



September 8 - 10, 2020 | Digital Access

Tuesday, September 8

Virtual Conference Day 1

9:00-9:05 PDT **Welcome Message by Infocast**

9:05-9:10 **Opening Remarks by Conference Chairperson**

Toby Astill, Ph.D., *Market Manager, Cannabis and Hemp*, PERKINELMER

9:10-10:00 Session 1 Panel: **California State Regulation Update**

Representatives from state cannabis regulatory agencies will discuss lessons learned after two years of recreational cannabis and the future outlook for the industry in the world's largest cannabis market.

Moderator:

Toby Astill, Ph.D., *Market Manager, Cannabis and Hemp*, PERKINELMER

Panelists:

Jeff Ferro, *Chair, CALIFORNIA CANNABIS ADVISORY COMMITTEE and National Campaign Director, UFCW'S CANNABIS WORKERS RISING CAMPAIGN*

Richard Parrott, *Director, CalCannabis Cultivation Licensing, CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE*

Rasha Salama, *Assistant Branch Chief, CALIFORNIA DEPARTMENT OF PUBLIC HEALTH*

10:00-10:15 *Live Q&A/Transition*

10:15-10:45 Session 2 Presentation: **Impacts of Federal Cannabis Policy on California**

Medical cannabis is legal in 33 states, yet the federal government still considers cannabis a Schedule I drug with no medicinal value. This dichotomy exists even though the federal government owns a patent on the medicinal use of cannabis and the FDA has approved prescription medications containing cannabis. When will this tension end? And when it does, what will legalization look like at the federal level? How will federal and state laws align? Will the federal government usurp state power? Will the federal government upend the state systems that are working in 33 states?

Andrew Kline, *Director of Public Policy, NATIONAL CANNABIS INDUSTRY ASSOCIATION (NCIA)*

10:45-11:00 *Live Q&A/Transition*

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- 11:00-11:55 **Session 3 Panel: California Municipal Regulation Update**
Municipal officials with unique experience regulating the cannabis industry in California will review best practices, various types of regulatory frameworks, and how to determine which best fits your community.
- Moderator:
Barney Melekian, *Assistant County Executive Officer*, COUNTY OF SANTA BARBARA, CA
- Panelists:
Dennis Bozanich, *Senior Deputy County Administrator*, COUNTY OF CONTRA COSTA, CA
Marisa Rodriguez, *Director*, SAN FRANCISCO OFFICE OF CANNABIS
Davina Smith, *Cannabis Manager, Office of Cannabis Management*, CITY OF SACRAMENTO, CA
- 11:55-12:10 *Live Q&A/Transition*
- 12:10-12:40 *Lunch Break*
- 12:40-1:10 **Session 4 Presentation: Cannabis - The Recession Proof Revenue, or Is It?**
A variety of cities have financially benefited from cannabis companies deemed by the state to be “essential” businesses. However, regulatory and implementation challenges impacting cannabis operations remain for municipalities across California. This presentation examines how local governments benefit from cannabis revenues, what challenges local leaders must tackle, and how the “New Normal” will reshape the revenues generated for local government from the cannabis industry, in both the regulated and illegal markets.
- Presenter:
David McPherson, *Compliance Director*, HDL COMPANIES
- 1:10-1:25 *Live Q&A/Transition*
- 1:25-2:00 **Session 5 Presentation: Social Equity Programs In the Regulated Cannabis Industry**
Social equity programs are a great opportunity to mitigate the disproportionate impact of the war on drugs, but implementing these programs hasn’t come without their fair share of hurdles. Learn about various programs in the works, the benefits, and the challenges of implementing an equity program in your community.
- Dahir Nasser**, *Assistant Deputy Director*, GOVERNOR’S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

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- 2:00-2:15 *Live Q&A*
- 2:15 *Virtual Conference Day 1 Adjourns*
- 2:15-2:45 *Virtual Networking*

Wednesday, September 9

Virtual Conference Day 2

9:00-9:45 PDT **Session 6 Panel: Developing and Implementing Public Policy for Regulated Cannabis**
From what types of cannabis operations to permit in your community to tax rates and licensing fees, there are many factors to consider when crafting public policy for cannabis. This panel will focus on the challenges faced and lessons learned by municipal officials in the past year of legalization.

Moderator:

Lara Turnbull, MPH, *Manager, Division of Chronic Disease and Injury Prevention, CITY OF LONG BEACH DEPARTMENT OF HEALTH AND HUMAN SERVICES and Affiliate Manager, SOUTHERN CALIFORNIA PUBLIC HEALTH ASSOCIATION*

Panelists:

John Leonard, *Community and Legislative Affairs Manager, CITY OF WEST HOLLYWOOD, CA*

Juliana Lucchesi, *City Planner, CITY OF MT. SHASTA, CA*

Jay Schenirer, *Council Member, CITY OF SACRAMENTO, CA*

9:45-10:00 *Live Q&A/Transition*

10:00-10:30 **Session 7 Case Study: The Municipal (County/City) Experience**
Hear the first-hand experience from a municipality about lessons learned from the challenges of developing and implementing cannabis regulation, and the practices used to overcome them.

