

GreenSoul Organics, LLC


CENTRAL SQUARE ADVISORY COMMITTEE

JULY 22, 2020



GreenSoul Organics, LLC (GSO)
Proposed Project Location

759 Massachusetts Avenue
Cambridge, MA 02139



Outline

- ▶ Team
- ▶ Proposed Project Information
- ▶ Traffic Mitigation and Parking
- ▶ Community Benefits and Positive Impact
 - ▶ The GSO Foundation
 - ▶ StreetTheory/MarkA27 Designs, LLC
 - ▶ The Last Prisoner Project
- ▶ Questions and Answers

GSO Project Team

- ▶ Taba Moses – Founder/CEO – GreenSoul Organics, LLC
- ▶ Richard Harding – Vice President/Chief Compliance Officer – GreenSoul Organics, LLC
 - ▶ - President/Founder - GreenSoul Foundation
- ▶ Rebecca Adams – Compliance and Regulatory Consultant – Cobblestone Integrated Solutions, LLC
- ▶ William Chalfant – Project Manager - Khalsa Design, Inc., Architect of Record
- ▶ Paul Tyrrell, PE, PLS – Greater Boston Survey and Engineering - Traffic Engineer

GSO Owners and Operators

- ▶ Taba Moses, Founder/Chief Executive Officer
- ▶ Alexander Heredia, Chief Financial Officer
- ▶ Richard Harding, Vice President, Chief Compliance Officer
- ▶ Saba Kahassai, Retail Manager
- ▶ Dawn Martin, Marketing
- ▶ Amine Benali, Capital Advisor

Economic Empowerment Applicant License Awarded

GSO Owner and Operator Experience

Taba Moses, Founder/Chief Executive Officer

Boston-resident Taba Moses, owner of Green Soul Organics, an experienced real estate developer and entrepreneur. Son of Robert Parris Moses, the architect of “Freedom Summer” and a leader of the Student Nonviolent Coordinating Committee.

Alexander Heredia, Chief Financial Officer

Alexander joins GSO after 15 years of executive experience at BlackRock leading teams and managing full life-cycle project implementations of Financial Reporting platforms. He brings the experience needed to build and manage the financial infrastructure GSO will need to expand its product and service offerings and advance its growth initiatives.

Richard Harding, Vice President, Chief Compliance Officer

Boston-resident and President of the GreenSoul Foundation, Richard has been influential in addressing structural racism in education, employment and policing in Boston. Richard currently runs the Men of Color Health Initiative of the Cambridge Public Health Department.

His work as a consultant for CambridgeWorks, a job training program, and his efforts on the successful Campaign to Regulate Marijuana like Alcohol in Massachusetts have motivated Harding to ensure that people of color have the training and skills they need to seize opportunities.

GSO Owner and Operator Experience

Dawn Martin, Marketing

Dawn is a marketing professional with 10 years of experience in the retail and publishing industries. She joins GSO from the Improper Boston Magazine where she conceptualized creative marketing/strategy plans and executed dynamic projects.

Saba Kahassai, Retail Manager

Saba is a Boston-resident and an experienced retail strategist who led major merchandising initiatives at major retail companies such as GAP, Inc. and Gilt Groupe. In her most recent assignment with NIC & ZOE, Saba developed a metrics-based process for in-season product performance analysis and evaluation.

