

2:00 PM City Council [Amended Agenda & Supplemental Material - Updated 03/24/2025 @ 4:35 PM]

Meeting Time: 03-25-25 14:00

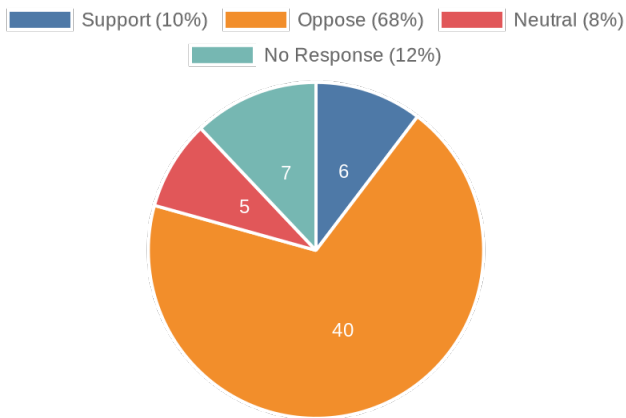
eComments Report

Meetings	Meeting Time	Agenda Items	Comments	Support	Oppose	Neutral
2:00 PM City Council [Amended Agenda & Supplemental Material - Updated 03/24/2025 @ 4:35 PM]	03-25-25 14:00	16	58	6	40	5

Sentiments for All Meetings

The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



2:00 PM City Council [Amended Agenda & Supplemental Material - Updated 03/24/2025 @ 4:35 PM]

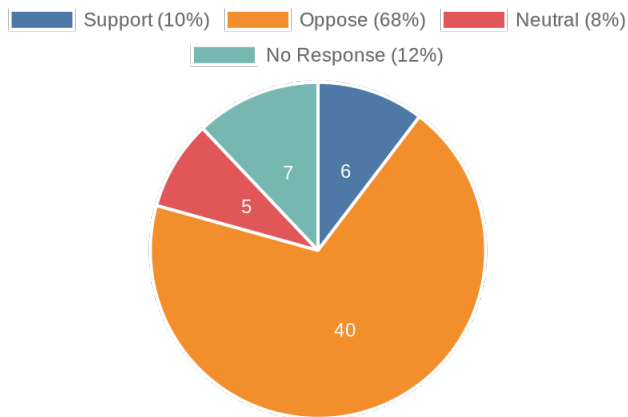
03-25-25 14:00

Agenda Name	Comments	Support	Oppose	Neutral
1. Department of Community Development, Convention and Cultural Services, and Office of Innovation and Economic Development Presentations on Operational Program, Planning and Deployment of Strategic Resources and Budget [Oral Report] File ID: 2025-00549	16	2	9	1
2. Transient Occupancy Tax (TOT) Presentation [Oral Report] File ID: 2025-00596	1	0	0	0
3. Storefront Cannabis Dispensary Permit Opportunities for the Cannabis Opportunity Reinvestment and Equity (CORE) Program File ID: 2025-00753	39	4	31	3
Public Comments-Matters Not on the Agenda	2	0	0	1

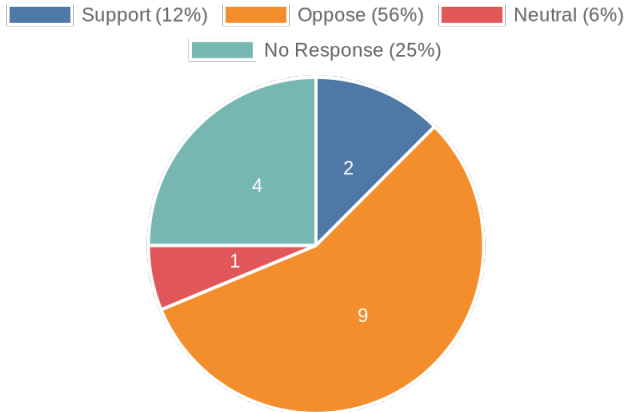
Sentiments for All Agenda Items

The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Overall Sentiment



Randy Singh

Location:

Submitted At: 4:22pm 03-25-25

The Community Engagement Team and it's leadership needs to be investigated. The City Council should hold off until the facts are presented

Salena Pryor

Location:

Submitted At: 3:28pm 03-25-25

On behalf of the Black Small Business Association of California, I am urging you to protect the full funding for the Neighborhood Development Action Team (NDAT) and the Community Engagement Team—two programs that have been essential to advancing equity and improving outcomes for Sacramento's most marginalized communities. These initiatives have served as critical bridges between the City and neighborhoods historically excluded from decision-making and investment. The proposed 50% cut to NDAT would dismantle support for grassroots revitalization, small developer training, and direct community sponsorships. It would also jeopardize the Community Ambassador Program, which has been vital in reaching residents facing language and cultural barriers, and cut partnerships with trusted ethnic media outlets that ensure essential information reaches Black, Brown, immigrant, and LGBTQ+ communities.

Eliminating a grant-seeking role from the Community Engagement Team further harms progress. This position helped bring in over \$700,000 in outside funding last year—resources that directly supported programs promoting economic mobility and financial stability in communities that need it most. Despite representing less than 1% of the City's total budget, these teams have delivered high-impact programs, including housing assistance, childcare access, workforce development, and community reinvestment—all of which directly benefit low-income families and communities of color.

These cuts would disproportionately hurt the very residents who continue to face systemic barriers. We urge you

to reject these reductions and continue investing in the people and programs that move us toward a more just, inclusive Sacramento.

Simon Hyatt

Location:

Submitted At: 3:17pm 03-25-25

Greetings Mayor and Councilmembers,

As a recent graduate of the Community Engagement team's City Management Academy and newly appointed member of the Active Transportation Commission, I am here today to strongly urge your support in maintaining the existing budget for the Neighborhood Development Action Team (NDAT) and the Community Engagement Team. The proposed cuts would have a devastating impact on Sacramento's most vulnerable and marginalized residents, significantly reducing resources that have been instrumental in revitalizing our neighborhoods and ensuring inclusive economic growth.

Key Impacts of Proposed Cuts:

1. NDAT Budget Reduction (50% Cut: \$1.2M _ \$600K)

- NDAT funding is split between Economic Development, Community Engagement, and Planning.
- These funds ensure that planning efforts are supported by implementation grants, neighborhood revitalization initiatives, small developer boot camp and direct community support like sponsorships.
- A large portion of this funding supports the award-winning Community Ambassador Program, which has been a critical bridge between the City and underserved communities that have cultural and language barriers that have prevented them from having access to resources and opportunities.
- The proposed cut would eliminate key partnerships with ethnic media outlets, including:
- Sac Cultural Hub, Sacramento Observer, KDEE, Entravision which owns Fuego (Spanish-language radio), Outword Magazine (LGBTQ+ community), Fijian Post, and several other ethnic media organizations that ensure vital City information reaches diverse populations.

