



Dear CCB,

I am writing to express my deep disappointment regarding the persistent lack of diversity in ownership within Nevada's cannabis industry. As a cannabis policy specialist, lobbyist, and advocate for social equity, I have observed the industry's inability to effectively address this issue, and I believe it is crucial that we take immediate and concrete steps to rectify this situation.

First and foremost, it is disheartening to witness the absence of accessible funding opportunities for individuals from underserved communities who aspire to enter the cannabis market. Despite Nevada's commitment to social equity applicants' success and sustainability, the lack of financial support remains a significant barrier. If we are genuinely dedicated to promoting equity, we must collectively work towards resolving this funding issue. As Maya Angelou once said, "We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter their color."

Furthermore, I am deeply concerned about the industry's fixation on combating the illicit market without adequately addressing the root causes of its existence. The illicit market is a symptom of an overregulated and inaccessible legal market. It is essential that we create a pathway for individuals with historically marginalized backgrounds to enter the industry legally and compete on a level playing field.

Moreover, the strategic efforts to criminalize cannabis, even after the voters of Nevada chose to decriminalize it, are deeply troubling. It feels like an affront to the principles of democracy and the will of the people. As a Black woman and the vice president of the Las Vegas chapter of the NAACP, I am particularly attuned to the historical injustices related to cannabis criminalization, which have disproportionately affected communities of color. It is imperative that we dismantle such barriers and work collaboratively to ensure that cannabis regulation aligns with the values of inclusivity, fairness, and social equity.

In closing, I implore the Cannabis Compliance Board to prioritize and champion the cause of true diversity, equity, and justice within the Nevada cannabis industry. Let us work together to dismantle the systemic barriers that hinder progress. As Shirley Chisholm once said, "You don't make progress by standing on the sidelines, whimpering and complaining. You make progress by implementing ideas." I am committed to actively collaborating with you and other stakeholders to bring about the changes necessary to make Nevada's cannabis industry a model of fairness and inclusivity.

Thank you for your attention to this critical matter. I have attached a suggested strategy for your review.

A'Esha Goins  
Black Joy Consulting



Encouraging current Nevada cannabis licensees to engage in joint ventures with individuals from underserved communities is crucial for fostering social equity within the industry.

***Remember the words of Angela Davis: "I am no longer accepting the things I cannot change. I am changing the things I cannot accept."***

**1. Education and Awareness:**

- Organize workshops, webinars, and seminars to educate current license holders about the benefits of social equity programs and the positive impact of diversifying the industry.
- Highlight the advantages of joint ventures, such as access to new markets and potential tax benefits.

**2. Networking Opportunities:**

- Facilitate networking events that bring together current license holders and individuals from underserved communities who are interested in entering the cannabis industry.
- Encourage open dialogue and relationship-building between these two groups.

**3. Mentorship Programs:**

- Establish mentorship programs where experienced license holders can mentor and guide social equity applicants.
- Create a structured program that includes training, business development support, and assistance with navigating regulatory requirements.

**4. Incentives and Benefits:**

- Create incentives and benefits for license holders who engage in joint ventures with social equity partners. These could include tax incentives, regulatory advantages, or priority in licensing renewals.

**5. Transparency and Accountability:**

- Ensure that joint venture agreements are transparent and fair, with clear terms and profit-sharing mechanisms.
- Create reporting requirements to track the success of such partnerships and hold license holders accountable.

**6. Community Engagement:**

- Involve local community leaders and organizations.



**Overcoming Obstacles:**

**Resistance to Change:** Address any resistance from current license holders by emphasizing the long-term benefits, including improved public perception and market diversification.

**Regulatory Barriers:** Work with CCB to streamline the approval process for joint ventures, ensuring that it doesn't pose additional challenges.

**Financial Concerns:** Address concerns about the financial viability of such partnerships by highlighting potential market growth and the goodwill generated.

**By implementing this strategy, you can bridge the gap between current license holders and underserved communities, fostering inclusivity and diversity within the ownership in the Nevada cannabis industry.**

