



February 28, 2020

Charlotte Leis
Marijuana Advisory Committee
City of Somerville
93 Highland Avenue
Somerville, MA 02143

Dear Ms. Leis:

I am writing on behalf of Herban Legends of Boston, LLC (“Herban Legends”), which is an applicant to operate a Marijuana Retailer Establishment at 518 Somerville Avenue in Union Square as a Somerville Group A Priority Applicant and a Cannabis Control Commission certified Economic Empowerment Applicant. Please allow this correspondence to serve as an update to Herban Legends' previous submittal to the City of Somerville in June 2019.

Since filing an application with the City of Somerville, Herban Legends has combined with local funding and operational partners to become Nuestra, LLC (“Nuestra”), allowing us to bring our vision of a community-focused cannabis establishment to fruition. We are seeking certification from the Commonwealth of Massachusetts’ Supplier Diversity Office to be a Women Business Enterprise.

Since the first submission of our application, Nuestra has coalesced a consortium of skilled and passionate professionals with a wide breadth of experience from a diverse range of fields, including the cannabis industry, project management, regulatory compliance, public health, construction and facilities, community engagement, government, marketing, and finance. Materials about our team are enclosed for the Marijuana Advisory Committee’s review.

Enclosed, please find updated application materials that reflect Nuestra’s updated business information, team members, commitments to the City of Somerville, and proposed submission to the Commonwealth of Massachusetts. Please do not hesitate to contact me directly if Nuestra is able to provide additional information that would be helpful. We appreciate your time and consideration.

Sincerely,

Ivelise Rivera
Chief Executive Officer

Who We Are

An entity seeking certification as a Women Business Enterprise, Nuestra is a local company that was founded by a consortium of skilled and passionate professionals with a wide breadth of experience from a diverse range of fields, including the cannabis industry, project management, regulatory compliance, public health, construction and facilities, community engagement, government, marketing, and finance. Nuestra's majority owner is a Cannabis Control Commission certified Economic Empowerment Applicant and as such, the company possesses a deep-rooted commitment to operating a business that enhances the Somerville community in an equitable, sustainable, and responsible manner.

-----OUR EXECUTIVE MANAGEMENT TEAM-----



Ivelise Rivera, Chief Executive Officer.

Community engagement, project management, public health, government

Ms. Rivera is a passionate community leader with over 18 years of experience leading mission-based organizations that play active roles in improving the lives of residents in the Greater Boston area. Since 2006, Ms. Rivera has served as the Board Chair of the Madison Park Development Corporation (MPDC). MPDC develops affordable and high quality housing for low and moderate-income families in and around the Roxbury neighborhood, currently housing over 3,000 residents. MDPC provides comprehensive programming to residents to help them mobilize, empower themselves, and address quality-of-life issues in the Dudley Square area, including public safety, health equity, and youth development.

Ms. Rivera has also served as a Board Member of the Dudley Street Neighborhood Initiative (DSNI) since 2012. DSNI seeks to empower Dudley Square residents through developing youth leadership programs, promoting development without displacement, and empowering neighborhood and resident development. Ms. Rivera is the Softball Commissioner of the Red Sox Foundation RBI program.

Ms. Rivera has been a City of Boston employee for 19 years, where she is an IT Business Analyst and Associate Director of the Boston Centers for Youth and Families. She earned her undergraduate degree from Northeastern University and a master's degree from Boston University.

Jonathan Tucker, Chief Operating Officer.

Retail operations, cannabis industry, startup business development

Mr. Tucker, a proud son of Charlestown, has built an extensive resume in television and major motion pictures in Los Angeles, as well as investing in and founding successful business ventures. Mr. Tucker is the founder of The Pegasus Fund, a non-profit organization that supplements the academic journey of top-performing students in underserved communities by sending them to summer camp to instill confidence to help them be successful at home and in school. He serves as the Advising Partner of Halogen Ventures, an early-stage venture capital fund that invests in consumer technology companies led by co-ed teams.



Mr. Tucker has demonstrated experience conceptualizing, designing, and implementing retail concepts. He is the Advising Partner of Alu Collective, a prospering company that builds and manages experiences as part of the hospitality industry. His portfolio includes Lupetti Pizzeria, In Sheep's Clothing, Lion Audio, and the non-name branded lounge concept located at 432 N. Fairfax, all highly-acclaimed, high-concept venues. He is also the Advising Partner of 838 Divisadero Restaurant, the restaurant management company responsible for creating Che Fico, named one of America's Best New Restaurants of 2018 by Bon Appétit magazine. Locally, Mr. Tucker has served as the CEO and Founder of Commonwealth Farm 1761, Inc., a marijuana cultivation and product manufacturing company currently pending provisional licensure from the Cannabis Control Commission.

