



April 1, 2019

**TO: COUNCIL MEMBERS:**  
COUNCILMEMBER PAUL KREKORIAN, CHAIR  
COUNCILMEMBER CURREN D. PRICE, JR.  
COUNCILMEMBER PAUL KORETZ  
COUNCILMEMBER BOB BLUMENFIELD  
COUNCILMEMBER MIKE BONIN

**RE:** ITEM NO. (13) 18-1800-S2  
BUDGET AND FINANCE COMMITTEE  
Monday, April 1, 2019 ROOM 1010,  
CITY HALL - 2:00 PM  
200 NORTH SPRING STREET, LOS ANGELES, CA 90012

**FROM:** GREEN BELIEVERS SOCIAL EQUITY PROGRAM

The Green Believers (GBs) is unable to attend the meeting today in person.  
Please accept this written letter for our public comments.

**Comments for Council Consideration:**

1. GBs is a faith-based group of artists, tech, medical patients and former drug dealers. Our public/private partnerships incubate, innovate, create jobs and educate social equity populations to work in the cannabis industry. For the past year, GBs completed intakes on 89 individuals and currently has four businesses in its incubator. GBs is committed to raising awareness about the war on drugs and its impact black and brown populations today in Los Angeles.
2. As far as today's recommendations, we care about the City and the Mayor office fully funding the social equity program under DCR.
3. The city already has the 311 system which it can easily use to file complaints. Don't spend any more money for this. We already funded LAPD at \$10M plus \$25M. Let them work it out from there. We believe it will take the Information Technology department too long. Possibly they may need to outsource the creation of a new platform etc. for example and that will all take too long. Suggest you go with 311 is one of our recommendation.
4. Next, we suggest either the Council and/or Mayor mandate that departments assess their current resources to leverage any funding received by DCR. For example,
  - a. consider that the RAP has space and funds to host classes.



- b. EWDD funds the Worksource and Business Source centers. General curriculums and training programs could be quickly offered and especially those beneficial compatible with cannabis industry.
- c. The funded senior centers and youth center programs can offer education and information to parents/schools.
- d. The Neighborhood Councils have a vested interest in how cannabis businesses are established. Ask them to dedicate time for educational presentation and to include regulation and education information on their websites and in all their publications. Many NCs have already set-up cannabis committee and other advisory groups.
- e. We should do the same for Business Improved Districts. They have a vested interest as well.
- f. GBS suggests, the Mayor and the City Council should ask all these entities and more to do this now. Their resources will be quintessential for efforts to be effective.
- g. Additionally, the Mayor's business team can refocus its energy on cannabis over the next year and work with social equity individuals and SE incubators like Green Believers to create their business plans and research the market drivers. We could use some support from the City Council and Mayor's office to co-brand with us and invite university innovation centers in the community to help deliver sustainable business development training and to conduct market analysis.

Respectfully Submitted,

Cheryl A. Branch,  
Founder and Lead Organizer  
Green Believers Social Equity Program

