Hi Alex,

When a customer shows up without an appointment, it all depends on whether we have appointment availability at that moment in time or not. If there is an appointment slot available, we work to accommodate without turning the customer away, but if there is no availability we ask the customer to leave and place an order online for the next available appointment. Some customers sit in their car and wait (taking up a parking space) if the wait time isn’t too long, and some customers leave the property.

When we tell a customer they must leave and place an order online for the next available appointment, it is met with varied responses, but they are usually negative and it always takes time to explain the process (this time could be dedicated to making the transaction instead). It’s a hard concept for an unknowing customer to grasp and creates a combative experience versus a seamless one, especially if someone doesn’t want to leave the building, per the town rules. We do lose business due to this as some potential customers never return (probably due to time sensitive obligations elsewhere and frustration with the process).

Side note: this process puts pressure and anxiety on our staff which I would love to avoid.

As the busy season for all retailers on Martha’s Vineyard approaches, these interactions will only increase and cause more congestion and issues at our facility.

As someone who has operated cannabis businesses for over 12 years in multiple states with varying levels of retail volume, I can guarantee that we will not face any problems handling retail traffic at this facility, as it’s the lowest visited retail facility I have ever been apart of, and the property has more parking than most of the other stores I’ve managed. It is in our best interest to ensure an efficient and organized experience for our customers. I would love the opportunity to use my expertise and have an ongoing open dialogue with the community and law enforcement to ensure we are meeting expectations.

Cheers,
Cory

On Wed, Apr 27, 2022 at 7:46 PM Alex Elvin <elvin@mvcommission.org> wrote:

Are people who show up without an appointment usually turned away, or do they have to wait until an opening?
Hi Alex,

Unfortunately that is not a data point that we have actively tracked, but in speaking with the team, there are new customers every day who show up without an appointment.

On Wed, Apr 27, 2022 at 1:36 PM Alex Elvin <elvin@mvcommission.org> wrote:

	Sorry, one more question. One commissioner had asked for the number of people who showed up at the store in 2021 and were turned away as a result of the current restrictions. Can that be provided?
Perfect - thanks, Alex.

On Wed, Apr 27, 2022 at 12:45 PM Alex Elvin <elvin@mycommission.org> wrote:

Great, thanks. I will add this to the record and share with commissioners.

Alex

Alex Elvin
Development of Regional Impact (DRI) Coordinator
Martha's Vineyard Commission
The Olde Stone Building
33 New York Avenue
Oak Bluffs, MA 02557
(774) 563-5363

Alex,

Sorry for the delay, but here are some additional data points I want to note regarding what our facility at 510 State Road can handle...

- Transactions take 3 - 6 mins (let's use 6 mins to be conservative)
- We have 6 Registers (Point of Sale) active if necessary
- 60 mins / 6 mins = 10 transactions per register per hour
- We have the capability to process 60 transactions per hour (1 per minute) which would mean we have the capability to process 600 orders over a 10 hour day...
- Our busiest day ever consisted of 111 transactions (opening day)
- Our average is 32.4 transactions per day

How it relates to parking:
22 parking spaces:
- With peak employee parking, conservatively, let’s say we have 15 parking spaces available for customers/patients at all times
- 15 spaces x 6 minutes (transaction time) = each space can be used 10x per hour (150 transactions per hour)
- To fill the lot we would have to exceed 150 customer visits per hour, which is more transactions than we have ever done in a single day!

Overall, the required parking attendant and appointment only status is clearly not needed to mitigate any traffic overflow concerns.

Note: If we are allowed to be open Sundays, this will further spread out any potential congestion as our customers will have the ability to purchase our product over 7 days instead of being constrained to 6 days. Not being open Sunday's is contradictory to the parking attendant and appointment only rationale and should be lifted regardless of the outcome of the other two requirements!

Please let me know if you have any questions and I look forward to speaking with you and the commission again tomorrow evening.

Thanks,
Cory

On Tue, Apr 26, 2022 at 3:22 PM Benjamin Zachs <bzachs@finefettle.com> wrote:
   Hi Alex,

   1. No

   2. We have never had a complaint to us on any of them. Last week, we did meet with our neighbor who told us that “maybe once a month, at most,” someone has parked in her parking lot. We discussed this with her putting in a “Tea Lane Associates Parking Only” sign that we will pay for.

   Ben

On Tue, Apr 26, 2022 at 3:03 PM Alex Elvin <elvin@mycommission.org> wrote:
   Hi Ellen,
Can you please address these two commissioner questions regarding 510 State Road?

1. Has the parking lot ever been full (all 22 spaces occupied)? If so, how often and during what times of day/days of the week?
2. Have there been any complaints from neighbors about noise, traffic, trespassing, etc.?

Thanks,

Alex

Alex Elvin
Development of Regional Impact (DRI) Coordinator
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**From:** Alex Elvin  
**Sent:** Tuesday, April 19, 2022 5:06 PM  
**To:** Cory Ravelsen; Ellen Kaplan  
**Cc:** Benjamin Zachs  
**Subject:** Re: Fine Fettle

Hi Ellen,

Sorry, this got lost in my inbox. We have scheduled the modification review with the full commission for April 28. The meeting begins at 7, and this is currently second on the agenda. (Zoom link is below.)

Cory, if you could send the additional info regarding sales data, that would be great.
Let me know if you have any questions.

Thanks,

Alex

Topic: Remote Commission Meeting
Time: Apr 28, 2022 07:00 PM Eastern Time (US and Canada)

Join Zoom Meeting
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Passcode: 559551
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From: Cory Ravelson <cravelson@finefettle.com>
Sent: Monday, April 11, 2022 3:57 PM
To: Ellen Kaplan
Cc: Alex Elvin; Benjamin Zachs
Subject: Re: Fine Fettle

Thanks, Ellen.

I would also like to provide some additional information regarding sales data we see in the cannabis industry and how that could translate to our operation at 510 State Road.

I can have that information to you tomorrow if we are indeed on the 4/14 agenda.

Thanks,
Cory

On Mon, Apr 11, 2022 at 3:39 PM Ellen Kaplan <ellen@vineyard.net> wrote:

Alex:

How do we know when the MVC is considering referring DRI 696 for a full public hearing?

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Connecticut, Massachusetts, Rhode Island, Georgia and Beyond!