



June 21, 2024

By Email

City of Pitt Meadows
Planning and Development
12007 Harris Road,
Pitt Meadows BC V3Y 2B5

Re: Public Information Meeting 19167 Ford Road, Pitt Meadows Application No 3360-20-2023-05

Applicant: GreenStar Cannabis Company

Please accept this letter of our summary of the Public Information Meeting (PIM) held on June 19th, 2024, from 4pm – 5:45pm at 12119 Harris Road, Pitt Meadows

GreenStar Cannabis and its representatives held a PIM at the above noted property. The purpose was to collect feedback from the community with respect to the proposal.

There was a total of six individuals who attended the event. Of the six attendees, four were in favor, one was opposed, and the other attendee was a city representative who abstained from commenting on support vs. non support. In addition to the six individuals who signed in, one City of Pitt Meadows council member attended the PIM; however, did not sign in.

Please find below a summary of questions, comments and inquiries that were made by the attendees.

- **Location:** Community inquiry with respect to the store front and where the front door was going to go. Clarity was provided on the proposed placement of the front door to the business. Renderings on site were able to provide a visual context to size and placement of the doorway as well as the interior aesthetic of the store. The individual noted the size of the store was quite small and thought it would be a low impact to the area.
- **Landscaping:** inquiries about the hedging and fencing were asked. The inquiry came from a community member who wanted to confirm if the landscaping would be kept. The renderings provided a visual of the proposal including the hedging, additional front door proposed for the pub and the movement of the bike racks.

- **Signage:** A community member had questions with respect to signage and images that would be used for the business. An overview was provided to the community member with respect to the provincial rules and regulations whereby cannabis and its related accessories are not permitted to be seen from outside. Therefore, any glass that would be used would need to be frosted. There was concern raised with the cannabis imagery itself. Ownership received this feedback and is willing to ensure clean frosting of the glass is used that does not further display cannabis symbols/ imagery.
- **Passersby:** A community member raised concerns with respect to those walking by the store and seeing it, including children and those who don't support cannabis. The owner was able to highlight that the property itself has a pub and a liquor store where they do not allow children and youth to enter. There would not be a reason for children and youth to ever be on the property, due to both provincial rules and regulations and the additional monitoring of the licensee.
- **Security and staff training:** questions with respect to minors' gaining access to the cannabis store. The proposed licensee has a zero-tolerance policy in place. First, the Liquor Cannabis Regulation Branch (LCRB) has a rule whereby no one under the age of 19 is ever permitted to enter a cannabis store. Additionally, Greenstar had Sting Investigations on site at the PIM to explain the extra steps they take to ensure compliance. Sting Investigations is a third-party company that ownership hires to test all other staff at all licensed establishments. Sting has worked with Yvan Charrette within his Pubs, liquor stores and other cannabis stores for the past 11 years. Sting enters each facility on an ongoing basis to try to make a purchase. If staff fail to ID, their employment is terminated. Yvan's group of companies runs at a 96% compliance rate and has had over 860+ checks done in the last 11 years. It should also be noted that the hiring of a third-party company is not a requirement of the LCRB. Ownership prides themselves on safe service and following all compliance regulations and view this additional expense as a necessity to their business model to ensure they are outstanding community members.
- **Traffic increases the area:** Concern was raised about increased traffic and "U-turns" along Harris. The applicant was not aware of the U-turns. While they do believe customers within the community will shop in the store, there would not be an "increase to traffic" they would hope it could decrease. This is because by adding a store within the community south of the railway, it would promote walkability and biking within the area for those who live close by. 90% of the guests who come to the pub and liquor store live/work directly within the community. The operating businesses foresee current customers would shop in the newly proposed store rather than getting in a vehicle and driving to a store in the north.

The meeting adjourned at 5:45pm and clean up was conducted. Ownership was able to engage one on one with those who attended the meeting and believe they were able to answer most questions.

One community member who attended the meeting has also sent an email to the consultant on file for ownership with respect to concerns. That email has been included within this correspondence for the City to review.

In addition to this summary with respect to the PIM, we have also included a package of material for review. This includes 228 personal letters of correspondence plus 464 form letters that community members have signed. The total of 692 letters of support for the application were received over a period of approximately one month.