Amine Benali, Capital Advisor

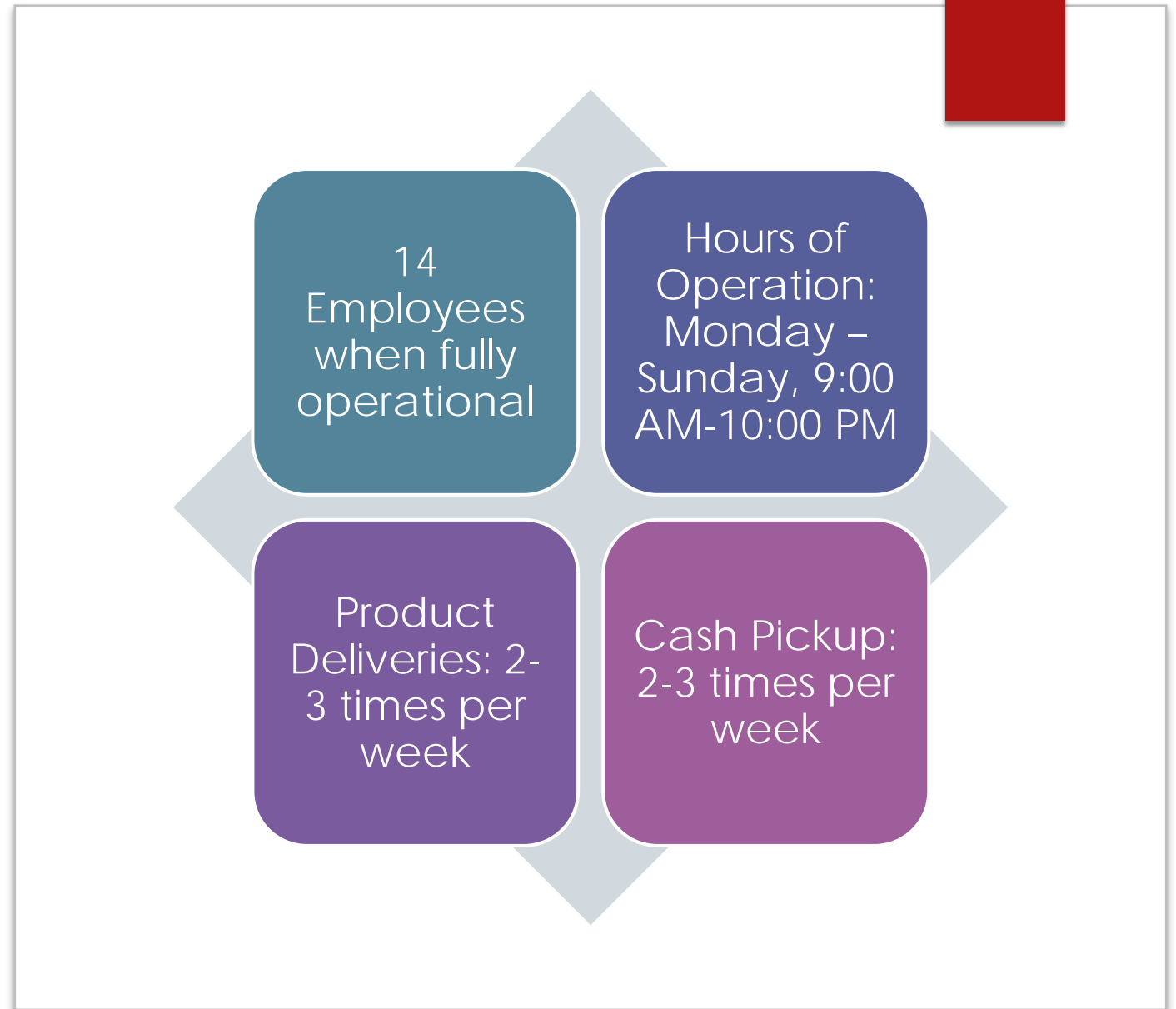
Amine is a CFA and brings 25 years of experience in managing multi-billion-dollar investment funds, financing large global natural resources projects, advising and financing community-scale projects, and building equitable capital ecosystems that support inclusive economic growth and democratized wealth-building.

Proposed Project Information

759
Massachusetts
Avenue

- ▶ Proposing a Retail Adult-Use Cannabis Store
 - ▶ No delivery, No manufacturing, No production
- ▶ Repurpose first floor and basement, existing 4-story mixed-use building
- ▶ Renovating 1,365sf
- ▶ Minor renovations to exterior
 - ▶ Submitted Certificate of Appropriateness to the Historical Commission
- ▶ The project does not propose adding any off-street parking.
- ▶ The site is within the Central Square Overlay District and in the Central Square National Register District.
 - ▶ GSO met with Central Square Advisory Committee on July 22, 2020.