2. Community Engagement Team Staffing Reduction

- The proposed cuts would eliminate a position specifically focused on securing outside funding through grants.
- This reduction is counterproductive, as this role has been instrumental in bringing in additional dollars to support City programs and initiatives. The Community Engagement Team brought over \$700,000 in grants in the last year to fund programs like Economic Mobility Ambassador Program and Financial Empowerment Initiatives.

3. Minimal Budget Impact, Maximum Community Benefit

- The combined budget for Community Engagement and Economic Development accounts for just 0.77% of the overall City budget—a fraction of City spending.
- Despite this small percentage, these teams have been responsible for implementing critical programs funded by CARES and ARPA, including:
 - Housing assistance
 - Workforce development initiatives
 - Childcare programs
 - Nighttime economy investments
 - Community reinvestment efforts

A Smart Investment for Sacramento

Sacramento has benefited immensely from these programs, which stretch every dollar to provide measurable impacts. Cutting this funding would not only jeopardize economic growth and equity efforts but also send the wrong message about the City's priorities.

I urge you to oppose these budget cuts and continue to invest in Inclusive Economic Development, Neighborhood Development Action Team and Community Engagement Team, ensuring that our most vulnerable residents continue to receive the support they need.

Thank you kindly,
Commissioner Simon Hyatt

Kairis Chiaji

Location:

Submitted At: 2:31pm 03-25-25

Good afternoon Mayor and Councilmembers,

I am here today to strongly urge your support in maintaining the existing budget for the Neighborhood Development Action Team (NDAT) and the Community Engagement Team. The proposed cuts would have a devastating impact on Sacramento's most vulnerable and marginalized residents, significantly reducing resources that have been instrumental in revitalizing our neighborhoods and ensuring inclusive economic growth. As an NDAT Ambassador in 2024 I saw first hand how my cohort and those before it, impacted the knowledge of resources of Sacramento citizenships. If you want to close your deficit enrich your citizen's ability to have thriving small businesses, appealing brick and mortar storefronts to drive patronage, and an overall sense of well being and security based on a city that shows how much it cares.

An NDAT Budget Reduction (50% Cut: \$1.2M _ \$600K)

Eliminates the Community Ambassador Program, which has been a critical bridge between the City and underserved communities that have cultural and language barriers that have prevented them from having access to resources and opportunities.

The proposed cut would eliminate key partnerships with ethnic media outlets, including: that's the only way I have been able to have wider access people of other cultures to help them reduce maternal health disparities by accessing doulas. In 20 years those babies will matter to this city.

The proposed cuts would eliminate a role has been instrumental in bringing in additional dollars to support City programs and initiatives. The Community Engagement Team brought over \$700,000 in grants in the last year to fund programs like Economic Mobility Ambassador Program and Financial Empowerment Initiatives.

Minimal Budget Impact, Maximum Community Benefit

Community Engagement and Economic Development are a fraction of 1% of the city budget and part of the local government we can actually understand its purpose, see the direct benefit and spread the word about.

Knowledge of Housing assistance, Workforce development, Childcare, Community reinvestment efforts shine a light on a city that says it cares, doing so. Please don't take that away.

I am co 2018 City Management Academy graduate. I know it's hard. I know cuts have to be made. But this little sliver of budget isn't the way to close your gap. I dare say it would increase it,

Best,
Kairis Chiaji

Delondi Kintaudi

Location:

Submitted At: 2:07pm 03-25-25

Delondi Kintaudi

Dear Mayor and Councilmembers,

I am reaching out as a concerned Sacramento NAACP member to voice our strong opposition to the proposed budget cuts affecting the Neighborhood Development Action Team (NDAT) and the Community Engagement Team. These reductions pose a severe threat to the support structures essential for our city's most vulnerable and marginalized groups that money can not quantify.

Key Issues with the Proposed Budget Cuts:

Significant Reduction in NDAT Budget (50% cut from \$1.2M to \$600K)

NDAT funding is vital for initiatives spanning Economic Development, Community Engagement, and Planning.

This funding supports programs like the Community Ambassador Program, crucial for connecting the city with underserved populations facing cultural and linguistic barriers.

The proposed cuts would also terminate critical media partnerships with Sac Cultural Hub, Sacramento Observer,

KDEE, Entravision, Outword Magazine, Fijian Post, and more, impacting our ability to reach diverse communities.

Cutting a Crucial Community Engagement Team Role

The budget proposes eliminating a pivotal position dedicated to securing external grants.

This role has been key in acquiring over \$700,000 in grants last year, funding significant projects such as the Economic Mobility Ambassador Program and Financial Empowerment Initiatives.

Disproportionate Impact Compared to Overall Budget

The budget for these teams is only 0.77% of the city's total, yet they are responsible for impactful programs.

They oversee crucial initiatives funded by CARES and ARPA, including housing assistance, workforce development, childcare programs, and community reinvestment efforts.

The Importance of Continued Investment

Maintaining the funding for NDAT and the Community Engagement Team is not just a fiscal decision, but a reflection of our city's values and commitment to inclusive growth. These programs are vital for fostering a fair and vibrant community.

We strongly advocate for the rejection of these budget cuts and urge you to continue your support for these indispensable programs. The future health and prosperity of our neighborhoods depend greatly on these funds.

Thank you for considering our position on this urgent issue.

Best regards,

Delondi Kintaudi

China Anderson

Location:

Submitted At: 1:05pm 03-25-25

Hello and happy Tuesday Mayor and Council,

Hope everyone is amazing. I am a recent graduate of the Community Management Academy of 2024 and though we are collectively experiencing economically strained times, keeping the Office of Innovation and Economic Development and Community Engagement Team budget is an investment in Sacramento's bright future that money can't quantify.

I learned of the C.M.A. program from the city newsletter and was unaware of how positively my views, goals and life would change due to this experience.

With the bombardment of news outlets portraying the government in such a negative light, participating in the C.M.A. program not only proved this a dangerous false narrative, but it also provided the opportunity to meet government employees and experience them as the amazing human beings they are. This experience is not something money can buy; it must be experienced.

Having the opportunity to debunk false and negative narratives of government and leave with the truth that city

government employees are here to assist, provide resources and ensure the city runs efficiently has truly changed my life. This would not have occurred if the Office of Innovation & Economic Development and the Community Engagement team did not provide this experience.

