

February 2, 2021

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

To the Honorable Members of the Mayor's Advisory Committee ("MAC"):

Please accept this correspondence on behalf of Nuestra, LLC ("Nuestra") in response to the City of Somerville's request for additional information relative to the application Nuestra submitted to operate an Adult Use Marijuana Establishment at 518 Somerville Avenue in Union Square. In correspondence received from Charlotte Leis, it was noted that the MAC had questions about Nuestra's funding, industry experience, and community involvement.

### **Sources of Funding**

Commonwealth Farm 1761, Inc., ("Commonwealth Farm") has provided capital to Nuestra in exchange for equity. To date, Commonwealth Farm has expended over \$2,000,000 in capital towards Nuestra's build out and operations for its three proposed stores.

Nuestra anticipates that approximately \$650,000 will be required to open its facility in Somerville. It anticipates using additional funds from Commonwealth Farm as well as revenue from its Athol facility, slated to open this spring, to pay for such costs.

### **Industry Experience**

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. Notably, Nuestra's team maintains over 40 years of combined experience in the marijuana industry and, at such time that it opens its proposed facility in Somerville, will have successfully opened two Marijuana Retailers in Massachusetts. Since the time of Nuestra's initial application to the MAC, it was awarded a Host Community Agreement from the City of Cambridge following a formal application process, and has obtained a Provisional License from the Cannabis Control Commission under the name of The Blue Jay Botanicals, Inc. to operate in Athol. Build out has commenced on the project.

A synopsis of Nuestra's relevant marijuana industry experience is below:

- **Jason Stirling**, Chief Retail Product Officer, maintains over seven 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.

- **Jonathan Tucker**, Chief Operating Officer, was awarded a Provisional License by the Cannabis Control Commission to operate a Tier 11 Marijuana Cultivator and Product Manufacturer Establishment in Framingham, Massachusetts. He serves as the Advising Partner of Halogen Ventures, an early-stage venture capital fund investing in consumer technology companies led by women.
- **Sasha Kadey**, Cannabis Retail Consultant and Advisory Board Member, has served as the Chief Marketing Officer of Greenlane for over four years, one of the largest global sellers of premium cannabis accessories and CBD products with a customer base of over 11,000 retail locations.
- **Dan Linskey**, Security Consultant, is the managing director in Kroll's Security Risk Management Practice, where he has guided over a dozen cannabis companies in developing comprehensive security programs for the last six years.
- **Lisa Sergi Trager**, Chief Financial Officer of Commonwealth Farm 1761, Inc., previously served as the President and Chief Executive Officer of PAX Labs, Inc. and General Counsel and a Board Member of MedMen. She has extensive experience advising marijuana companies on go-to-market activity, corporate fundraising, and all legal function.
- **Vicente Sederberg, LLP** serves as regulatory counsel for Nuestra, LLC. Vicente Sederberg is a national cannabis law firm that represents over 700 cannabis companies across the United States, heralded by the Rolling Stone as "the country's first powerhouse marijuana law firm".

### **Community Involvement**

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.

Notably, Chief Engagement Officer and LLC Manager **Renata Caines** has an extensive background providing direct service to residents and organizations within the City of Somerville. For over two years, she regularly volunteered at Prospect Hill Charter Upper School for Saturday School, where she assisted students with drafting college essays and understanding their financial aid packages. She supported the Possible Project Marketplace initiative. She has conducted over 950 hours of direct community service in the Cambridge and Somerville areas through a variety of organizations supporting college preparedness; food security; youth tutoring; community art; and services to the homeless.

Chief Executive Officer and LLC Manager **Ivelise Rivera** has provided direct service to the Greater Boston Community for over 20 years. She serves as the Softball Commissioner of the Red Sox Foundation RBI, which provides over 2,000 boys and girls aged 5-18 in the Boston Area access to play baseball and softball. The Red Sox Foundation RBI provides team equipment, uniforms, field access, and umpires at no cost to players and their families.

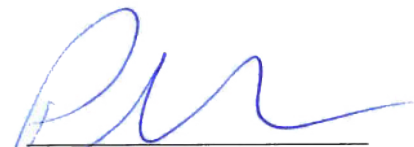
Ms. Rivera is a 15-year board member of the Madison Park Development Corporation (“MPDC”), one of the nation’s first community-based, non-profit organizations to independently develop affordable housing for low and moderate income residents. In addition to real estate development, MPDC engages in community building and engagement, workforce development and diversity, and asset management. She is also an eight-year board member of the Dudley Square Neighborhood Initiative, which promotes development without displacement, neighborhood development, resident empowerment, and youth empowerment in the Dudley Square Community.

Clearly, active engagement with the surrounding community are not just buzzwords for the Nuestra team, as their Executive Management Team have devoted significant portions of their adult lives to the service of others. Once selected to operate in Union Square, Nuestra’s team intends to play an active role in the Somerville community, including:

- Joining and playing an active role in Union Square Main Streets;
- Joining and playing an active role in the Somerville Chamber of Commerce;
- Regular participation in community art and philanthropic initiatives, including silent sponsorship of the Argenziano Card, silent sponsorship of the Fluff Festival, active participation in Somerville Arts Council events, etc.; and
- Regular participation at meetings of Union Square Neighbors.

Please do not hesitate to contact me if I can provide further information that may be helpful in your review.

Very truly yours,

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Phil Silverman, Esq.