Ownership actively sought neighbourhood feedback and comments. They fully wish to understand their community and hear their voices with the intent on adapting and making changes if concerns are raised.

Supporting documents:

1. Newsprint advertisement for PIM from June 14th and June 17th
2. Attendee sign in sheets from the PIM held – along with support indicated
3. Presentation provided on site
4. Renderings on site
5. Community member feedback email
6. Community feedback letters. Including 692 written letters of support and emails

Thank you for the opportunity to host a public information meeting. We look forward to our continued work with the city to move onto the next steps.

Warm regards,

Rebecca Hardin

Rebecca Hardin

Sign in Sheet for June 19, 2024 PIM Meeting

Re: Development Permit: 19167 Ford Road, Pitt Meadows Application number 3360-20-2023-05

Instructions:

Please fill in your details and selection an option. If you select option 2 or 3 we will connect with you direct to learn more and seek feedback. Or please email hello@thriveadvisors.ca to provide feedback on Greenstar Cannabis.

Name	Address	Email /phone	Please check an item		
			I support this application	I do not support this application	I need more information to decide
FOIPPA s. 22	Pitt Meadows	FOIPPA s. 22	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PITT MEADOWS		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	P. Meadows		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Maple R.d 12		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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			I support this application	I do not support this application	I need more information to decide
				✓	

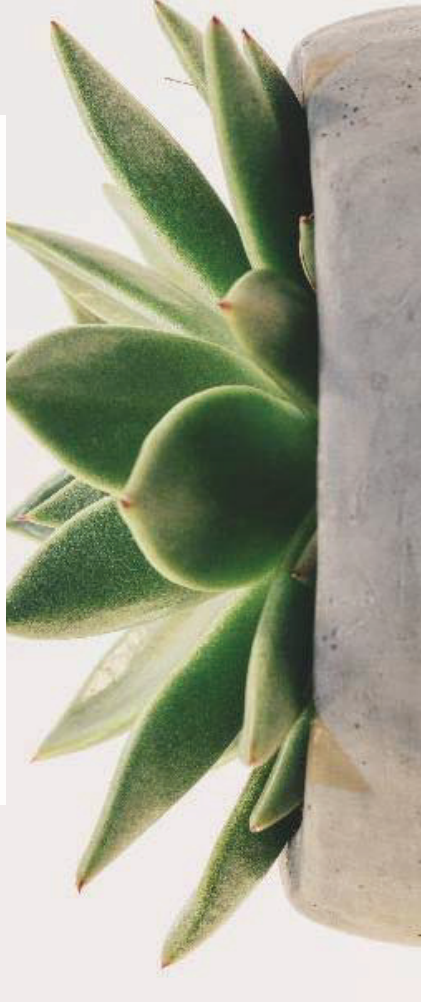
DEVELOPMENT INFORMATION MEETING

June 19 2024

Jolly Coachman Pub & LRS
19167 Ford Road,
Pitt Meadows



**GREEN
STAR**
CANNABIS COMPANY



GreenStar Ownership & Background

The owners of the proposed Greenstar Cannabis have an extensive background in regulated businesses. They own pubs, liquor stores and cannabis businesses and have decades of experience within the industry. Mike and Yvan are seeking to add a cannabis store at their Jolly Coachman location.

- Greenstar **North Vancouver**
- Greenstar **Maple Ridge**
- Greenstar **Courtenay**
- Greenstar **Campbell River**
- 1st Ave Cannabis, **North Van**
- Jolly Coachman Pub & Liquor Store, Pitt Meadows
- Haney Hotel Pub & Liquor Store, Maple Ridge
- 14th Ave Pub & Liquor Store, Mission
- Sailor Haggart's Pub and Liquor Store, North Van