As we navigate through divisive times and trying economic conditions it's imperative that we keep a positive relationship with one another, see each other in our proper light and provide the reminder that we are all inhabiting this beautiful (and at times scorching hot) city together and must work together. This is what these two departments accomplish and stand for. Keeping the Office of Innovation and Economic Development and Community Engagement Team budget is a beautiful way for elected officials to show and prove they are doing what's right and what's best for those of us who call Sacramento their home.

In closing, thank you for initially seeing the beauty and impact of these two departments and allowing them the opportunity to bridge the gap between Sacramento's government and its citizens while pouring into local businesses. It is my sincere request that the Office of Innovation and Economic Development and the Community Engagement Team budget remains. This is how citizens gain an understanding of local government and the unique opportunity to ignite how we can positively contribute to the city and its economy.

Continue having an amazing day!

Thank you,
China

Nia MooreWeathers

Location:

Submitted At: 10:15am 03-25-25

Hello Mayor and Council,

I am commenting on behalf of the Sacramento Racial Equity Alliance and Sacramento Racial Equity Council to oppose ANY budget cuts to the Neighborhood Development Action Team (NDAT) and the Community Engagement Team. We acknowledge that in times of economic distress, budget reductions become much more necessary. We also acknowledge that this budget decision is coming during a time when federal resources for DEI have come under threat, which can complicate an already difficult series of decisions during budget season. However, as an equity and community centered operation, we understand that a lack of targeted and accessible media to historically marginalized communities and neighborhoods of color exacerbates the already longstanding and present issues that they suffer. As a reminder, these issues and impacts can include, but are not limited to: loss of land, property and housing, loss of life and family members, unemployment, homelessness, poverty, food insecurity, lack of health insurance, lack of mental health care, gentrification, heavy policing and monitoring, racial profiling, criminalization and legal issues, systems involvement (CPS, foster care, etc.), deportation, poorly funded schools, etc. Cutting funding to the NDAT and Community Engagement Team is a step towards more of this harm and hurt.

Additionally, the combined budget for Community Engagement and Economic Development accounts for just 0.77% of the overall City budget. Despite this small percentage, these teams have been responsible for implementing critical programs funded by CARES and ARPA, including housing assistance, workforce development initiatives, childcare programs, nighttime economy investments, and community reinvestment efforts. Sacramento communities have greatly benefited from these programs, and cutting this funding would jeopardize economic growth and convey the wrong message regarding the City's priorities. If you doubt this, please take a peek at the other testimonial comments left for this item.

Finally, cutting the budget to the NDAT and Community Engagement Team runs antithetical to the commitment that the City Of Sacramento made when they decided to pass the Racial Equity Resolution in December of 2024. Cutting the budget to NDAT would also runs antithetical to the information provided by the reports and presentations made by the Office of Diversity and Equity, Race Forward, and the Sacramento Racial Equity Alliance last week on March 18th. In both the Resolution, and the reports made to the Racial Equity Committee on March 18th, community accessibility, language access, and diversified and targeted media content/outreach were lifted up as effective when trying to build working relationships with communities who historically have had

oppressive and manipulative relationships with our local government. In order to build trust, a shared definition of racial equity, and co-governance, we must be able to be honest with ourselves when we are replicating white supremacy in our communication and the structures that we build. What message does the City of Sacramento send when they cut the already minimal funding to communication structures for marginalized communities of color, but not the Sacramento Police Department for example? More importantly, what structures allowed us to make this decision?

In closing, we encourage and challenge the Sacramento City Council to make the right decision and fully fund the NDAT and Community Engagement Team for this budget cycle. The work they do is critical for the overall growth, care, and health of our diverse communities here in Sacramento. Your financial commitment to their department is a commitment to racial equity and accountability as a framework that you value and uphold.

Marcella Kutek

Location:

Submitted At: 9:44am 03-25-25

My name is Marcella Kutek and I graduated I am a member of the 2024 graduating class of the City Management Academy.

The City Management Academy was a vital step on my journey to becoming a more informed and more involved resident of Sacramento. The in-person structure of classes allowed me to meet and connect with Sacramentans from diverse professional, racial, and economical backgrounds. Each week two to three city departments presented their vital services to our class, along with their challenges. As part of our graduation, the students needed to present a plausible solution to address the challenge of at least one the city's departments.

I just graduated in November 2024, so I am still testing my new city management skills and knowledge. However, I was more involved in November's local elections by getting to know the local candidates, and I have gotten involved in feeding the hungry by volunteering at our local food bank. I want to bring back the idea that "it takes a village" to my community - my district - my city. I am hoping to start very simple with a parking project in my neighborhood of Del Paso Heights. I owe a lot of my courage to do this to the friends, connections and knowledge I gained from the City Management Academy.

Justina Martino

Location:

Submitted At: 11:29pm 03-24-25

While I acknowledge the necessity of budget reductions, I urge the council to prioritize funding for the Convention and Cultural Services Department. In challenging times, arts and culture are not luxuries but essential services. They provide hope, foster social connections, and contribute to both physical and mental well-being. Historically, arts funding is disproportionately impacted during budget cuts, but we must recognize that a thriving arts sector is fundamental to healthy communities and individuals. Justina Martino, Vice Chair of the Sacramento Arts, Culture, and Creative Economy Commission

Mai Nguyen

Location:

Submitted At: 10:08pm 03-24-25

Good Afternoon Mayor and Councilmembers,

As a member of the NDAT Ambassador program since its inception and as someone who works closely with the Vietnamese community in South Sacramento, I am here to express my strong advocacy for maintaining the current budget for both the Neighborhood Development Action Team (NDAT) and the Community Engagement Team. It is my view that the proposed budget cuts would have a detrimental impact on Sacramento's most vulnerable residents and small minority business owners, significantly reducing resources that are crucial for neighborhood revitalization and inclusive economic growth in disadvantaged communities.

I would like to bring to your attention some key impacts of the proposed cuts:

1. **NDAT Budget Reduction (50% Cut: \$1.2M _ \$600K)**

NDAT funding is vital as it supports Economic Development, Community Engagement, and Planning, ensuring that planning efforts are supported by implementation grants, neighborhood revitalization initiatives, a small developer boot camp, and direct community support such as sponsorships. A significant portion of this funding is allocated to the Community Ambassador Program, which serves as a crucial bridge between the City and underserved communities facing cultural and language barriers. The proposed cut would eliminate key partnerships with ethnic media outlets, including Sac Cultural Hub, Sacramento Observer, KDEE, Entravision (Fuego Spanish-language radio), Outword Magazine (LGBTQ+ community), Fijian Post, and other ethnic media organizations that ensure diverse populations receive vital City information.

