



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 24-734

January 07, 2025

Introduced: 11/6/2024

Current Status: Scheduled PM

Version: 1

Matter Type: General Agenda Item

- a. Consider adoption of the Cannabis Program Strategic Plan; and
- b. Provide further direction as appropriate.

RECOMMENDATIONS:

It is recommended that the Board of Supervisors:

- a. Consider adoption of the Cannabis Program Strategic Plan; and
- b. Provide further direction as appropriate.

DISCUSSION/SUMMARY:

In 2018, the County of Monterey Cannabis Program (Program) adopted the initial strategic plan to establish a mission and set goals and strategies that would guide the Program. Since the initial plan was adopted, there have been regulatory and policy changes, Program development, and shifts within the cannabis industry.

In June 2020 and 2023 the strategic plan was revised keeping to the original mission and goal statements, updating only the strategies and priorities. The 2024 strategic plan has been updated with input from seven key County departments, fire districts, and members of the cannabis industry. While the mission of the 2024 strategic plan remains unchanged, the plan contains updated goals, strategies, and priorities to be implemented during the next two years (Attachment A).

In July and August of 2024, representatives of seven County departments, external departments with key roles in the Program, and industry members convened via Zoom and in person to update the strategic plan. The updated strategic plan includes focus group feedback that facilitated changes to the goal language, strategies, and priorities.

The strategic plan focus groups were facilitated by Program staff and included questions created to gather subjective perceptions and insights on goal strategies and priorities. The focus group meetings included follow-up emails and calls to clarify responses. Focus group results were analyzed identifying common key themes and differences in participant responses.

On September 5, 2024, the Program presented the updated Cannabis Program Strategic Plan to the Board Cannabis Committee. Program Staff is requesting the Board of Supervisors adopt the updated Cannabis Program Strategic Plan; and provide feedback and further direction as appropriate.

OTHER AGENCY INVOLVEMENT:

The Program prepared this report with input from the County Administrative Office and the Office of

the County Counsel.

FINANCING:

Monterey County's Cannabis Program is in the County Administrative Office - Department 1050, Unit 8533, Cannabis. The approval of this report will not have any budgetary impacts.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Program addresses three of the Strategic Initiative Policy Areas that promote the growth of a responsible and legal County of Monterey cannabis industry.

Mark a check to the related Board of Supervisors Strategic Initiatives

- X Economic Development
- X Administration
 - Health & Human Services
 - Infrastructure
- X Public Safety

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Attachments:

A: Updated Cannabis Program Strategic Plan