

RELEAF HERBAL

A Tale of a Legacy Dispensary &
1st District 11 Social Equity Dispensary Project

San Francisco Planning Commission Hearing
June 10, 2021 1pm

2020-007152-CUA

Social Equity Applicant

Local Owner/Cannabis Pioneer

- ▶ Heidi Hanley, Mother, Wife
- ▶ Native San Franciscan, born and raised in D11
- ▶ Attended K-12 in D11
- ▶ Army Veteran
- ▶ 2nd San Francisco Woman dispensary owner, 1st Latina
- ▶ Over a Decade of experience - Medical Cannabis Operator
- ▶ Documented track record of good operator
- ▶ Verified Equity Applicant in 2019



Releaf Herbal Timeline

- ▶ 2005 Operated Unregulated until moratorium and deemed Grandfathered
- ▶ 2005 - Grandfathered allowed to Obtain a Medical Cannabis Permit
- ▶ 2008 -MCD Permit 1284 Mission Street
- ▶ 2018 -City/State MCD and Adult Use Permit awarded
- ▶ Operated within City and State regulatory compliance without issue
- ▶ Operated 11 years in District 6
- ▶ No fault eviction forced closure in December 2019



MATT HANEY

June 1, 2021

To Whom It May Concern:

I would like to acknowledge medicinal cannabis dispensary Releaf Herbal, for their 11 years of operation and service to the District 6 community at 1284 Mission Street.

Releaf Herbal has been a model cannabis dispensary, providing safe access to affordable cannabis for medical and recreational patients. Releaf Herbal has been a good steward in District 6, maintaining compliance with all regulations, providing a vital service to the public, and successfully doing this without any complaints from the public.

I also want to commend the owner and operator of Releaf herbal, Heidi Hanley, who is a San Francisco native and a cannabis pioneer who established the second woman-owned - and first Latina-run - dispensary in San Francisco. To help other people from a variety of backgrounds also build successful cannabis businesses, Heidi has lent her support to fireside chats giving advice to those hoping to break into the cannabis industry. In addition to all this, Heidi has been committed to hiring locally with more than 75% of her staff residing in San Francisco.

Heidi has helped numerous medical patients over the years, and has earned the support of several key community partners including, Operation EVAC, Axis of Love, and Brownie Mary Democratic Club.

With the forced closure of Releaf in December of 2019, our district lost a valuable merchant and member of our community. Fortunately, Releaf is in the process of relocating to 5801 Mission Street. I would like to offer my most sincere best wishes with her relocation efforts.

Sincerely,



Matt Haney



City and County of San Francisco
DEPARTMENT OF PUBLIC HEALTH
ENVIRONMENTAL HEALTH

London Breed, Mayor
Grant Colfax, MD, Director of Health
Patrick Fosdahl, MS, REHS
Acting Director of Environmental Health

To whom it may concern,

This is a letter of acknowledgement for Heidi Hanley regarding her operation of the legacy Medical Cannabis Dispensary (MCD) "ReLeaf Herbal" that was located at 1284 Mission Street in San Francisco. Heidi initially applied with the Environmental Health Branch for an MCD Permit to Operate in January of 2007. The official Permit to Operate was issued in July of 2008, making ReLeaf Herbal only the third MCD location to officially be permitted with the City. This location was permitted with Environmental Health until the business was evicted by their landlord and closed operations in December of 2019.

During their time as a City permitted MCD, ReLeaf Herbal operated within the bounds of their permit, operating with minimal issues and remained in overall good standings with the Environmental Health Branch of the SF Health Department. The business was closed through no wrongdoing of their own and remained in compliance with SF Health Code Article 33 until the time of their closure.

If you have any question contact Senior Inspector Douglas Obana at 415-252-3993 or douglas.obana@sfdph.org.