Mr. Tucker has served as the principal in television shows and cinematic hits including Matt Damon and Ben Affleck's Showtime series City on a Hill, Westworld, Charlie's Angels, American Gods, Kingdom, Two If By Sea, Sleepers, The Virgin Suicides, The Texas Chainsaw Massacre, Criminal Hostage, The Ruins, In the Valley of Elah, The Next Three Days, Parenthood, Royal Pains, David E. Kelley's The Practice, Perception, Criminal Minds, CSI, White Collar, Law & Order: SVU, Law & Order: Criminal Intent, and Six Feet Under.



Renata Caines, Chief Engagement Officer.

Community engagement, training

Chief Engagement Officer Renata Caines will serve as the chief point of contact for all engagement with the broader community and will conduct specific community engagement training sessions for all registered agents at Nuestra's Somerville facility. Ms. Caines has a demonstrated background at the intersection of community and training, having served as the Learning and Development Manager of City Year Boston since 2017. City Year

Boston deploys 289 highly skilled AmeriCorps members to serve in 29 elementary, middle, K-8, and high schools, positively impacting nearly 12,000 students across Boston Public Schools.

She previously served as an Americorps Massachusetts Promise Fellow at Crossroads for Kids, a program designed to teach leadership skills to underprivileged youth and prepare them to enter adulthood. Crossroads for Kids inspires youth to unlock their innate potential to become members of the next generation of young leaders in Boston and Massachusetts, breaking the cycle of poverty and underachievement. Ms. Caines is a graduate of Lesley University and Northeastern University.

Jason Stirling, Chief Product Officer.

Cannabis retail, regulatory compliance, start up development.

Mr. Stirling maintains over six years of experience in the regulated cannabis industry spanning numerous markets and all points of the supply chain. Most recently, Mr. Stirling served as the Chief Product Officer of Ascend Wellness Holdings, a market leading vertically integrated operator with assets in Michigan, Illinois, Massachusetts, and Ohio. Prior to that role, he worked at the Downtown Dispensary in Tucson, Arizona, which has been the #1 trending dispensary in Tucson on Leafly since 2014. Previous cannabis roles include SPARC SF, where he managed a team of over 40 personnel; Nature's AZ Medicines Dispensary, where he oversaw



facility development and third party vendor accounts; and Garden of the Gods in Denver, Colorado, where he led all human resource operations.

Bradley St. Amand, Operations Lead.

Regulated alcohol sales, crowd management, facilities management, retail operations.

As the Operations Lead for GTI Properties, Mr. St. Amand has amassed over 13 years of experience as the direct lead for over 500 residential units, one million square feet of commercial space, over sixty artist studios, a 30,000 SF event venue, and over 40 staff spanning facilities, real estate development, operations, and maintenance. This role requires him to manage and coordinate property management staff, maintenance personnel, contractors, and support staff to ensure optimal performance. He serves as the community liaison as a board member for the local neighborhood association.



Mr. St. Amand also conceptualizes and directs the renowned 26-week SoWa Open Market event in Boston's South End, which draws approximately 10,000 weekly attendees and requires the coordination of over 200 rotating vendors and 20 employees each week. This event features a large beer garden component, where Mr. St. Amand is responsible for full compliance with all City of Boston and Commonwealth of Massachusetts restrictions surrounding age restrictions, prevention of unauthorized diversion and overconsumption, compliance with SaveServ protocols, and ongoing staff training. Mr. St. Amand secures all large-scale permits with a variety of municipal and state departments, often spanning over 30 unique permits each week.



Shaquille Anderson, Manager.

Finance, marketing, human resources.

Mr. Anderson currently serves as a Senior Financial Analyst at J.P. Morgan Chase & Co, where he serves as an OSD contact for over 150 clients in the North American region with the Pension/401K team and as a Social Media Coordinator for Yelp in Boston, where he leads strategy as to content creation for social media via Instagram, Twitter, and Facebook platforms.

Mr. Anderson is a contributing writer to Blavity, an American Internet media company created by and for Black millennials. He has obtained Inbound Marketing Certifications from HubSpot Academy and Google Analytics Individual Qualifications. He is a graduate of Bucknell University.

Tara Ahamed Tucker, Manager.

Project management, communications, media.

Ms. Tucker is an established executive in the film industry, where she has led the development, financing, and production of major motion pictures and television shows across a variety of genres. She currently serves as the Senior Vice President of Television of 42, one of the nation's leading management and production companies for film, television, and content.



Ms. Tucker's previous professional experience includes tenures at Benaroya Pictures, Identity Films, Jerry Bruckheimer Films, Creative Artists Agency, and the Clinton Global Initiative Annual

Conference. She has served as a Crisis and Suicide Prevention Hotline Counselor at the Trevor Project since 2019.

