

THE TRUFFLES GROUP

CREATING GENUINE, ELEVATED GUEST AND TEAM EXPERIENCES

City of Victoria
Legislative Services Department
1 Centennial Square
Victoria, BC V8W 1P6

Re: Flight Cannabis Co.
182 Wilson Street
Victoria, BC V9A 7N6

For over 25 years The Truffles Group has been driven by an unwavering commitment to excellence, innovation, community engagement and sustainability. With two and a half decades in operation, we've built a diverse and strong line of trusted brands that are interwoven within the social fabric of Vancouver Island.

As responsible operators and idea makers, we have a depth of experience in providing an elevated retail experience for controlled substances. Since 2007, we have proudly operated Cascadia Liquor stores and grown to twelve locations with a highly professional track record.

Quality service and product offerings are ingrained in our core values. We invest in education for our staff and guests. We believe in quality over quantity. As such, all our businesses operate as a premium hospitality experience in which our guests receive a high level of engaged service. This contributes to both improved guest/staff retention and a safe environment for customers and the community at large. We are deeply connected to the communities where we operate, such as our head office in the heart of Victoria West located at 376 Harbour Road. Locally owned and operated, we understand the importance of working in collaboration with our community and its stakeholders. We have been recognized for our leadership in operations, sustainability and community through recent awards such as, Winner – BC Liquor Retailer of the Year (Able BC), Community Leadership (EcoStar) and Business Leadership (finalist, Victoria Chamber of Commerce).



The Truffles Group is a group of businesses built on innovation, operational excellence, genuine hospitality and guided by responsible business ethics. We look forward to the opportunity to provide a safe, responsible cannabis retail experience that contributes positively to your neighbourhood.



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Professional Integrity

As responsible operators, we have successfully undergone a suitability assessment, which involved a series of checks to determine our eligibility. These checks encompassed a scrutiny of criminal records, verified through a criminal record check. Additionally, a police information check was conducted, and our information was examined in intelligence databases maintained by law enforcement agencies. Furthermore, the assessment included a thorough review of our records within the justice information system of the BC Ministry of the Attorney General, as well as an examination of our records within the corrections information system of the BC Ministry of Public Safety and Solicitor General. These steps collectively ensure that the Truffles Group meet the necessary criteria and are deemed suitable to operate a cannabis retail store.



Controlled Sales Experience

As operators of Flight Cannabis and Cascadia Liquor, our team is well-versed in the nuances of age restricted and controlled substance sales. Our company's standard practices ensure that our staff are trained in federal, provincial and municipal bylaws and regulatory processes to ensure the responsible sale of such items. We have policies and procedures in place including Forced ID and Excessive Sales policies including tracking, staff criminal record checks, education and licensing. Store security and monitoring are done through professionally installed and monitored alarm and security systems.

Enforcement Actions

We operate 14 Provincially controlled substance licenses with an exemplary record over the last 25 years. No criminal enforcement actions of any kind have been brought by municipal, provincial or federal agencies in the 25 years of business. We are determined to carry on this exemplary track record in our new retail cannabis operations at 182 Wilson Street as we acknowledge our group reputation is at stake.

A Proven Track Record

Flight Cannabis stores are designed to be a premium experience: bright, vibrant, inviting and comfortable. This attracts a clientele that appreciate an elevated shopping experience. The storefronts are safe, clean and bright. We maintain close relationships with our property managers and neighbours to ensure this ongoing standard.

Cannabis Security Actions

- Design plans include discreet storefronts and open retail spaces
- Utilization of top tier camera surveillance systems
- Secured storage areas with electronic access controls
- Provincially accredited training in the control of cannabis sales and consumption
- Active collaboration and engagement with LCRB inspectors,



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municipal law enforcement and bylaw officers

- Minors not allowed in stores
- Team members trained in site supervision and oversight as it pertains to minors and/or other potential concerns in the vicinity of the store
- Prohibition of cannabis consumption in or around store
- Refusal of service and safe removal of intoxicated individuals
- Prohibiting violence and unlawful activities in or around store
- Failure to enforce policies would lead to license revocation and closure



We are a team of talented and passionate individuals who are changing the way people think about hospitality, tourism and retail. We excel in our industries because we deliver exceptional value by providing the best quality products and services.

We are uniquely positioned to provide the community with a partnership they can trust based on a proven track record in controlled substance retail sales, and successful operations of our existing Flight Cannabis stores.

Our team understands the social sensitivity around the retail sale of cannabis and related products and the extra measures required to effectively operate these locations. We are committed to ensuring the safety, education and well-being of our customers, staff and members of the community in which we serve.

Thank you,

Flight Cannabis Co.
The Truffles Group



[REDACTED]

From: Cheryl Turner [REDACTED] >
Sent: December 5, 2023 8:19 PM
To: Legislative Services email
Subject: Flight Cannabis

Thank you for the opportunity to voice my opinion.

Google maps list fourteen cannabis outlets in a two kilometre radius of this location. More than half of those are within one kilometre.

Within this same one kilometre radius are several playgrounds, parks, a skateboard park, several dog parks, at least one elementary school as well as residential and co- op housing.

The neighbourhood is already dealing with tenters in Vic West park on a continual basis.

I firmly believe that another cannabis outlet will only encourage more vulnerable people to come to this area which in turn will bring those who prey on them.

We do not need another cannabis store in this area. I urge City council, in the strongest possible terms, to reject this application for the safety and wellbeing of local residents.

Cheryl Turner
996-160 Wilson street.
Victoria (Vic West)

[REDACTED]

[REDACTED]

From: Cheryl Turner <[REDACTED]>
Sent: December 5, 2023 8:11 PM
To: Legislative Services email
Subject: Flight Cannabis Company

Thank you for the opportunity to voice my opinion.

