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CITY OF PORTLAND MARIJUANA CONTROL PLAN

Business Information				
Entity Name	Must match Secretary of State Business Registry GW Retail 220 SW 1st, Inc.			
Trade Name (DBA)	Serra Downtown			
Facility Address	Street 220 SW 1st Ave.,	City Portland	State OR	Zip 97204
Mailing Address	Street 224 SW 1st Ave.,	City Portland	State OR	Zip 97204
Phone Number: 971-254-4290	Email: compliance@gw-ind.com			
Website:	Facebook link: <small>Optional</small>			

1. Please describe how your business will ensure that no one under the age of 21 is admitted, and how your business will educate patrons on the risks of marijuana use by minors.

We prevent minors from entering the licensed premises, obtaining marijuana items, or attempting to obtain marijuana items as required by ORS 845-025-1230(6)(a) and 845-025-8520.

In particular, we ensure that we:

- Check identification, we have a company policy to check IDs twice, first when the customer initially enters the store, and a second time at the checkout location. All staff are trained and regularly reminded of what types of IDs are valid, what to look for to spot a fake or underage ID, what the consequences are for failing to check IDs, and all staff are regularly informed of any OLCC updates around IDs
- As required, for vendors and others who may need to enter the shop who are not customers, we maintain a visitors log in which all visitors log in and out, and date of birth is required on this form.
- Post signs, at each licensed premises and point of sale that reads, "No Minors Permitted Anywhere on This Premises"
- Sell and produce only products that are packaged in child-resistant containers or include a child safe exit bag.
- We post all OLCC required consumer warning signs.

We also ensure that we do not allow:

- The sale, delivery or transfer of any marijuana items to any person under 21 years of age.
- The production or sale of marijuana items that, by their shape and design, are likely to appeal to minors.
- The production or sale of marijuana items that are packaged or labeled in a way that is "attractive to minors;" or, advertisement that could be reasonably considered to target individuals under the age of 21.
- Our packaging, labeling or advertising to contain cartoons, toys, or other similar images and items typically marketed toward minors. Similarly, our packaging, labeling and advertising will not resemble or utilize a design, brand, symbol, celebrity or name that is typically marketed to minors.

We understand the importance of preventing minors from gaining access to marijuana items, and plan to go beyond the requirements in the OLCC's administrative rules.

2. Please describe how your business will prevent cannabis products from being consumed around or near your business.

Along with required signage, we implement the following protocols to prevent consumption of cannabis products outside or near our store. All areas outside our store are monitored through state of the art video equipment. All staff is required to immediately inform the manager on duty if they see or smell any cannabis being consumed inside or outside the store. Management is required to immediately seek out the offender, whether they are on the sidewalk or in a parked vehicle, to ask them to leave immediately if there is a suspicion of illegal consumption on or near our premises. We will post NO SMOKING signs outside of the location to further enforce the law. Should any of our neighboring businesses see such activity, we will have provided them with a series of phone numbers they can call to let us know and respond to the situation. One final note: It is company policy that employees are not allowed to consume cannabis at work and are not allowed to be impaired during their work day.

3. Please describe how your business will prevent and address potential negative impacts to neighborhood livability such as noise, parking, garbage, or loitering from your patrons.

Being a good neighbor is critically important to us. To ensure neighbors are not impacted by our operations we:

- Ensure all garbage is disposed of properly under contract with an approved garbage hauler. As required by OLCC rule, should any material need to be wasted, it will be rendered in a non usable form by mixing with dirt or other materials which will render everything useless.
- Our stores do not play loud music or have such large amounts of customers that would generate any noise complaints and we have received none at any of our locations in the past three years. We will be responsive to the neighboring businesses and homes, and all will be provided with a phone number to call to report any excessive noise at the location.
- Ensure there is no equipment on site that would create any noise pollution.
- Monitor the property for any loitering.
- Provide continuous maintenance of property building and grounds.
- Work continuously to limit out impact on nearby areas and work closely with neighboring businesses to ensure we have no negative impact.
- Along with signs and verbal messages from store personnel, we will constantly monitor the areas outside the store to ensure no loitering or on site consumption occurs.

4. Please briefly describe your business's process to respond to and resolve complaints and/or concerns from neighboring businesses or residences.

With numerous locations operating in Portland for the past several years, we have had significant experience working with our local neighbors and neighborhood groups. We employ a full open door policy which encourages local residents to contact us directly with any complaints, concerns or questions about our operations.

Our Compliance team -- composed of several senior staff members -- receives any complaints directly or via the stores, and are the designated members to respond to these local concerns. Working closely with store staff, our compliance team will be responsible for working with local businesses and residents near this location.

Our goal is to be strong neighborhoods who can improve the quality and safety of the neighborhood through our use of video monitoring, strong training programs for staff and an open door policy to meet with neighbors and local community members.

We strive to exceed all local and state rules and regulations, and we are extremely proud to have operated compliantly in the City of Portland for several years.

Finally, our open door policy allows for local residents to engage us in areas that may not be complaint driven, but would enable us to provide a more secure experience for our customers.