-----OUR SUBJECT MATTER EXPERTS-----



Daniel Linskey, Security Consultant, Kroll.

Daniel Linskey is a managing director in Kroll's Security Risk Management practice, head of the Boston office, and a fellow at the Duff & Phelps Institute. As the former Superintendent-in-Chief of the Boston Police Department (BPD) and a 27-year veteran of the force, Mr. Linskey provided strong leadership through some of the most tragic and contentious events in the city's history, including the Boston Marathon bombings and the Occupy Movement. Mr. Linskey serves clients in diverse industries with uncommon experience in investigations, crisis response, and risk management, as well as personal, physical, and operational security strategies, including the development of security plans for a number of cannabis companies in the Greater Boston area. Widely respected for his knowledge of the complexities inherent in law enforcement and homeland security, Mr. Linskey has also consulted with numerous national and international government agencies on a broad range of challenges, including large-scale event management, crisis leadership, and preparedness and community engagement strategies.



Sasha Kadey, Cannabis Retail Consultant, Greenlane.

Nuestra Advisory Board Member

Sasha Kadey is a strategist who draws on his deep knowledge of technology, consumer packaged goods, luxury products, and entrepreneurship to help develop appealing brands and build companies that scale and excel. He currently serves as the Chief Marketing Officer of Greenlane (NASDAQ: GNLN), one of the largest global sellers of premium cannabis accessories and CBD products with a customer base of over 11,000 retail locations. He is also the Co-Founder and Creative Director of Higher Standards, which offers a curated selection of bespoke products and lifestyle goods.

Sasha came to the 'counter culture' industry on the heels of building tremendously successful careers in the fields of wine & spirits and luxury beauty. Sasha was a recognized thought-leader and acclaimed public speaker in both industries, known for bringing groundbreaking, disruptive, technology-based solutions to bear. Sasha's initiatives and campaigns were highlighted in AdAge, Wine Business Monthly, Tech Times, PopSugar, InStyle, several university curriculums, and other publications. His web properties were awarded by design and UX authorities like Communication Arts, Awwwards, Internet Retailer, and even American Express.



Chuck Farkas, Management Consultant, Bain & Company.

Nuestra Advisory Board Member

Charles Farkas is an advisory partner in Bain & Company's Boston office. He is a leader in Bain's Healthcare, Financial Services and Strategy practices with over 35 years of management consulting experience, advising chief executives and senior managers in a wide variety of industries on issues critical to long-term success. He has served as the global leader of Bain & Company's Financial Services practice, the North American head of Bain's Healthcare practice and the managing partner of Bain Canada.

Chuck has worked globally with companies in a wide range of industries, including healthcare providers and suppliers, banking, insurance, brokerage, credit cards, consumer goods, retailing and industrial products. He holds deep expertise in issues of growth, strategy, leadership and change.

Outside of Bain, Chuck serves as a corporator of Partners Healthcare and is a member of the Boards of Harvard Medical School, CONMED Corporation (NASDAQ) and privately held companies Legacy ER, CHE Behavioral Health and Courtagen. He earned an MBA from Harvard Business School and is a graduate of Princeton University, where he received a Bachelor of Arts in History with honors. He was also an ITT International Fellow (Fulbright program) in Manila, Philippines.



Becca Rutenberg, Community Engagement, Vicente Sederberg LLP.

Nuestra Advisory Board Member

Becca Rutenberg currently serves as Vicente Sederberg's Director of Strategic Affairs. In this role, she provides strategic guidance on competitive municipal and state licensing applications in Massachusetts and across the nation, including strategies relative to community outreach, coalition building, government affairs, and local benefit analysis. Ms. Rutenberg works collaboratively with clients to identify business goals, develop overarching strategies for execution, and manage high-value projects. Ms. Rutenberg assists clients with developing and maintaining meaningful relationships with their host communities long after permitting has completed through comprehensive neighborhood engagement strategies that are authentic and collaborative.

Prior to joining Vicente Sederberg, Ms. Rutenberg served as the Chief Operating Officer of the Novus Group, a Boston-based government affairs firm specializing in emerging industries, including the sharing economy, renewable energy, and the cannabis industry. She has also worked for the City of Cambridge, Massachusetts and the American Association of University Women.

In 2012, Ms. Rutenberg was recognized as one of the nation's trailblazing female campaigners under age 30 for her efforts on the American Association of University Women's *'It's My Vote: I Will Be Heard!'* campaign. Her work has been featured in the Philadelphia Inquirer, Seventeen Magazine, and several academic publications. She received undergraduate and graduate degrees from Boston University.