2. ****Community Engagement Team Staffing Reduction****

The proposed cuts would eliminate a position focused on securing outside funding through grants. This reduction is counterproductive, as this role has been instrumental in bringing in additional funding to support City programs and initiatives, securing over \$700,000 in grants in the last year for programs such as the Economic Mobility Ambassador Program and Financial Empowerment Initiatives.

3. ****Minimal Budget Impact, Maximum Community Benefit****

The combined budget for Community Engagement and Economic Development accounts for just 0.77% of the overall City budget. Despite this small percentage, these teams have been responsible for implementing critical programs funded by CARES and ARPA, including housing assistance, workforce development initiatives, childcare programs, nighttime economy investments, and community reinvestment efforts. Sacramento has greatly benefited from these programs, and cutting this funding would jeopardize economic growth and convey the wrong message regarding the City's priorities.

Given these points, I respectfully urge you to oppose these budget cuts and continue to invest in the Inclusive Economic Development, Neighborhood Development Action Team, and Community Engagement Team. This will ensure that our most vulnerable residents and small minority business owners continue to receive the support and resources that they need during this unstable economy and these uncertain times.

Thank you for considering my comments.

Jojo Melendres

Location:

Submitted At: 7:51pm 03-24-25

Opposition against budget cut to the Community Engagement Team and the Neighborhood Development Action Team.

To the City of Sacramento Leadership Team:

The Award-winning Neighborhood Development Action Team is one of the most creative and important program that I have personally and professionally encountered in terms of diversity, equity and inclusion practices for community representatives. The Department leaders appreciate the value and so do we (members of NDAT). Key leaders in the community are direct representatives of important groups of people in terms of cultural, language and economic strata in the community. Leadership development is also encouraged and can be a springboard for future Sacramento leaders. Thank you!

Kristina Rogers

Location:

Submitted At: 6:20pm 03-24-25

The city is \$44 million in debt. Please focus on funding core services first. Review Measure U which voters believed was meant to replenish fire, police and parks budgets from past cuts. That's what it was sold as. Where is that 1% sales tax money going? I hope it's not to the general fund where some can decide to divert money before it goes to the bucket the voters intended it to go to.

Also, as I noted last week. If our downtown and business corridors are cleaner and safer because our police, parks and fire departments are properly funded. – that can be a self-perpetuating thing. People come back to spend more money, they feel safer they show up more. That can help increase tax revenue.

Clarissa Laguardia

Location:

Submitted At: 3:54pm 03-24-25

Dear Council and Mayor, I am writing in support of continuing to fund citywide language access efforts. According to Census data, 14% of city residents or 74,000 people are fall under the definition of limited English proficient, meaning they cannot access information, resources, or access activities unless it is in their primary language. Please consider addressing languages that are not legally required such as Hmong. Additionally, please continue to support the City Ambassadors program, as these are trusted messengers in the community. People that are deeply involved and enmeshed in our communities. The community engagement and economic development are the oil that keeps the machine running. Without this bridge to the community, city efforts don't reach those who need it most. Should you have any questions, please do not hesitate to ask.

Sam Dawoody

Location:

Submitted At: 1:50pm 03-24-25

Talking Points in Opposition to Proposed Budget Cuts Impacting Neighborhood Development Action Team (NDAT) and Community Engagement Team

Good afternoon Mayor and Councilmembers,

I am here today to strongly urge your support in maintaining the existing budget for the Neighborhood Development Action Team (NDAT) and the Community Engagement Team. The proposed cuts would have a devastating impact on Sacramento's most vulnerable and marginalized residents, significantly reducing resources that have been instrumental in revitalizing our neighborhoods and ensuring inclusive economic growth.

Key Impacts of Proposed Cuts:

NDAT Budget Reduction (50% Cut: \$1.2M _ \$600K)

NDAT funding is split between Economic Development, Community Engagement, and Planning.

These funds ensure that planning efforts are supported by implementation grants, neighborhood revitalization initiatives, small developer boot camp and direct community support like sponsorships.

A large portion of this funding supports the award-winning Community Ambassador Program, which has been a critical bridge between the City and underserved communities that have cultural and language barriers that have prevented them from having access to resources and opportunities.

The proposed cut would eliminate key partnerships with ethnic media outlets, including:

Sac Cultural Hub, Sacramento Observer, KDEE, Entravision which owns Fuego (Spanish-language radio), Outword Magazine (LGBTQ+ community), Fijian Post, and several other ethnic media organizations that ensure vital City information reaches diverse populations.

Community Engagement Team Staffing Reduction

The proposed cuts would eliminate a position specifically focused on securing outside funding through grants.

This reduction is counterproductive, as this role has been instrumental in bringing in additional dollars to support City programs and initiatives. The Community Engagement Team brought over \$700,000 in grants in the last year to fund programs like Economic Mobility Ambassador Program and Financial Empowerment Initiatives.

Minimal Budget Impact, Maximum Community Benefit

The combined budget for Community Engagement and Economic Development accounts for just 0.77% of the overall City budget—a fraction of City spending.

Despite this small percentage, these teams have been responsible for implementing critical programs funded by CARES and ARPA, including:

Housing assistance

Workforce development initiatives

Childcare programs

Nighttime economy investments

Community reinvestment efforts

A Smart Investment for Sacramento

Sacramento has benefited immensely from these programs, which stretch every dollar to provide measurable impacts. Cutting this funding would not only jeopardize economic growth and equity efforts but also send the wrong message about the City's priorities.

We urge you to oppose these budget cuts and continue to invest in Inclusive Economic Development, Neighborhood Development Action Team and Community Engagement Team, ensuring that our most vulnerable residents continue to receive the support they need.

Kai On

Location:

Submitted At: 9:50am 03-23-25

In February City Council Meeting, I requested Mayor to add SPD provided me fake/forgery investigation report for my father Woon Kwong On's death. Sacramento City official even had UC Davis student internship to send me the same fake/forgery report. UD Davis student is the internship for Mr. Jennings and the student claimed the fake/forgery report was verified by Sacramento City Attorney. Sacramento City government refused to provide who provide the fake/forgery report and which attorney verified it. I called Mr. Jennings' office two time to schedule a meeting to discus the issues but the office has never responded.

Mark Rodriguez

Location:

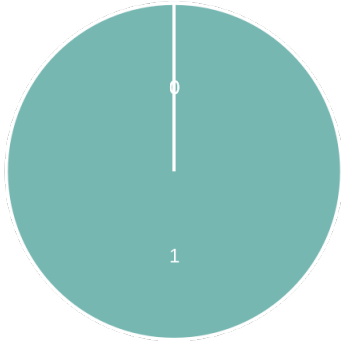
Submitted At: 11:33am 03-22-25

Please do not go to Sun Spa, located at 6804 Fruitridge Rd #A
Sacramento, CA, 95820, They will claim that they are too busy for you.

