



The Noggin Shop

AU-R-000934

AU-G-A-000137

This entity qualifies for the Bronze level tier of
the Social Equity All-Star Program

SOCIAL EQUITY PLAN
TODAY'S HEALTH CLUB LLC DBA THE NOGGIN SHOP

December 19th, 2024

Social Equity Policy Goals: The Noggin Shop's goal is to positively impact communities that have been disproportionately impacted by prohibition, generally and by municipalities identified specifically by the State of Michigan:

1. Those who have been a resident of one of the selected disproportionately impacted communities for the past five years.
2. Those have a marijuana-related conviction, except a person with a conviction which involves trafficking marijuana to children is eligible for employment as restricted by law.
3. Those registered as primary Caregivers for at least two years between 2008 and 2017.

In conjunction with this initiative, the Cannabis Regulatory Agency has provided a license application fee discount program for qualifying companies and individuals. CRA has also requested that potential Adult use license applicants submit their own Social Equity Plans in furtherance of the objective to positively impact communities that have been disproportionately impacted by prohibition.

Implementation of Social Equity Policy Plan: The Noggin Shop will develop implementation of goals, assessments, and best practices for this Social Equity Plan over the next year through employee training, community outreach and advertising employment and business opportunities, and developing hiring policies, community projects, and procedures that implement this Social equity Plan detailing how the applicant will positively impact communities that have been disproportionately impact by prohibition, such as:

1. Jobs and job training for people from the 3 identified impacted communities, except a person with a conviction which involves trafficking marijuana to children is not eligible for employment as restricted by Michigan law.
2. Career advancement opportunities, business development assistance, and special training for identified impacted communities like people who were registered as primary Caregivers for at least two years between 2008 and 2017 or are impacted by a past marijuana conviction not involving children. This includes mentoring by professionals, industry specific training, management training, peer support groups, and introductions to potential sources of capital.
3. Generate 10% excise taxes that will partially go to local government programs and law enforcement in challenged communities, shared tax revenue which benefits people in the identified municipalities and the counties in which they are located, where applicable.
4. Generate 6% Sales taxes which support schools that represent the community's future and roads that are critical infrastructure for all identified impacted communities.
5. Establish public and internal educational resources and programs to remove business barriers for members of the affected communities, and help eliminate the stigma that marijuana users experience due to 100 year history of class driven and ethnically inappropriate marijuana prohibition laws in America, and internal training materials and an ombudsman program to make employees experts and empower them to act as responsible and effective citizen ambassadors for cannabis normalization. These will address, among other things:
 - a. Healthy living resources, the benefits of MJ testing requirements, and the dangers of vaping and substance abuse generally, especially around children or pregnant women without adequate healthcare resources.
 - b. The strict legal limitations on lawful use and possession of cannabis such 70 gram limits outside the home and 12 plant limit at a person's residence, laws against smoking in public places, and laws against any adult taking money or anything of value for giving another adult up to a 70 gram gift of marijuana.
 - c. How to use the significant discounts Social Equity identified individuals who own a majority interest in a company, and how to apply for a state marijuana establishment license.
 - d. Distribute forms and resources to people who seek to have their prior marijuana records expunged but do not know how to take advantage of Michigan's expungement law, and to help users make smart health and legal decisions.
 - e. Resources and education in Urban Farming, both indoors and outdoors, and safe and legal pesticide free, energy efficient indoor cannabis horticulture practices using HID lights.