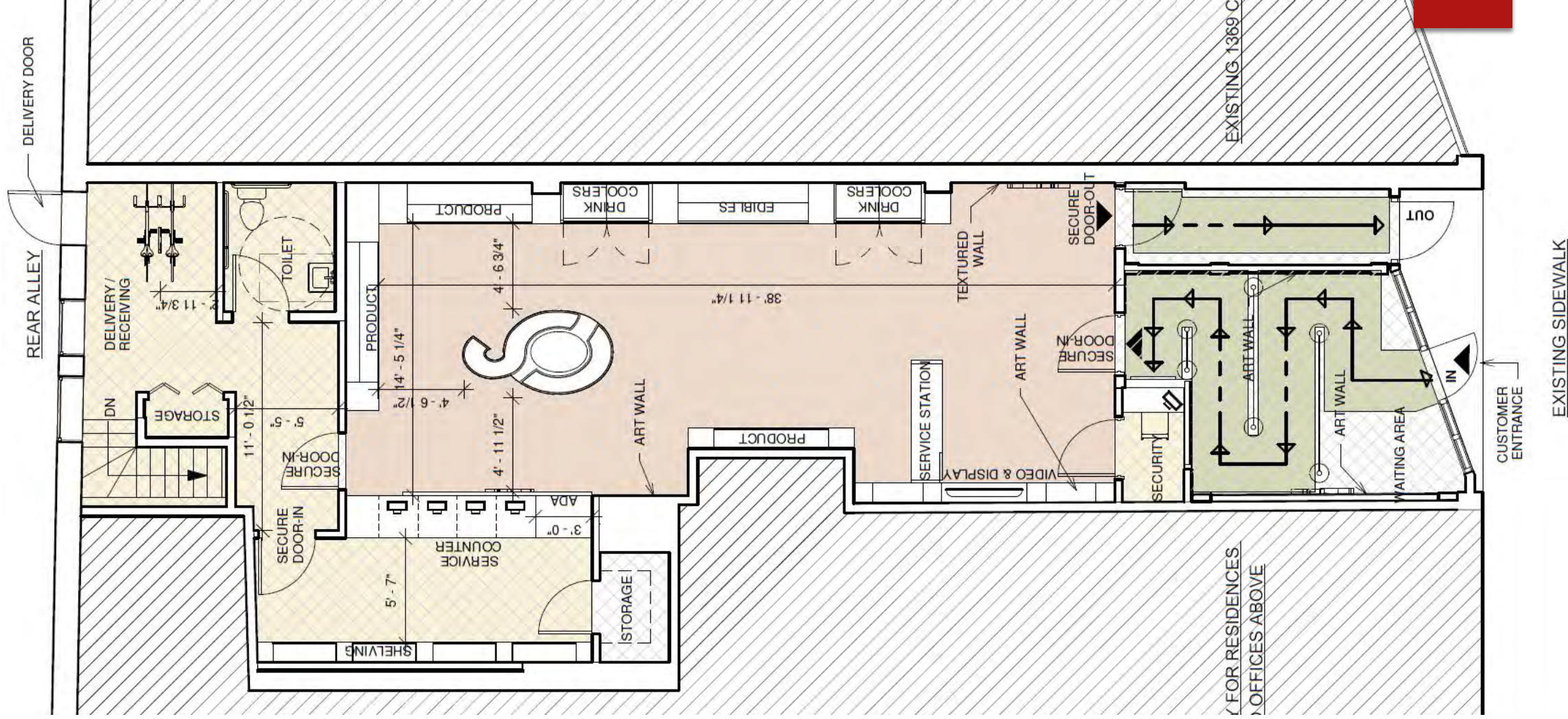
Proposed Project – Operational Information





Proposed
Project

759
Massachusetts
Avenue



FOR RESIDENCES
OFFICES ABOVE

Proposed Project - 759 Mass Avenue



Interior Perspective – Section 1

Proposed Project - 759 Mass Avenue



Interior Perspective – Section 2



Interior Rendering 1



Interior Rendering 2



Interior Rendering 3



MBTA Red Line Station: 400 Feet, 2-minute walk



MBTA Bus Lines: 7 connect to Central Square



Multiple Zipcar locations: 5 locations within 3-14-minute walk



Multiple Parking Lots: 5 parking lots within 2-7-minute walk




BlueBike Stations: 2 locations within 7-13-minute walk



On-street Metered Parking

Proposed Project – Traffic and Parking

- 
- Opening Day Plan – Submitted 1 Month before opening
 - Uniformed Police Officer as additional security – 1st Month
 - Expedited Ordering System(s) – Online Orders, Orders on Handheld Devices, Fulfillment area; “Pick up and Pay”
 - Customer Queuing inside retail space
 - Employee and Customer Benefits to utilize Public Transportation

Proposed
Project

Traffic
Mitigation

The GreenSoul Foundation

Richard Harding, President of the GreenSoul Foundation has been influential in addressing structural racism in education, employment and policing in the Boston region.

Mr. Harding founded and collaborated on numerous initiatives to improve the lives and opportunities of black and brown communities in Massachusetts.

Richard runs the Men of Color Health Initiative of the Cambridge Public Health Department;

And works as a consultant for CambridgeWorks, a job training program.