Agenda Item: eComments for 2. Transient Occupancy Tax (TOT) Presentation [Oral Report] File ID: 2025-00596

Overall Sentiment

Support (0%) Oppose (0%) Neutral (0%)
No Response (100%)



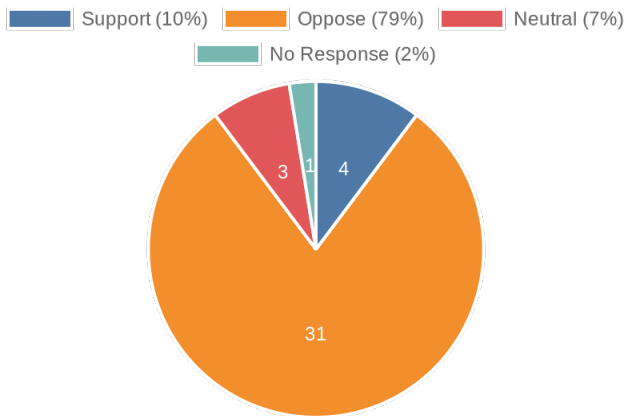
Mark Rodriguez

Location:

Submitted At: 11:33am 03-22-25

Please do not go to Sun Spa, located at 6804 Fruitridge Rd #A
Sacramento, CA, 95820, They will claim that they are too busy for you.

Overall Sentiment



Terry Janowitz

Location:

Submitted At: 2:43pm 03-25-25

Has the City done a comprehensive analysis of how cannabis overconcentration affects community well-being? What will this do to neighborhoods?

Kevin McCarty

Location:

Submitted At: 2:35pm 03-25-25

To the Honorable Mayor and Members of the Sacramento City Council:

My name is Kevin McCarty (the other one), and I am the Director of Licensing & Compliance at Capitol Compliance Management (CCM), a leading provider of compliance and permitting services specializing in the cannabis sector here in Sacramento. Over the years, I've had the privilege of successfully securing dozens of cannabis permits in this City, managing well over a hundred permit and license renewals, and helping numerous cannabis businesses navigate the challenging landscape of regulatory requirements at both the city and state levels.

Today, I strongly urge the Council to adopt Staff Recommendation #1 regarding the CORE storefront cannabis dispensary permits, and allow the three pending permit opportunities—which have failed to commence operations despite receiving multiple extensions totaling four years—to expire as planned on April 1, 2025. Four years is more than sufficient time for these businesses to become operational, particularly given the significant resources and governmental support they have received.

I deeply understand, perhaps better than most, the complexities and unexpected delays that cannabis business operators can face in opening a compliant business. Navigating the multifaceted regulatory landscape requires experience, diligence, and timely action. However, the repeated inability of these permit holders to launch operations indicates fundamental flaws in their approach and execution. It is neither fair nor equitable to continue

making special accommodations for a select few, especially when other highly qualified and motivated applicants on the RFQ list are prepared and eager to launch their businesses promptly.

Adopting Staff Recommendation #1 not only maintains fairness and integrity in the permitting process but also upholds Sacramento's commitment to the principles of the CORE program by providing opportunities to fresh applicants who deserve the chance to fulfill their business objectives and community commitments without unnecessary delays.

Furthermore, whether Council ultimately decides to extend additional time to current permit holders or provides the opportunity to new applicants, I urge all cannabis operators to ensure their project's timely success by consulting with experienced compliance experts. At CCM, we offer unparalleled expertise in cannabis compliance and permitting, with a proven record of expediting successful launches and sustaining compliant operations. Operators who want to avoid the risk of repeated extensions and delays are encouraged to reach out directly via email to compliance@ccmup.com, where our team is prepared to guide you from inception to operational reality without undue delay.

Thank you for your consideration and your continued commitment to fostering an equitable and robust cannabis industry in Sacramento.

Respectfully,

Kevin W. McCarty
Director of Licensing & Compliance
Capitol Compliance Management (CCM)

Grayson R

Location:
Submitted At: 2:12pm 03-25-25

Other cities have created appropriate buffer zones between consumption lounges and residential areas. Why isn't Sacramento doing the same? We can't? Or won't?

Chris Kenner

Location:
Submitted At: 2:10pm 03-25-25

Consumption lounges bring foot traffic, noise, and odor that don't belong in or near residential or mixed-use zones. How is that compatible with family living? This doesn't seem like its been thought through.

Dalton Bess

Location:
Submitted At: 2:06pm 03-25-25

Has the City done a comprehensive analysis of how cannabis overconcentration affects community well-being? If so, is it published?

Jordan Gould

Location:
Submitted At: 2:01pm 03-25-25

Consumption lounges are not the same as retail at all. They're spaces for on-site use and should be treated with stricter location standards, especially near homes.

Perry Stevens

Location:
Submitted At: 1:56pm 03-25-25

Why are we putting the burden on residents to deal with possible intoxicated loitering, parking issues, and noise from cannabis lounges in their neighborhoods?

James Dolan

Location:

Submitted At: 1:41pm 03-25-25

Looking at a neighboring city like Stockton who is oversaturated with Tobacco Shops with a myriad of issues like selling to minors and opening up on every block, not to mention driving prices down for other small businesses. How does the city plan to address things like that while wanting to continue adding more and more Dispensaries? Can't sit here and tell me these things don't happen in the Cannabis Industry.

J Robinson

Location:

Submitted At: 1:28pm 03-25-25

Mixed-use zoning doesn't mean cannabis lounges should be allowed to disrupt people's homes. We NEED AND WANT clearer BOUNDARIES that prioritize livability.

Alex Chavez

Location:

Submitted At: 1:27pm 03-25-25

We don't have great police response in Sacramento already....has the city looked at what cannabis business oversaturation contributes to increased calls for service or nuisance complaints? This sounds like a strain on resources.

Ali Singh

Location:

Submitted At: 1:25pm 03-25-25

Is the city tracking data on whether CORE businesses are surviving or closing due to oversaturation? We have as many Dispensaries as we do McDonalds in Sacramento.

Frank Reynolds

Location:

Submitted At: 1:22pm 03-25-25

We need zoning that respects both cannabis business opportunities and residential quality of life. It seems like we keep leaning one direction and that is always more.

Torri Reynolds

Location:

Submitted At: 12:36pm 03-25-25

Can a cap on the number of cannabis licenses allowed per district or population size be set? How many more do we actually need at this point? Weed is everywhere.

Chris R

Location:

Submitted At: 12:30pm 03-25-25

We need environmental impact studies to be done. I have seen nothing from the city that assesses cannabis lounges contributions to indoor air quality or hvac emissions from systems that will have to be put in place to filter the smoke.