- f. Mediation and conflict avoidance education programs and resources to promote civility.
- 6. Initiating and Supporting Community Outreach programs designed to improve the ability to work and function in the community. Programs may include working with neighborhood food drives, Informational Mailings, Sponsorship of Neighborhood Open Houses, Participation in School Awareness Programs, Development and Disbursement of Educational Materials, Collaboration with Local Government and Law Enforcement, Development of an In-House Education Curriculum, Active and Information Social Media Platforms, and Discounted Medicine Programs.
- 7. Establishing relationships with specific organizations that are diversity-focused for the purposes of:
 - a. Networking with their constituencies for employment purposes;
 - b. Networking with their local universities for employment purposes;
 - i. There are two universities in Michigan's Upper Peninsula and they are the first in the state to add cannabis-focused degree programs to their offerings. We would work with them to provide on the job training, cooperatives, and paid internships.
 - 1. In Marquette, Northern Michigan University first launched its Medicinal Plant Chemistry program in 2017. Expanded its lab space to be able to grow and conduct research on hemp as more students enroll. The program has grown from 0 to 240 students enrolled in two years, with a larger incoming class promised for fall 2020.
 - 2. Across the U.P. in Sault Ste. Marie, Lake Superior State University launched both Cannabis Chemistry and Cannabis Business majors in fall 2019. Students can earn an associate's or bachelor's degree in the chemistry program, and can earn a bachelor's degree in the business program.
 - c. Providing information on employment opportunities;
 - d. Providing trainings or informational sessions for individuals falling into identified demographics on the marijuana industry.
- 8. Providing assistance to non-profits/charities whose missions includes improving the conditions of individuals and organizations located in Torch Lake Township and/or Houghton County. Targeted non-profits/charities may include:
 - a. Torch Lake Township overall community support.
 - b. Torch Lake Township Blight/Emergency Relief Fund- In response to the existing needs of the Torch Lake Township area.
 - c. Torch Lake Township Fire Department.
 - d. Giving back to the local community with money donated to local causes and businesses that are providing good and service to the community.
 - e. Torch Lake Township Schools - provides high quality childhood programs, developing school and life readiness skills and family engagement by working in partnership with parents and the community.
- 9. Initiating and Supporting Community Outreach programs designed to improve the ability to work and function in the community. Programs may include:
 - a. Appointment of Community Involvement Manager
 - b. Informational Mailings
 - c. Sponsorship of Neighborhood Open Houses
 - d. Participation in School Awareness Programs
 - e. Development and Disbursement of Educational Materials
 - f. Collaboration with Local Government and Law Enforcement
 - g. Development of an In-House Education Curriculum
 - h. Active and Information Social Media Platforms
 - i. Discounted Medicine Programs
- 10. Community "clean-up" initiatives focusing on the disproportionately impacted.
- 11. Providing recruitment meetings or participating in job fairs with a focus on attracting individuals falling into identified demographics; and

Impacted Communities: Municipalities

Communities were selected for Michigan's social equity program, and residents of such cities will be afforded enhanced employment opportunities. The identified impacted communities are as follows:

Allegan: Fennville, Lee Township
Arenac: Alger, Sterling
Barry: Nashville
Bay: Bay City, Midland, Pinconning
Berrien: Benton Harbor, Berrien Spring, Coloma, Eau Claire, Niles, Oronoko Township, Sodus Township, Watervliet
Branch: Bronson, Butler Township, Coldwater, Gilead Township, Quincy, Sherwood, Sherwood Township, Union City
Calhoun: Albion, Battle Creek, Springfield, Tekonsha, Tekonsha Township, Union City
Cass: Cassopolis, Dowagiac, Edwardsburg, Lagrange Township, Marcellus, Vandalia
Eaton: Charlotte, Vermontville
Emmet: McKinley Township, Wawatam Township
Genesee: Clio, Flint, Flint Township, Mt. Morris, Mt. Morris Township
Gratiot: Alma, Bethany Township, Breckenridge, Fulton Township, Perrinton, Seville Township, Wheeler Township
Hillsdale: Montgomery
Ingham: East Lansing, Lansing
Ionia: Ionia, Muir, Orleans Township, Ronald Township
Isabella: Coldwater Township, Fremont Township, Mt. Pleasant, Shepherd
Jackson: Hanover, Jackson, Springport
Kalamazoo: Galesburg, Kalamazoo
Kent: Cedar Springs, Grand Rapids
Lapeer: Clifford, Columbiaville, Imlay City, Lapeer
Lenawee: Adrian, Morenci
Macomb: Center Line, Mt. Clemens
Mecosta: Aetna Township, Barryton, Big Rapids, Deerfield Township, Fork Township, Mecosta, Millbrook Township, Morley, Sheridan Township, Stanwood, Wheatland Township
Monroe: Luna Pier
Montcalm: Carson City, Crystal Township, Edmore, Greenville, Home Township, Howard City, Lakeview, McBride, Pierson, Stanton
Muskegon: Holton Township, Muskegon, Muskegon Heights, Twin Lake
Newaygo: Beaver Township, Big Prairie Township, Bridgeton Township, Denver Township, Fremont, Grant, Hesperia, Lilley Township, Merrill Township, Newaygo, Troy Township, White Cloud, Wilcox Township
Oakland: Hazel Park, Pontiac, Royal Oak Township
Ogemaw: Horton Township, Prescott, Richland Township, Rose City, West Branch
Ottawa: Allendale Township
Roscommon: Higgins Township, Richfield Township, Roscommon, Roscommon Township, St. Helen
Saginaw: Bridgeport Township, Carrollton Township, Chapin Township, Chesaning, Kochville Township, Marion Township, Saginaw, Spaulding Township
Shiawassee: Owosso
St. Clair: Port Huron
St. Joseph: Sturgis, Sturgis Township, Three Rivers, White Pigeon Township
Tuscola: Akron, Caro, Dayton Township, Gagetown, Gilford Township, Kingston, Koylton Township, Mayville, Vassar, Vassar Township
Van Buren: Arlington Township, Bangor Township, Bloomingdale, Breedsville, Columbia Township, Covert Township, Decatur, Decatur Township, Hartford, Keeler Township, Lawrence, Mattawan, Paw Paw, South Haven
Washtenaw: Ann Arbor, Ypsilanti
Wayne: Dearborn, Detroit, Ecorse, Hamtramck, Highland Park, Inkster, Melvindale, River Rouge, Wayne
Wexford: Antioch Township, Cadillac, Colfax Township, Mesick, Slagle Township

