

Updated June 2006

**To discourage illegal parking we will:**

- ▶ install video surveillance cameras to monitor traffic down the street and on adjoining streets to ensure against illegal parking.
- ▶ pass out fliers educating our patrons not to park illegally or play loud music while in the neighborhood; the same information appears on our website.
- ▶ enforce a zero tolerance policy: permanently ban from the club patient members/caregivers found to violate these policies.
- ▶ explore securing a blue colored parking place for disabled patients.
- ▶ explore renting 5-6 parking spaces from one of the nearby hotels.

**To discourage driving and encourage walking and public transportation we:**

- ▶ provide a three dollar credit to all patrons who can demonstrate that they used public transportation to get to the establishment.
- ▶ provide an "early bird" discount of \$3.00 to patients that come into the store before 3:00 p.m.
- ▶ are exploring purchasing an electric car for transportation of staff to and from the dispensary.

**To discourage reckless or unsafe driving by patrons or their drivers we:**

- ▶ invite neighbors to immediately report location and time of violation.
- ▶ install video surveillance cameras to monitor traffic down the street and on adjoining Streets to ensure against reckless driving.
- ▶ enforce a zero tolerance policy, permanently banning from the establishment patient members/caregivers found to violate these policies.

**To encourage a free and normal flow of pedestrian traffic we:**

- ▶ assign a security guard the role of keeping people moving in/out of the mcd.
- ▶ limit the amount of time patrons can remain in the mcd.
- ▶ enforce the policy of allowing patrons to purchase medicine only once a day.



**Please support our efforts to make this the home of The Green Cross!**



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May, 2006

**Dear Business, Neighborhood leaders and Residents:**



My name is Kevin D. Reed and I am the owner / president of The Green Cross, a medical cannabis

dispensary that has been in operation since July 2004. I moved to San Francisco from Mobile, Alabama in 1996 with the dream of creating a model medical cannabis dispensary. I'm proud to say we have run The Green Cross employing "best practices" of both small business' and non-profit corporations. Our staff is professional, friendly and able to advise our patients on the range of cannabis products available, while also adhering to the highest standards around health and safety

issues. We also employ state-certified security staff that patrols the neighborhood during The Green Cross hours of operation. In all, we are a pretty awesome team of good people.

Security is critical for an mcd, and as a result we have invested in a state-of-the art security and surveillance system that includes more than a dozen infrared, high-definition cameras, video recorders and monitors that are recording activity around the dispensary 24 hours a day. In our previous location, the local police station called on us several times to help them identify the perpetrators of some muggings and acts of vandalism. We were glad to be able to help there, and look forward to providing the same kind of assistance in our new home.

That brings me to the reason for my letter. We need a new home! Late last year the Board of Supervisors of the City of San Francisco passed a



**Lessons learned**

- ✓ It is important to open lines of communication with neighborhood associations and neighborhood businesses before a crisis arises. As we move through the City's permit process, we hope to meet with neighborhood leaders, committees and residents.
- ✓ Knowing the rules is the first step to following the rules. This is true for us as an MCD regulated by the City, and it's true for our patients. We have a responsibility to educate ourselves about local rules and regulations, and we have a responsibility to educate our patient members about our suggested rules of conduct, our zero-tolerance policies and our suggestions for being a good neighbor.
- ✓ Designating a community liaison that neighborhood residents can call whenever they have a question, complaint or suggestion is incredibly helpful. We will designate a community liaison and provide his/her contact information to all of the area neighborhood and business associations.

The Green Cross patient base is a local one. Neighborhood businesses are likely to benefit from the patronage of our staff and some percentage of our patients. In a neighborhood where businesses depend almost exclusively on tourists, our staff and patients can't help but contribute to the local economic base.

## **Mission Statement**

Our mission at The Green Cross is to provide our patient members with access to high-quality, affordable medicinal cannabis and related products in a safe, friendly, professional environment.

## **Values, Structure**

The Green Cross runs its operation much like any other nonprofit organization. We have a management team that includes me, a Director of Communication and a Director of Finance and Administration. We conduct business in a responsible fashion and in the context of the larger movements of alternative and complementary healthcare.

## **Incorporation Status**

The Green Cross was originally incorporated July 12, 2004 as a standard taxable corporation. Upon reflection about the requirements regarding profit embedded in SB 420, legislation authorizing medical marijuana in California, on April 26, 2005 The Green Cross was reorganized as a public benefit nonprofit corporation.