Very truly yours,

Douglas Obana, MPH, REHS
Senior Environmental Health Inspector
Environmental Health Branch
San Francisco Department of Public Health
Douglas.Obana@sfdph.org
415-252-3993

Releaf Herbal

Grounded in Support for Community

- ▶ Established based upon compassion and provided discounts to Veterans, Seniors and Disabled (Prop215)
- ▶ SUPPORTER OF SF CANNABIS COMPASSION GROUPS
- ▶ HELD CUSTOMER APPRECIATION DAYS
- ▶ SUPPORTER OF FURTHERING EQUITY OPERATORS: Fireside chats, Offered Shelf Space
- ▶ 70% of employees local hires from San Francisco
- ▶ Competitive pay with health care benefits

5801 Mission

Concerns/Plans

► Crime:

- Signage - not to leaving items in vehicles. Security - frequent sweeps in and around the location.
- 24/7 Bank-level video surveillance - monitoring exterior and nearby streets, Downward LED lighting around building

► Youth Access to Cannabis

- Secure Access/ 21+ , no visible products leaving retail store,
- No consumption, dispensing, sale of cannabis or alcohol outside of retail location

► Traffic/Parking

- Enforce Double Parking
- Exploring Local Parking Option from supporting merchants

► Sidewalk Congestion:

- Strict no loitering policy
- Removal of all sidewalk debris in and around retail location

► ODOR - THERE WILL BE NO ODORS - ALL CANNABIS PRODUCTS ARE PREPACKAGED BEFORE ACCEPTING AT RETAIL LOCATION

5801 Mission

Immediate Community Benefits

- ▶ Clean and modern retailer for neighborhood. No major construction.
- ▶ Professional and Educational Customer Experience MULTILINGUAL ACCESS
- ▶ Free Compassion products for medicinal patients (Compassion Program)
- ▶ Community benefits including donations to nonprofits, haircut donations, laundry days, food collection/feeding, customer appreciation days with local merchants.
- ▶ 1st CANNABIS GOOD NEIGHBORHOOD POLICY in District 11
- ▶ LOCAL HIRING from District 11 with comprehensive training and education of staff
- ▶ Will provide funds every quarter for community grant funds to be utilized by partnering District 11 neighborhood organizations, merchants' groups, or community members (residents and businesses) for any district-serving benefit.
- ▶ To Dedicated Community Relations Liaison - for any community concerns

ReLeaf - Community Minded



MADE IN THE CITY
PRODUCE

CUSTOMER APPRECIATION DAY

RECEIVE FREE TACOS WITH EVERY PURCHASE

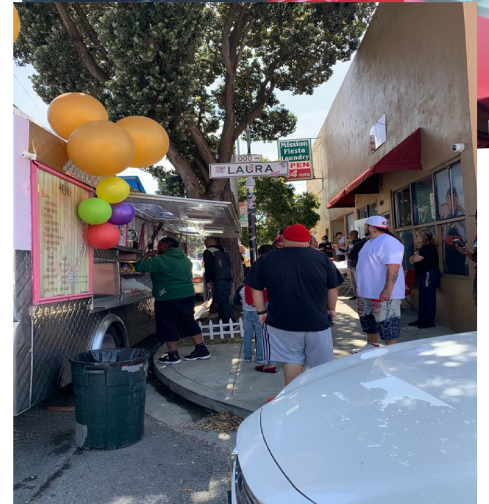
JUNE 5TH 2021 1PM-4PM | 5750 MISSION ST. SFCA 94112

CHUNKY **THE CITY** **EMACULATE**

TICKETS FOR FOOD AND DRINKS AVAILABLE AT:
LUCKY VANS TATTOO, LYFESTYLE BARBERSHOP, WOODY'S LIQUOR, EMILIO'S BARBERSHOP

FREE LAUNDRY FOR FIRST 20 HOUSEHOLDS
AT MISSION FIESTA LAUNDRY

SPONSORED BY RELEAF HERBAL



Extend a Thank to Our Supporters

- ▶ ReLeaf Family
- ▶ Supervisor Matt Haney
- ▶ SF Department of Public Health
- ▶ Office of Cannabis
- ▶ Operation EVAC
- ▶ AXIS OF LOVE
- ▶ Brownie Mary
- ▶ District 6 Residents and Customers
- ▶ Industry Colleagues and Suppliers
- ▶ Fellow Equity Applicants/Owners

Help Re-Open Releaf! *PLEASE DO NOT DONATE*



Releaf Herbal started this petition to [SF Planning Commission](#) and 1 other

High Releaf Supporters,

313 have signed. Let's get to 500!



At 500 signatures, this petition is more likely to be featured in recommendations!



Help Re-Open Releaf

Share on Facebook

Send a Facebook message

Send an email to friends