Patrick Brown

Location:

Submitted At: 12:22pm 03-25-25

Sacramento should offer more business support or market protections to equity applicants in an already crowded cannabis space instead of adding new businesses.

Christopher Loftin

Location:

Submitted At: 12:04pm 03-25-25

If an applicant has successfully submitted their BOP for opening, they should be given the opportunity to move

forward and open their doors. However, if they have not completed this crucial step, the process should move on to the next applicants in the queue who are ready and prepared. Extending the timeline yet another year for individuals who have already had four years to get operational is a disservice to the entire system and to those still waiting for their turn. The cannabis market in Sacramento is highly competitive, and it's only fair to allow new applicants the chance to bring fresh energy, innovation, and commitment to the industry. Rather than prolonging the process for those who have not yet opened, let's prioritize efficiency, fairness, and opportunity by giving the next group of applicants a chance to succeed and contribute to the local cannabis economy.

Carlos Acevedo

Location:

Submitted At: 12:03pm 03-25-25

Will the City consider requiring buffer zones between cannabis businesses to reduce clustering? I haven't seen anything on this.

Ryan Miller

Location:

Submitted At: 11:49am 03-25-25

Sacramento needs to shift focus from licensing volume to quality, compliance, and community integration. Enough new businesses.

Jim Mason

Location:

Submitted At: 11:31am 03-25-25

Seems like the city is championing more revenue over a long term sustainable cannabis industry.

Willy Murray

Location:

Submitted At: 11:13am 03-25-25

We keep talking about more and more dispensaries and adding lounges but what happens when the market can't sustain this many cannabis businesses and we start seeing mass closures? We never talk about that.

Steven H

Location:

Submitted At: 10:54am 03-25-25

Have we even started to look at our local non-cannabis small businesses and how they could be impacted by the clustering of cannabis storefronts and lounges? Probably not...

Travis M

Location:

Submitted At: 10:44am 03-25-25

How will the City ensure that residents — especially children, the elderly, and immunocompromised — are not exposed to cannabis smoke or odor near their homes? We have these businesses everywhere already.

Jason Ericson

Location:

Submitted At: 10:40am 03-25-25

What happens to neighborhoods when cannabis becomes the most visible business presence on the block? Out of control.

Diane Rollins

Location:

Submitted At: 10:38am 03-25-25

What accountability measures exist to revisit cannabis policies if the current direction is clearly harming our communities?

Malaki Amen

Location:

Submitted At: 10:02am 03-25-25

Greetings Mr. Mayor and Councilmembers,

I'm writing to respectfully ask for your urgent consideration and fairness on the matter of my CORE storefront dispensary application. On March 4th, I submitted my dispensary permit application well before the April 1, 2025 deadline, yet I now find myself at the mercy of a policy interpretation that doesn't align with the practical realities of opening a dispensary. While the deadline states that applicants must both apply and operate by April 1, the reality is far different. The process for approval takes 180 days—at least—making it impossible for anyone to apply and operate on the same day.

The City's policy does not adequately account for the fact that approvals take time, and that 180-day review period must be respected. I have submitted my application and I ask that you honor the full due process afforded to me.

Over the past 4 years, I've leveraged approximately \$1.2 million in private capital, secured state grants, and spent more than 3,500 uncompensated hours pushing through zoning barriers, obtaining permits, and building a storefront that is 90% complete. The construction is progressing rapidly, and I'm on track to begin operations shortly. (((SEE PICTURES OF PROGRESS HERE :::::

<https://www.dropbox.com/scl/fi/36p13mpoc0itzgdizhgsy/ARIZE-PROGRESS-DEMONSTRATION-REPORT-TO-CITY-2025-March-25-v2.pdf?rlkey=0wot4c4bfyx0z0jzokrpcyqbu&st=4podf0kc&dl=0>)))

To deny me this opportunity now—after all of this investment and progress—would be a disservice to the spirit of the CORE ordinance, which was designed to provide equity and support to individuals like myself. It would also send a dangerous message about the City's commitment to supporting small businesses, particularly those in marginalized communities. The financial strain, emotional toll, and relentless effort I've put into this project can't be erased.

I understand that the policy needs clarity, but I urge you to recognize that I am well within my rights to continue pursuing this opportunity. I'm not just asking for a permit; I'm asking for a fair chance to operate, to create jobs, and to contribute to the community I'm invested in.

The City has created significant obstacles in this process, and it's only right that the City stand by those of us who've made it this far. I ask that you uphold my due process and vote in favor of allowing my application to move forward.

Sincerely,
Malaki Amen
ARIZE Holdings LLC

Rich Brown

Location:

Submitted At: 9:55am 03-25-25

Would the City consider placing a moratorium on new cannabis storefront or lounge licenses to reassess market conditions?

Letica Gonzales

Location:

Submitted At: 9:36am 03-25-25

What impact does overconcentration of cannabis businesses have on youth exposure, traffic, loitering, or community safety?

Nkauj lab Yang

Location:

Submitted At: 9:35am 03-25-25

Greetings Mr. Mayor and Councilmembers,

My name is Nkauj lab Yang. I am writing in support of Malaki Amen's Business Operating Permit (BOP) application on March 4, which was well before the April 1st deadline. I urge that this Council support Malaki's ability to have the 180-day review process that comes with submitting a BOP application.

Eric Chin

Location:
Submitted At: 9:34am 03-25-25

Its starting to feel like our city is prioritizing cannabis quantity over sustainable, and balanced community development.

Sammy A

Location:
Submitted At: 9:20am 03-25-25

How does clustering multiple cannabis storefronts and lounges in certain districts affect noise, waste, and air quality?

Shawna Reese

Location:
Submitted At: 9:11am 03-25-25

How many cannabis storefronts and lounges are too many in one city?, and how close are we to reaching or exceeding that limit in Sacramento?

Rick Gracie

Location:
Submitted At: 8:52am 03-25-25

Is the City conducting any market viability studies before approving new licenses?

Chris Block

Location:
Submitted At: 8:39am 03-25-25

Are we unintentionally setting up CORE licensees for failure by opening the floodgates to more retail and lounge licenses?

Tony Demarco

Location:
Submitted At: 8:32am 03-25-25

Why is the City allowing cannabis consumption lounges to be located near homes when residents deserve to feel safe, secure, and free from secondhand smoke exposure?

Robert Gerould

Location:
Submitted At: 9:53pm 03-24-25

Greetings Mr. Mayor and Councilmembers,

My name is Robert Gerould.

Malaki Amen submitted his Business Operating Permit (BOP) application on March 4, which is well before the April 1st deadline. I urge that this Council support Malaki's ability to have the 180-day review process that comes with submitting a BOP application.