Impacted Individuals: Persons with past MJ Convictions

Those have a marijuana-related conviction, except a person with a conviction which involves trafficking marijuana to children is eligible for employment as restricted by law. Such persons have experienced undue burdens for past convictions based on conduct that the People of Michigan by voter initiative have twice declared to be legal as of 2008, and again in 2018. Such persons often lose job and social opportunities. They may need job training, PTSD counseling, and a team that welcomes and encourages them and does not judge them for past malum prohibitum criminal

convictions, where those convictions did not involve children. The application process for getting a criminal record sealed from public view in Michigan can be daunting. Impacted people who are eligible can do their own expungement for a little more than \$100. People with one felony or two misdemeanor offenses can apply for expungement five years after they've completed their sentence or probation/parole. Expungement statistically leads to higher earnings and low recidivism rates, which benefits the impacted community, and resources like the included court forms will help people help themselves. Further, the included documentation on how to take advantage of the discounted application opportunities afforded by the state to impacted individuals from identified communities will positively encourage those impacted persons and communities.

Impacted Individuals: Caregiver Growers

Ry Kochsiek and Weston Kochsiek were registered as primary Caregivers for more than two years between 2008 and 2017 have been identified as individuals who may be disparately impacted by prohibition laws. Such persons were effectively excluded from participating in the industry by the original appointed licensing panel, prior to the executive order which quickly corrected the mistakes of the past. Instead of shunning caregiver growers, the Noggin Shop will be actively seeking individuals with at least two years' experience as caregiver growers and retaining such employees in long term, well-paying jobs that feed their passion for cannabis horticulture. Research and development projects, and interactive training and team building, will help encourage caregiver growers to engage in the industry as respected professionals with bright futures.

Other impacted Individuals: The Noggin Shop has considered the state identifications and has made an evaluation of the identified communities and whether there are other communities that have not been identified, but who deserve recognition and help as this policy evolves. Specifically, the Noggin Shop identified the Upper Peninsula as being severely impacted due to high electricity and natural gas costs due to the monopolies that UPPCO and SEMCO respectfully make up. The Upper Peninsula comparatively has a lower average yearly family income, the population continues to plummet, and businesses continue to close. This unfortunately makes job availability scarce and pay comparatively lower even for highly qualified individuals. To compound the impact the Upper Peninsula population is significantly underserved with only having access to a handful of local vertically integrated businesses. The Upper Peninsula also has two colleges that offer degrees in Cannabis Chemistry and Cannabis Business but having no little-to-no job availability in the surrounding area seems problematic when it comes time to apply that education. Unfortunately, it would seem that the students would now have to get their degree and travel downstate or elsewhere for employment after graduation. Being a vertically integrated business would offer the students the ability to apply their newly learned skills and to retain their talent in the local community.

Continued Improvement of Policy: Experiential Development

The implementation will be a continually evolving process and will be based on education, training, contracts, bonuses, promotions, and tolerance for past transgressions and a commitment to social justice. This development will take place as companies share ideas and programs to promote social equity and positively impact communities that have been disproportionately impact by prohibition. Feedback and critical reflection on the policy best practices will be embraced by the entire Noggin Shop, and employee involvement will be the key to improving this policy by engaging in an attitude of inclusion, and team meetings that focus on exploring ways to better serve the impacted communities and individuals. The Noggin Shop intends to use both qualitative and quantitative measures that demonstrate the progress or success of the plan. Metrics will have an identified data source and method for tracking that data. Examples of metrics that will be used include the following:

1. Number of businesses that obtained training or assistance from the programs;
2. Number and types of jobs created in the adult-use cannabis industry in geographic areas of disproportionate impact.
3. Number of employees hired, retained, or promoted that come from disproportionately impacted areas.
4. Number and subject matter of trainings offered and performed, and to whom;
5. Specific financial data and/or employee hours showing donations to or investments in specific causes.