to sign our business petition.

July 2021

Councilor Niedergang sends letter of support for Advessa's proposed cannabis retail store in Somerville

As a result of the above meetings Advessa revisited its plans as follows:

1. It has rented 8 parking spaces for customers behind Neighborhood Produce, which is across Broadway from Advessa, on Boston Ave.
2. It is hiring a person to monitor the neighborhood and a Liaison person for the neighbors to be able to call with concerns and/or problems.
3. It will not be hiring an armed guard inside or outside of the location.
4. It has changed its hours of operation to Monday through Saturday: 10 am to 8 pm, Sunday, 11 am to 8 pm.
5. It has reduced its Point of Sales from 9 to 6.
6. It had already planned for a bathroom for consumers.



7. It has agreed to conduct more community meetings to keep the neighborhood up to date on what was happening with the project.

However, Advesa is not able to reduce the size of the store, since the size of the store was to deal with concerns addressed by neighbors throughout Somerville with regards to customers queuing outside. Advesa created a waiting room that is more than adequate to ensure that there would be no queuing outside. It should be noted that Advesa's size is not the biggest cannabis retail store in Somerville. It also does not have the largest linear feet for store frontage relative to other cannabis retail stores and other business located in Ball Square.