John Ford, *Director, Planning and Building Department, COUNTY OF HUMBOLDT, CA*

10:30-10:45 *Live Q&A/Transition*

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- 10:45-11:35 **Session 8 Panel: Considerations for Municipal Planning, Land-Use, and Zoning**
There is no one size fits all solution when it comes to municipal planning in the Golden State. Urban and rural municipalities have very different concerns to consider when developing fire, building, zoning, and land-use policies. This panel gathers expertise from municipal officials from across the diverse landscape of California to offer their unique insights on development policies and regulations.
- Moderator:
Ryan de Jong, *Board Director*, NATIONAL ORGANIZATION FOR CANNABIS COMPLIANCE
- Panelists:
Clare Hartman, *Deputy Director – Planning*, CITY OF SANTA ROSA, CA
Jennifer Mizrahi, *City Attorney*, CITY OF DESERT HOT SPRINGS, CA
Michael Sapunor, *Resource Planner IV, Cannabis Licensing Office*, COUNTY OF SANTA CRUZ, CA
- 11:35-11:50 *Live Q&A/Transition*
- 11:50-12:20 *Lunch Break*
- 12:20-12:50 **Session 9 Presentation: Testing Cannabis is Hard: Lessons Learned and Opportunities from a Scientists Perspective**
Public health and safety are improved by legal cannabis testing, ensuring that unsafe products are not being sold. This presentation will summarize the current California testing market, provide concrete lessons learned, and delineate opportunities for improvement in cannabis testing. Both the importance of scientific transparency and the rigors of cannabis science will also be discussed, along with addressing the myth that cannabis science testing can be easy. PerkinElmer is a global healthcare technology leader whose cannabis support team helps municipalities to identify product or safety recalls, make smarter decisions regarding cannabis products, and grasp scientific breakthroughs.
- Toby Astill, Ph.D.**, *Market Manager, Cannabis and Hemp*, PERKINELMER
- 12:50-1:05 *Live Q&A/Transition*

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- 1:05-1:35 **Session 10 Presentation: Finance: Banking, Taxes, and Licensing Fees**
Developing financial policy around cannabis and issues about the collection of taxes still dog regulators and industry alike. Questions around the most effective tax frameworks based on square footage or gross receipts and tax audit monitoring remain. This session will focus on strategies to mitigate challenges around municipal finance as it pertains to cannabis, and will explain the recent tax relief measures.
- Nicolas Maduros**, *Director*, CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION
- 1:35-1:50 *Live Q&A*
- 1:50 *Virtual Conference Day 2 Adjourns*
- 1:50-2:20 *Virtual Networking*

Thursday, September 10

Virtual Conference Day 3

- 9:00-9:55 **Session 11 Panel: Civil Litigation and Criminal Issues in the Cannabis Industry**
A newly regulated cannabis market poses a new set of challenges for municipal attorneys. From license applicant litigation to illegal market prosecution, this panel will discuss the cannabis enforcement nexus among field staff, administrative hearings, litigation proceedings and prosecution methods that must be coordinated for an effective enforcement program.
- Moderator:
Joshua Mandell, *Partner*, AKERMAN LLP and *Co-Founder/Chair*, LOS ANGELES COUNTY BAR ASSOCIATION, CANNABIS SECTION
- Panelists:
Melissa D. Bickel, *Senior Deputy City Attorney*, CITY OF SACRAMENTO, CA
Emilio Camacho, *Deputy City Attorney*, CITY OF SACRAMENTO, CA
Megan McClurg, *Deputy City Attorney*, CITY OF CHULA VISTA, CA
- 9:55-10:10 *Live Q&A/Transition*

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- 10:10-10:40 Session 12 Presentation: **Strategies for Criminal Prosecution In Cannabis Markets**
With a newly legalized and regulated cannabis market comes a new set of issues for municipal attorneys. This presentation will focus on criminal enforcement in both the illicit and regulated cannabis market.
- Kenneth Meyer**, *Deputy District Attorney*, LOS ANGELES COUNTY DISTRICT ATTORNEY'S OFFICE
- 10:40-10:55 *Live Q&A/Transition*
- 10:55-11:40 Session 13 Panel: **Fire and Building Code: Inspection and Enforcement**
Familiarizing yourself with machinery and equipment used in the cannabis industry is just one of many key points to successfully enforcing fire and building code. Hear lessons learned and insights from first-hand inspector experiences and how they can be implemented using social distancing.
- Moderator:
Stephen C. Lieberman, *Fire Chief / Executive Officer*, FIVE CITIES FIRE AUTHORITY
- Panelists:
Matthew Dutcher, *Fire Prevention Officer*, SACRAMENTO FIRE DEPARTMENT
Kelly Eisenstein Charles, PE, *Interim Deputy Director/Chief Building Official, Division of Building Construction & Safety*, CITY OF SAN DIEGO, CA
- 11:40-11:55 *Live Q&A/Transition*
- 11:55-12:25 *Lunch Break*

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- 12:25-1:15 **Session 14 Presentation: Public Health Considerations and Inspection of Regulated Cannabis**
Understanding the risks and benefits of cannabis use based on scientific research is paramount to any municipality interested in allowing for legal cannabis operations. Health concerns related to vaping, youth trends, and modalities of use are all necessary components to grasp when creating sound policy. Cannabis use has increased due to tobacco-industry like strategies of product diversification, flavors and products designed to attract youth, and aggressive marketing. With a strong framework to protect public health and assure social equity, local government has the opportunity to address these concerns. Learn from a health standpoint the best practices to address issues of public safety, interventions for youth, and local programs within a framework of scientific fact.
- Co-Presenters:
Dr. Douglas Roehler, *Health Scientist*, CENTERS FOR DISEASE CONTROL AND PREVENTION
Lynn Silver, MD, MPH, FAAP, *Senior Advisor*, PUBLIC HEALTH INSTITUTE
- 1:15-1:30 *Live Q&A*
- 1:30-1:40 **Closing Remarks by Conference Chairperson**
Toby Astill, Ph.D., *Market Manager, Cannabis and Hemp*, PERKINELMER
- 1:40 *Virtual Conference Day 3 Adjourns*
- 1:40-2:00 *Virtual Networking*

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