Yvan Charrette



Mike Jahnke

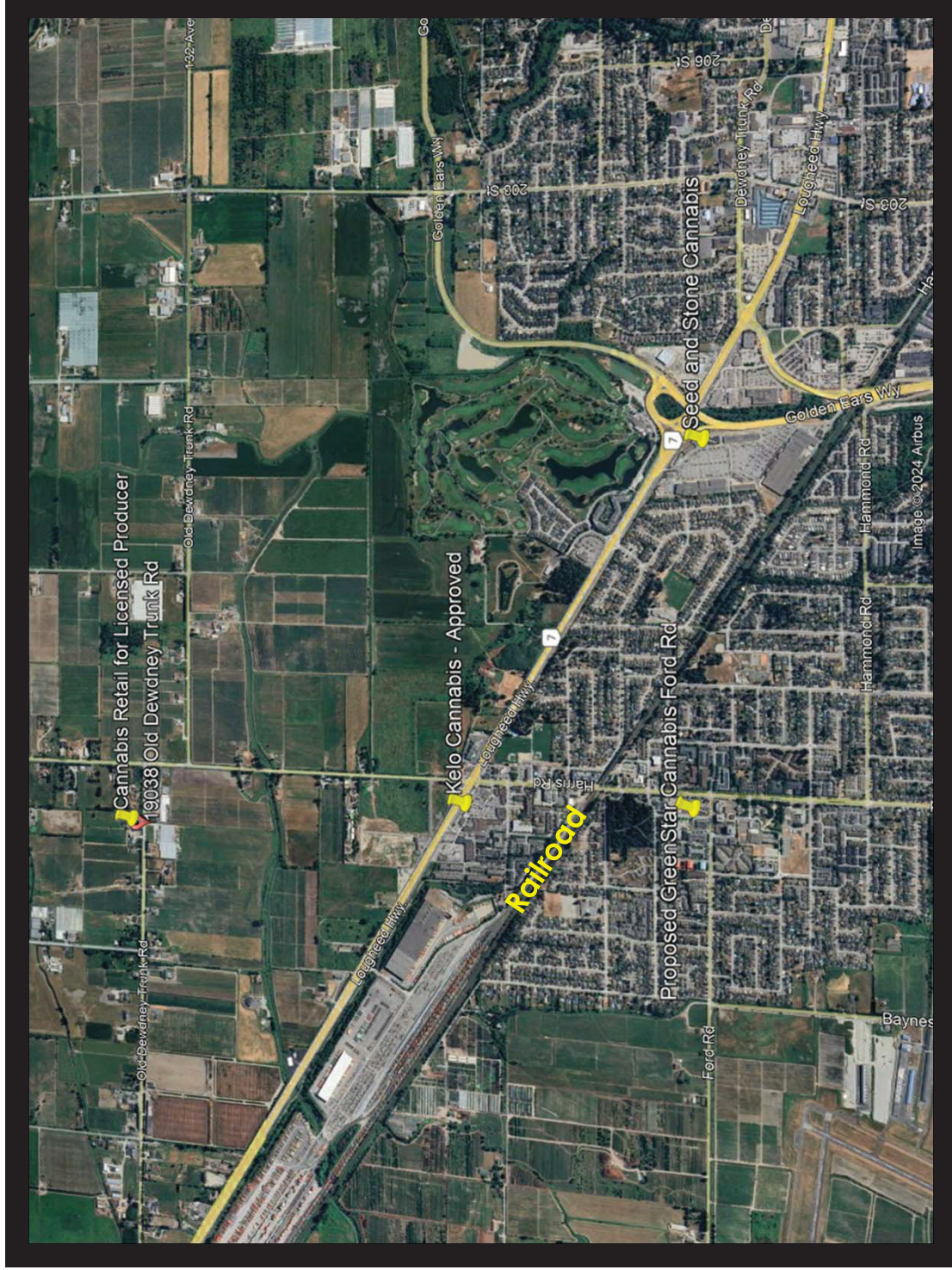
Location

3 Approved retailers in Pitt Meadows.

a. 19038 Old Dewdney – is a licensed producer retailer. They have limits of 50% of what they make they are permit to retail.

b. 19150 Loughheed (Meadow Vale Shopping Centre) – Approved not yet opened

c. 19800 Loughheed Highway (Meadowtown Shopping Centre)



Kelo Cannabis - Approved

Lougheed Hwy

7

Harris Rd

Railroad

GreenStar Cannabis Ford Rd

GreenStar Location

Strategically placed, South of the railroad tracks

98% of Jolly Coachman customers live in Pitt Meadows, south of the railroad tracks. Retail is 100% convenience based and proximity to their homes.