The GreenSoul Foundation

The Foundation

A National organization, based in Boston, dedicated to ensuring people of color have the tools they need to contribute to the growing cannabis industry and benefit from the burgeoning exchange in cannabis-based goods.

Award

Office space at "Link" in Kendall Square where our office is now located.

Mission

Reconnect disadvantaged populations with economic opportunity by removing barriers and providing workforce development.

Vision

A society where everyone has work they value and for which they are valued and well-compensated.

The GreenSoul Foundation – Current Community Work

- Distributed thousands of masks and hand sanitizer to:
 - First responders
 - Housing developments
 - Small local and minority-owned businesses
 - Houses of correction and other vulnerable populations lacking basic protections in Cambridge and Boston.
- Actively working with the Last Prisoner Project (LPP) to provide hand sanitizer to protect the incarcerated during the Covid-19 crisis.
- Organizing parents from underserved neighborhoods to advocate for effective remote learning for children in public schools. Hosted local education forums for parents focused on the challenges of supporting and educating the most vulnerable children during the pandemic.



Suffolk County Sheriff's Department - Boston, MA



On behalf of Suffolk County Sheriff Steven W. Tompkins and the men and women of the Suffolk County Sheriff's Department, we want to thank Anthony Robinson Seymour (left) of Youth In Crisis, Taba Moses of the Green Soul Foundation and Richard Harding, President of the Green Soul Foundation (not shown) for their generous donation of masks to the Department.

The GreenSoul Foundation – Previous Community Work

- Provided technical assistance for a City of Boston economic empowerment applicant for over a year, providing payments for legal and architectural fees as well as assistance with design work, and navigating through the City of Boston's licensing process.
- Donated and distributed 500 backpacks to needy children and families for "back to school" effort focused on getting children ready for school and boosting school attendance.
- Donated over 1000 turkeys with Massachusetts State Representative Liz Miranda to families in underserved communities for the Thanksgiving holiday.
- Worked with local leaders to reach 200 children with Christmas donations.
- The Foundation hired and worked with lawyers to intervene in the case in Cambridge which can now be used around the state and country as case law for Equity for other economic empowerment applicants.

The GreenSoul Foundation

Acknowledgement and Recognition

“Behind the Scenes With Cannabis Charities”, by Janelle LaSalle, Forbes Magazine 5/18/20

“Legalizing Marijuana in New York: How It Hinges On Money Goes To Communities of Color”, by David Robinson and Joseph Spector, 420 Magazine, 2/19/20

“New push for racial equality in the marijuana trade”, by William J. Kole Associated Press, ABC News, 9/5/19

“Marijuana launches initiatives to get more minorities in cannabis space”, by Associated Press and Marijuana Business Daily, 9/5/19

“Retail marijuana applicants in Boston grow impatient, ask if groups that have been ‘locked up’ for marijuana will be locked out from Industry”, by Kristin LaFratta, Masslive.com, 3/19/19

R.A.C.E.



Real Action for Cannabis Equity

Real Action for Cannabis Equity, a Local and National Advocacy Non-Profit was created to be a platform for Social Equity Applicants and Economic Empowerment Applicants. Taba Moses and Richard Harding have been the driving force behind legislative changes to assist Economic Empowerment Applicants.

GreenSoul Organics Artist Collaboration

Artist-owned agency,
founded by **Liza**
Quiñonez and
renowned graffiti/
street-artist **Marka27**.



Street Theory activates communities, spaces, and global brands through street-art, experiential marketing, cultural placemaking, branding and design.

Street Theory brings art and street culture into all aspects of life and work-- from curating and producing events to empowering communities and working with some of today's most talented and influential local and global artists.

GSO will collaborate with Street Theory to offer a seasonal rotating display of artwork by local artists

LAST PRISONER PROJECT



- The Last Prisoner Project (LPP) uses a multifaceted approach to address the disparities in sentencing for cannabis offenses and the collateral consequences of those arrests and convictions. LPP works to redress these disparities through policy work, legislative advocacy, and impactful direct service programs that work to both release nonviolent cannabis offenders from incarceration and to assist those coming out of incarceration in rebuilding their lives through reentry programs and anti-recidivism efforts.

Last Prisoner Project will engage in a collaboration with GreenSoul Organics (GSO) to provide reentry programs and rehabilitation services once the facility is open.



Question for
GreenSoul Organics, LLC