## **Who Are the Patient Members of The Green Cross?**

All of us at The Green Cross are supporters of the Medical Cannabis Movement and seek to protect patients' rights to make their own medical decisions.

Patients become Green Cross members by demonstrating proper documentation and paying a nominal (\$10.00) annual membership fee. Membership must be renewed when updating documentation required by the city and state. The Green Cross membership fee is waived for all veterans and persons demonstrating financial hardship. Discounts for our cannabis products are also provided to veterans.

In compliance with state and local SF laws, The Green Cross requires patients to have a current recommendation from a medical professional, an up-to-date patient ID issued by the City of San Francisco and a Green Cross membership card.

Entrance to The Green Cross will be denied if a person fails to have the proper documentation.

## **The Green Cross Code of Conduct**

- ▶ No smoking, loitering, littering, or product preparations in or around the premises. No exceptions. Subject to city fines of up to \$100.00.
- ▶ Please be aware of our policies against double parking, noise violations and the like. We do not and will not tolerate double parking on or near our premises. Subject to city fines of up to \$100.00.
- ▶ If any problems arise with our neighbors, immediately get help from a Green Cross employee. Do not engage in arguments with the neighbors.
- ▶ Treat the neighborhood with the same respect and care you would your own home.
- ▶ If you see anyone being irresponsible, immediately get a Green Cross staff person.
- ▶ We need everyone's help in keeping our neighborhood safe and friendly for all who share it with us.
- ▶ If we are to succeed in providing this service, everyone has to pitch in and be responsible.
- ▶ Violation of any of these rules can and will result in membership revocation.

## How the Green Cross Contributes to the Neighborhood

### 1

The Green Cross is a two year old medical cannabis dispensary (MCD) that has strived to be a model dispensary in San Francisco since its inception. We filed articles of incorporation in July 2004 and have been recognized by the State of California as a public benefit nonprofit corporation. We secured a building permit from the San Francisco Department of Planning, even before it was required. We are one of the only dispensaries that have paid sales taxes since our inception. We are strongly committed to maintaining the cost of medicinal cannabis as affordable as possible; discounts are provided to patients who are also veterans of the U.S armed services.

### 2

We maintain high professional standards in every facet of our organization, from the management team and every member of the staff, to our state-of-the-art ventilation systems, to policies and practices related to health and safety.

### 3

State certified security guards patrol the immediate surroundings during The Green Cross hours of operation. The guards serve to ensure the safety of patients and neighborhood residents while enforcing our zero-tolerance for double and illegal parking, smoking within close proximity of the mcd, loud music and the re-selling of our medicinal products.

### 4

The Green Cross has a state-of-the-art camera and video surveillance system that monitors a minimum of 500 ft in every direction. In our previous location we helped the SF Police Department identify individuals committing robbery and acts of vandalism in the neighborhood on a number of occasions.

### 5

The outside façade of our site will be clean, tasteful and well-maintained. Security lighting at night will contribute to overall neighborhood lighting and safety. Litter will be removed in the immediate vicinity daily. If the site permits, we will seek sidewalk encroachment permits in order to plant flowers and provide benches for public use.

comprehensive regulatory framework for mcds. The legislation designated areas of SF that were likely to be acceptable locations for new mcds. On March 28, 2006 I filed all of the necessary paper work to begin the process of obtaining a permit from the City to operate The Green Cross at 2701 Leavenworth, at the intersection with North Point. We believe the location meets all of the City's location and proximity requirements. The location which was previously a café has been closed for 3-4 years. We would like the opportunity to make it a well-run mcd that contributes to the economic base of the neighborhood in a responsible way. It is our goal to be a good and respectful neighbor.

So, we would like a chance to get to know each other. We also want to hear from you if you have suggestions or questions about our plans. The permit process will include a public hearing to give people from the neighborhood and opportunity to speak. If we can open lines of communication now, maybe we can address your concerns even before any public hearing.

Our web-site, [www.thegreencross.org](http://www.thegreencross.org) is a good source of information about us. Please visit the site and leave us a comment or question. Or, if you prefer phone contact, leave me a message at 415.648.4420. We promise to respond quickly.

Sincerely,



The Green Cross's former location