Malaki has done everything asked of him to build a dispensary that will be a vital community asset. I've known Mr. Amen for over 40 years. He does everything with integrity and good will in his heart. He has met the numerous

zoning barriers for finding a location to operate; a 9 month process to obtain City Planning Commission approval, and a 5 month period to obtain a Building Permit.

Malaki has leveraged significant private capital investment to arrive where he is. He has incurred significant DEBT for this opportunity. Construction work is 90% complete and on a fast track to wrap up for operations to begin.

I urge this Council to make a strong commitment to allowing Malaki to apply for his BOP so that he will be able to operate his business and reinvest in his community.

Mr. Amen is a good man. Let's not let a lack of common sense regarding timing get in the way of the tremendous work that has already been done.

Thank you for your time.

Faye Kennedy

Location:

Submitted At: 7:35pm 03-24-25

Mayor Kevin McCarty, Sacramento
Council Eric Guerra, District 6 and City Council Members

RE: Item 03 2025-00753 Storefront Cannabis Dispensary Permit Opportunities for the Cannabis Opportunity Reinvestment and Equity (CORE) Program

No More Dispensaries & cannabis related businesses in District #6

I understand the City of Sacramento is proposing more dispensaries and lounges with a proposal that allows unlimited dispensaries and lounges. Also, please re-think permitting and allowing dispensaries next to daycare centers, youth centers, churches, parks, and after-school programs.

Simply stated, "WE DO NOT WANT OR NEED ANYMORE DISPENSARIES in District 6. Sacramento City Council District # 6 is over-saturated with dispensary cannabis related businesses. The industry is already struggling and has been looking at the city's business operating tax collected for years.

Thank you for your consideration and attention!!

Faye Wilson Kennedy, Co-Founder, Southeast Village Neighborhood Association
fayek@springmail.com

Khalil Ferguson

Location:

Submitted At: 6:43pm 03-24-25

Dear Mayor McCarty and Sacramento City Council Members,

My name is Khalil Ferguson, I am the President for United CORE Alliance (UCA). United CORE Alliance (UCA) is a 501c3 organization created by social equity advocates throughout the State of California. UCA's purpose is to eliminate the pervasive barriers erected by the war on drugs that prevent underinvested communities from realizing economic mobility.

This letter concerns ambiguity in Resolution No. 2020-0338 ("the Resolution") as applied to Arize Holdings, LLC's application for a retail storefront in Sacramento, California. In 2021, Resolution established, among other things, an initial date for eligible equity participants to apply for and operate a retail storefront dispensary. That date initially was April 1, 2024. This timeline was extended by one year in a following resolution adopted by the City Council. Currently, eligible equity participants currently have until April 1, 2025 (the "Deadline"), to apply for and operate a retail storefront location or their opportunity to apply for retail storefront business operating permit ("BOP") would be rescinded.

The Office of Cannabis Management (OCM) has interpreted the phrase “apply for and operate” in a manner that rescinds the opportunity to apply for a retail storefront dispensary from an eligible equity participant who has not began operating their business even if they have submitted an application by the Deadline. These conjunctive conditions have resulted in an unworkable public policy framework that needs to be further clarified by lawmakers. The principal issue is the word “and” in the phrase “apply and operate”.

The policy considerations mentioned on the agenda provide that that authorizing additional time to the “five in-process participants aid in the achievement of the Council’s goal of having 50% of all cannabis businesses be majority-CORE owned.” The city established the initial timeline to provide other participants the opportunity in the event that a participant abandoned their opportunity.

Here, the founder of Arize Holdings, LLC – Malaki Seku Amen (“Mr. Seku Amen”) has invested countless hours and has entered into loan agreements and other obligations in the pursuit of opening his retail storefront dispensary. The last step for Mr. Seku Amen to meet the requirement to open his retail storefront under the Sacramento Code is to be issued a Certificate of Occupancy (the “Permit”). Such Permit is very likely be issued within 180 days from today. Even though this is beyond the Deadline, rescinding Mr. Seku Amen’s opportunity would be contrary to the intent of the CORE Program. Mr Seku Amen has not abandoned his BOP. He is nearly complete with his buildout and will become operational once the Permit has been issued.

Even if this City Council find that this outcome is within the legislative intent of the Resolution, then this Council should extend Mr. Seku Amen’s opportunity by one hundred and eighty (180) days as an equitable remedy. To decide otherwise would have collateral legal implications for Mr. Seku Amen and his investors.

For these reasons, I respectfully urge this City Council to extend Mr. Seku Amen’s timeline by one hundred and eighty (180) days.

Sincerely
Khalil J. Ferguson
President & CEO

Mark Rodriguez

Location:
Submitted At: 11:34am 03-22-25

Please do not go to Sun Spa, located at 6804 Fruitridge Rd #A
Sacramento, CA, 95820, They will claim that they are too busy for you.

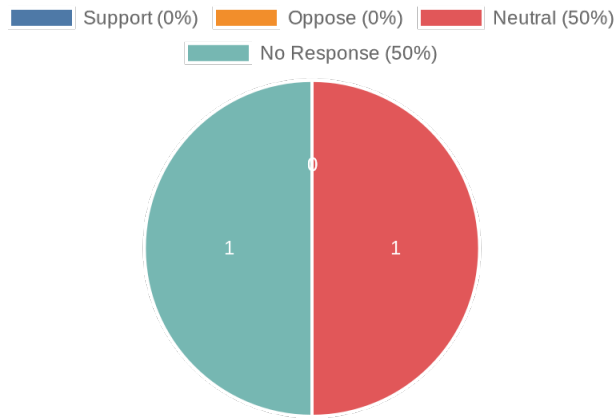
Kristina Rogers

Location:
Submitted At: 8:51am 03-21-25

Yes, let the permits die. We have enough dispensaries, massage parlors and vape shops.. They are not the type of businesses that encourage family-friendly customers. There are so many wonderful local businesses that do a better job of making Sacramento a fun, welcoming place. I support city efforts to help local entrepreneurs establish those type of businesses that are more welcoming to the wider population!

Agenda Item: eComments for Public Comments-Matters Not on the Agenda

Overall Sentiment



Kristina Rogers

Location:
Submitted At: 6:17pm 03-24-25

Please focus on core services during budget season. Listening to Chief Lesters presentation, I understood we have a little over 526,000 citizens in Sacramento, yet the calls for service they received last year were over 642,000. That's about 1.5 calls per every adult in Sacramento. Did everyone in Sac call the police last year? Of course not, but those who did, seemed to need them a lot!

