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City Leaders,

I'm writing ahead of Monday's meeting and the discussion about cannabis. I wish I could attend, but I'll be out of town on business. I'm writing as a resident and a local employee of a Petaluma company. In the interest of seeing our cannabis industry progress intelligently, I think augmenting our existing ordinance first is the best way to go. Writing a brand new ordinance will take time to construct, implement, and participant start-up will all take much longer. I'd love to see Petaluma have a right-sized, thriving industry.

Augmenting the current ordinance to allow retail allows the city to:

- Experiment with retail sooner and with less risk.
- Increase retail sales tax revenue more quickly.
- Use what is learned in 6-12 months to create an ordinance that improves the odds of success with the industry for all parties.
 - The city will pull back more tax revenue since customers won't have to drive to other cities or into unincorporated Sonoma County for cannabis.
 - Cannabis customers won't have to drive as far as they do currently. That means time saved and fewer vehicle miles.
 - During this time, the city can decide how many retail licenses to offer and the best places for prospective sellers to locate. While allowing competition, this will avoid oversaturation of the market. If too many sellers are here, none will make money, and then we'll be back to square one.
 - The city can thoughtfully write a permanent ordinance based on data collected to avoid more unintended consequences.

Taking this additional time can also allow us to avoid having large chains take over the business. We value the independent business people in our community.

I look forward to seeing Petaluma get things right for this industry.

Allan Jaffe
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