Evenly distributes stores in Pitt Meadows.

Balanced between community access and other cannabis stores. Not competing with other approved retailers. Long standing history of liquor stores and at other sites are evidence that placement is balanced.

Promotes walkability & biking

Promotes economic development south of the rail tracks and local jobs.

Only location dedicated to local population

Location

- Located within Urban Containment Boundary
- Already Zoned C-6 Neighbourhood Pub Commercial
- Over 500m from any other proposed cannabis store
- At least 200m away from schools, playgrounds and other sports fields (door to door)
- Conforms to City Cannabis Bylaws as outlined
- Proposing a small 162.7 sqft cannabis store



I am not a cannabis user, however, I am a customer of the Jolly Coachman. As a long time resident of Pitt Meadows, I see the Jolly Coachman, their staff and ownership being great community partners. They hire local and participate in many different charitable events. As well, they are always donating to various orientated fundraising efforts being done by local parents. The coachman is a great location, and the cannabis application will be a great addition to the community south of the tracks. I know many of my friends and peers are excited about this application and its location. We wish the Jolly Coachman, and Yvan lots of success and support.

- Robin Hall

Customer Comments

As a Coachman customer, I see their attention to detail and responsible customer service. Although I am not a cannabis user, I do feel that the Jolly Coachman ownership are the right fit to retail and sell legal cannabis. The location is fantastic, it offers a quick retail turn around and many of the people I speak to about this application are excited.

We wish you luck, Yvan! You deserve and have earned this.

Trevor Kuntz

Support Letters & Engagement

- 464 Support Form letters received
- Over 200+ Personal notes and correspondence
- Approx 4 non-support
- Ownership continues to engage with customers of the pub and liquor store to receive feedback, this is ongoing.

Cannabis Store Operations

Hours

9am-11pm

***Same as the liquor
store**

Landscaping

Pathway to be crated facing Ford. The bike racks would shift west to accommodate.

Parking

Existing time-limited parking within property and leased stalls at adjacent church

Employees/Staff

4-6 Staff employed and dedicated to education





Community

Charity

Jolly Coachman & its organization continuously donate to various community events. Its estimated contributions back into the community are over 1 million over the last two decades!

Those who have received funds are: local sports teams, community based food banks, Christmas Hamper fund, Community Lions Clubs, Community Hospice and many more.

Jobs

With an addition of a retail store within Pitt Meadows. Community members can live and work in Pitt Meadows. When those who work in a cannabis store are also members of a community, compliance matters, and community education are enhanced.

Training

Commitment to teaching guests

Seniors day - awareness to this age group is key as it's the fastest growing segment

Awareness - product safety and awareness toward black market & grey market

Education

Older adults increasingly turn to cannabis for medical purposes, including managing chronic pain, anxiety, depression, and insomnia. Cannabis offers an alternative to prescription drugs, potentially reducing drug costs and enhancing health outcomes for seniors.

Common Questions & Answers

Q: How would the site account for parking?

A: Ownership has made a long-term agreement to rent the adjacent church's parking

Q: Will you be changing the building exterior?

A: Minor Changes to the building exterior will be done. The applicant is proposing a new entry way to access the pub. The cannabis store entrance will use the front double doors that are seen there today.

Q: Will the landscaping change?

A: There will be a slight change to the landscaping to accommodate the new entrance. The bike racks will remain.

Common Questions & Answers Part 2

Q: How can you ensure there will be no smell?

A: Cannabis is not permitted to be consumed within the store. The applicant must follow both provincial and municipal bylaws that prohibit this.

Q: How will you stop loitering?

A: The operator has a zero-tolerance policy for public consumption. They have been using this policy within their pub for about 5 years since legalization and have not had incidents. The Province licensing body, requires they follow very strict rules and regulations.

Q What's to stop people from going over to the park?

A: The City of Pitt Meadows has a bylaw in place that outlines where consumption can take place. Staff at the store level will be trained to communicate to guests' consumption. It has been the operators experience shoppers make a purchase and ultimately go home to consume.



FEEDBACK?

hello@thriveadvisors.ca | 604.314.0176