Like I asked last week, focus on funding core services. Review Measure U which voters believed was meant to replenish fire, police and parks budgets from past cuts. That's what it was sold as. Where is that 1% sales tax money going? I hope it's not to the general fund where some can decide to divert money before it goes to the bucket the voters intended it to go to.

Also, as I noted last week. If our downtown and business corridors are cleaner and safer because our police, parks and fire departments are properly funded. – that can be a self-perpetuating thing. People come back to spend more money, they feel safer they show up more. That can help increase tax revenue.

Isn't that what we all want?

Or, is it easy money for the city to just add more cannabis and massage parlors? I notice cannabis stores have very robust security of their own, so no need for officers there, right?

This budget season many of us are watching our new city council and new mayor. We are cheering for you right now, to turn things around. Showing us that your core responsibilities are being managed properly will be very encouraging.

Mark Rodriguez

Location:
Submitted At: 11:45am 03-22-25

Please do not go to Sun Spa, located at 6804 Fruitridge Rd #A Sacramento, CA, 95820, They will claim that they are too busy for you.

Heather R Brantley

From: Agenda
Sent: Tuesday, March 25, 2025 5:45 PM
To: Heather R Brantley
Subject: FW: Proposed Dispensery/lounge license increase

Hi Heather,

Can you please include this in the eComments?

Thank you,
Rosanna

From: clerk <clerk@cityofsacramento.org>
Sent: Tuesday, March 25, 2025 8:44 AM
To: Agenda <agenda@cityofsacramento.org>
Subject: FW: Proposed Dispensery/lounge license increase

From: Jacob Schmidt <jacob.s@thesanctuaryca.com>
Sent: Tuesday, March 25, 2025 6:39 AM
To: Eric Guerra <eguerra@cityofsacramento.org>; Philip Norton <pnorton@cityofsacramento.org>; William J Antinetti <wantinetti@cityofsacramento.org>; Johnny Wong <jwong1@cityofsacramento.org>; clerk <clerk@cityofsacramento.org>
Subject: Proposed Dispensery/lounge license increase

It's come to my attention this Tuesday, March 26 The City Council will be hearing The Office of Cannabis Managements proposal to increase Dispensery/lounge licensing.

I'm here to express serious concerns as a dispensary owner in the city of Sacramento about the current cannabis retail environment and the potential impact of issuing new licenses. Sacramento, small businesses and their employees are at a high risk with staff recommendation.

Right now, four core or so equity license holders remain non-operational, and one was forced to sell—despite rules that are supposed to protect these licenses. The Office of Cannabis Management allowed that transfer, which undermines the core equity program's purpose.

The retail cannabis market has been in a consistent decline for three years. Adding more stores won't grow the market—it'll only divide limited revenue further, putting current dispensaries and their employees at risk.

In all districts, existing dispensaries are on the verge of closing. Citywide, the retail environment cannot absorb new licenses right now. Even with six new core equity shops, retail tax revenue only grew 3% from May 2023 to May 2024 according to office of cannabis management. Retail has been in a downward trend since 2022 to current. That's not a strong indicator of growth—it's a warning.

We're talking about retail here—not cultivation, delivery, or manufacturing. Retail is in crisis and needs financial analysis before any expansion.

One possible compromise: allow up to 3 new stores with a 2,000-foot buffer between existing dispensaries. That might give new entrants a fair chance without destabilizing what's already fragile.

Most importantly, we must support our current existing licenses and core equity operators—those open, struggling, and still waiting to launch. This is about timing, and right now, it's simply the wrong time to expand.

Thank you.

Jacob Schmidt
The Sanctuary
2500 Grand Ave.
Sacramento, CA 95838
(916) 916-308-1985(c)

On Sunday, March 23, 2025, 8:55 PM, Jacob Schmidt <jacob.s@thesanctuaryca.com> wrote:

Dear Council Members,

One more thing to consider in regard to the recent announcement that Sacramento has been awarded \$1.68 million in cannabis equity grant funding from the state of California. Please see attached.

[City receives \\$1.68 million 'Cannabis Equity Grant' from State - Sacramento City Express](#)

City receives \$1.68 million 'Cannabis Equity Grant' from State - Sacramento City Express

By Public Information Officer

A \$1.68 million state grant has been awarded to the City of Sacramento to increase equity in its local cannabis industry. The funding, part of the Cannabis Equity Grants Program for Local Jurisdictions, is provided by the Governor's Office of Business

While this is an important and welcome investment, I want to share the reality on the ground and why this amount is simply not enough to

make a meaningful impact — particularly for the four core equity dispensary licensees who are still unable to open their businesses. Opening a storefront dispensary from the ground up in Sacramento requires a substantial financial commitment. This is why a request for qualification makes more sense than a lottery when awarding licenses. The process takes hiring architects, engineers, creating site plans, securing city and state approvals, complying with extensive regulations, coordinating with builders implementing comprehensive security systems, coordinating with vendors, purchasing inventory, paying for marketing platforms, and hiring staff.

The biggest costs are carrying the cost of the building, the build-out, inventory, payroll, and marketing. The most time-consuming part of it is to build out. Even on a conservative estimate, opening a dispensary properly and in compliance with regulations costs upwards of \$1 million. With these costs in mind, the newly awarded grant funding is not sufficient to get even four pending core equity license storefronts operational, let alone to ensure long-term sustainability or equitable success in this highly regulated industry.

I urge the Council to consider additional measures that would better support equity operators, 4% tax break during the startup phase, and additional grant opportunities at the city level. I hope you'll take this information into consideration as you allocate resources and shape future policy.

Sincerely,

Jacob Schmidt
The Sanctuary
2500 Grand Ave.
Sacramento, CA 95838
(916) 916-308-1985(c)

On Thursday, March 20, 2025, 10:51 PM, Jacob Schmidt <jacob.s@thesanctuaryca.com> wrote:

Good morning district 6,

It's come to my attention this Tuesday, March 26 The City Council will be hearing The Office of Cannabis Managements proposal to increase Dispensery/lounge licensing.

I'm here to express serious concerns as a dispensary owner in the city of Sacramento about the current cannabis retail environment and the potential impact of issuing new licenses. Sacramento, small businesses and their employees are at a high risk with staff recommendation.

Right now, four core or so equity license holders remain non-operational, and one was forced to sell—despite rules that are supposed to protect these licenses. The Office of Cannabis Management allowed that transfer, which undermines the core equity program's purpose.

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Most importantly, we must support our current existing licenses and core equity operators—those open, struggling, and still waiting to launch. This is about timing, and right now, it's simply the wrong time to expand.

Thank you.

Jacob Schmidt
The Sanctuary
2500 Grand Ave.
Sacramento, CA 95838
(916) 916-308-1985(c)