Google maps list fourteen cannabis outlets in a two kilometre radius of this location. More than half of those are within one kilometre.

Within this same one kilometre radius are several playgrounds, parks, a skateboard park, several dog parks, at least one elementary school as well as residential and co- op housing.

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Neil Turner
906-160 Wilson St
Victoria West

[REDACTED]

From: Vanessa Hammond <[REDACTED]>
Sent: December 5, 2023 4:15 PM
To: Legislative Services email
Subject: Priorities

I have just, as requested in your letter, responded with an opinion about the proposed cannabis store at 182 Wilson.

I am shocked that you are spending time on such non essentials when you are so excruciatingly slow with building permits.

There is an ACUTE HOUSING CRISIS. As a resident, and tax payer, I strongly suggest that you currently ignore requests for permission for non-essentials and that you focus on permits for new construction of housing and, even more, in the interests of speed, for modifications or adaptations of existing structures. HOUSING IS A PRIORITY. If you are not willing to change your priorities, perhaps you would exchange living arrangements for the duration of the winter, making your homes available to the elderly and those with disabilities currently living on the streets.

I would be happy to discuss the housing crisis, and this suggestion, but would prefer to see you taking actions.

*Vanessa Hammond, CELTS and CO-OPs
Island Pilgrim Victoria, BC, Canada V9A 0G3*

[REDACTED]

[REDACTED]

From: Vanessa Hammond [REDACTED]
Sent: December 5, 2023 3:04 PM
To: Legislative Services email
Subject: Flight Cannabis Co. 182 Wilson St

I hope that this application is rejected. The space could be much better used, and we do NOT need another cannabis shop in this area.

Yours,

*Vanessa Hammond, CELTS and CO-OPs
Island Pilgrim Victoria, BC, Canada V9A 0G3*

[REDACTED]

[REDACTED]

From: Laura Cook <[REDACTED]>
Sent: December 6, 2023 4:40 PM
To: Legislative Services email
Subject: 182 Wilson St. Victoria BC V9A 7N6 - Flight Cannabis Co. - Objection

Good afternoon.

Please find this letter stating that I, Laura Finnigan of 207-109 Wilson St. Victoria BC V9A 0C4 object to the proposal for the issue of a license to sell Cannabis and other related products at the proposed location of 182 Wilson St. Victoria BC V9A 7N6.

In the past years (I have lived in this residence for 8 years now), this neighbourhood has been allowed to deteriorate considerably with the aid of Victoria City Council and it's current by-laws allowing homelessness to shelter in our city park and the implementation of a shelter on Catherine St.

I have been witness to a female of approximately 25-30 years of age overdosing in front of my building (I waited with her while paramedics arrived), drug paraphernalia strewn within the park and surrounding areas, garbage and litter strewn all around Vic West Park and surrounding areas as well as the considerable drug trafficking and noise.

Not only will a cannabis outlet increase this kind of traffic in this neighbourhood (which is designed for multi family living) but will also encourage the open use of current use (in my opinion).

We, as a neighbourhood deserve to have a safe, enjoyable and liveable area to reside in.

I am 100% opposed to this license.

Regards,

Laura Finnigan
[REDACTED]

[REDACTED]

From: Sandy McCormick [REDACTED]
Sent: December 6, 2023 6:29 PM
To: Legislative Services email
Subject: Cannabis store 182 Wilson St

I support having a cannabis store at this location.

Sandra McCormick
#903-160 Wilson St.
Victoria BC
V9A 7P9

Sent from my iPhone

[REDACTED]

From: kenneth Mintz <[REDACTED]>
Sent: December 9, 2023 5:19 PM
To: Legislative Services email
Subject: proposed cannabis store at 182 Wilson St (Westside Village)

I am objecting to approval of this application because:

(1) There already are too many cannabis stores in Victoria West, as well as Victoria.

(2) Smoke from cannabis contains almost all the same toxins as cigarette smoke. We know that cigarette smoke causes cancer and other diseases in the long run. Why encourage the consumption of another harmful substance? In another 2 decades, the costs to our medicare system from cannabis will be apparent and the question will be asked why did Victoria Council approve these stores?

(3) Victoria Westside village already has serious problems with criminality from homeless camps in the neighbourhood. This would increase with this proposed store.

(4) Cannabis can be considered as a gateway drug (like tobacco and alcohol) e.g.

<https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ncbi.nlm.nih.gov%2Fpmc%2Farticles%2FPMC7359408%2F&data=05%7C02%7Clegislativeservices%40victoria.ca%7Cd0ec525ee0c34f80602108dbf91dfa4f%7Cd7098116c6e84d2a89eedb15b6c23375%7C0%7C0%7C638377679374412159%7CUnknown%7CTWFPbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=B9QS3gdtgaF%2FvotLzxpveIW9%2B7XaVbIVijYtkDs4qSo%3D&reserved=0>

(5) Cannabis has a skunk-like smell - the proposed location is close to several restaurants, which may lose business as a result of this store.

Kenneth Mintz, Ph.D.

[REDACTED]

From: David Lawson <[REDACTED]>
Sent: December 10, 2023 4:48 PM
To: Legislative Services email
Subject: Flight Cannabis Company

Dear Sir/Madam,

I am opposed to the approval of a cannabis store in my neighbourhood. As with all drugs, consumption increases with increased availability and while there is some evidence in support of the medical use of CBD oil, the recreational use of cannabis is associated with a host of health, social and societal problems. I would not want my grandchildren seeing a cannabis outlet on their way to the store with me.

Thank you for taking my comments into consideration in making your decision.

Yours truly

David Lawson