

Zèb Boutique LLC

1526 Dorchester Ave,
Dorchester, MA 02122

Retail Dispensary

Drudys Ledbetter – CEO (Presenting)



Company Overview

Our Story

- Zèb Boutique LLC was formed in December 2023
- Majority owned by women and first-generation immigrants
- Leadership team:
 - Boston Public School graduates (Boston Latin School)
 - Over 40 years of combined leadership and professional experience

Our Commitment

- Be a good neighbor and exemplary business owner
- Serve as a trusted educational resource for our patrons and community to help erase the stigma around marijuana
- Provide an upscale shopping experience and exceptional customer service to all our clients

Mission and Values

Our Mission

To create an education-driven retail space in Fields Corner, showcasing plant-based wellness products that help people thrive. Using our cannabis license, we will provide safe access to adult-use plant-based medicine while empowering our community through education and wellness

Our Values

Our values are our guiding principles:

- **Integrity**
- **Financial Stewardship**
- **Community Empowerment through Education, Advocacy, and Collaboration**
- **Social Equity & Social Justice**

Who we are...

DRUDYS Ledbetter, BSN, RN

Chief Executive Officer

30+ yr Boston Resident

Boston Latin School, Class of 2000

Boston College School of Nursing, 2004



LESLIE Pascual

Chief of Operations & Strategy

20+ yr Boston Resident

Boston Latin School, Class of 2000

Stonehill College, Class of 2004

Diversity and Inclusion

Diversity, Equity, Inclusion, and Justice (JDEI) at Zèb

Zèb is deeply committed to fostering a workplace that values diversity, equity, inclusion, and justice (JDEI). Zèb's foundational principles are rooted in the belief that diversity enriches every aspect of our operations.

We aim to build a culturally competent workforce while ensuring that all staff members experience an accessible, equitable, and safe work environment, regardless of their race, ethnicity, religion, gender, gender identity, or sexual orientation.

Majority Minority Owned

Create a JDEI Committee of employees and company leadership to oversee all JDEI goals, programs and report progress

Comprehensive recruitment and hiring with a focus on Dorchester residents and candidates with previous marijuana convictions.

Working with Louis D Brown Peace Institute's re-entry program to create a pipeline into the industry for candidates with no suitability conflicts.

Accessible and safe workplace for all staff regardless of race, ethnicity, religion, gender, gender identity, sexual orientation. Including gender neutral bathrooms.

Cultivate diversity among suppliers, vendors, and service providers

Diversity and Inclusion Plan Measurements

JDEI Commitment: A Core Pillar of Our Purpose

JDEI (Justice, Diversity, Equity, and Inclusion) is a critical priority for Zèb Boutique LLC and is embedded in all aspects of our operations and leadership roles. Each operational leader will actively engage with our internal JDEI Committee and support Community Outreach efforts to ensure we remain aligned with our stated goals.

JDEI Committee: Transparency & Accountability

To foster transparency and ensure accountability, Zèb Boutique LLC will establish a **dedicated JDEI Committee** consisting of 3-5 representatives from staff, leadership, and vendors. This committee will oversee all JDEI-related initiatives and progress, including:

- Goal Oversight:** Regular review and reporting of JDEI goals outlined in this document.
- Hiring & Retention Metrics:** Collection and analysis of hiring, retention, and demographic data.
- Staff Engagement:** Annual JDEI surveys to gather qualitative feedback from team members.
- Community Reporting:** Regular updates shared with the company, local community, and city/state stakeholders.
- Grievance Oversight:** Addressing and resolving grievances related to JDEI concerns.

Key Metrics & Reporting

Zèb Boutique LLC will track and report progress on JDEI goals through a robust data system that captures and analyzes the following metrics:

- Demographics of all applicants, new hires, and transitioned/terminated staff.
- Retention activity statistics.
- Progress on JDEI goals reported quarterly to staff, the local community, and city/state officials.

Location- 1526 Dorchester Ave

The proposed location complies with regulatory requirements by maintaining sufficient distance from existing dispensaries:

- **617 THC, 148 Bowdoin St:** Straight-line distance of 1.07 miles; driving distance of 1.54 miles.
- **High Profile Budega, 43 Freeport St:** Straight-line distance of 1.05 miles; driving distance of 1.08 miles.

Residential and Commercial Density Near the Site

The proposed location is situated in the Fields Corner Main Streets commercial district, a vibrant area with a mix of residential and commercial properties. Key highlights:

- High pedestrian activity and local patronage from surrounding businesses, including retail stores, restaurants, and services.
- Proximity to diverse residential communities supporting local economic activity and employment opportunities.

Distance from Schools, Social Services, or Treatment Centers

- **No schools, social services, or treatment centers are located within 500 feet** of the proposed site, ensuring compliance with local zoning regulations.



Hours of Operation

Sunday to Saturday

- 10:00am to 10:00pm

Location- 1526 Dorchester Ave

A Prime Site Supporting Accessibility and Compliance

Access to Public Transportation

The site is centrally located for public transit access:

- Within **0.25 miles** of the Fields Corner MBTA Station, connecting employees and customers to Red Line trains and multiple bus routes.
- Employees are encouraged to use public transit, supported by **subsidized T passes and Blue Bike membership incentives**.

Accessibility and On-Site Parking

- Private parking is available on **Park St**, providing **up to 15 additional spaces** for staff and visitors.
- Facility design supports accessibility, with secure entrances and code-compliant lighting to ensure safety.
- Loitering will be proactively managed by the Client Concierge team.

Facility Details

- **Zoning:** Commercially zoned, meeting all local and state requirements.
- **Structure:** A secure, brick building with a well-maintained exterior, free of any buffer zone conflicts.

Customer ENGAGEMENT

Customer Management & Agreement

Upon their FIRST visit to our facility, clients will sign a '*Community Customer Agreement*' agreeing that they have been educated on how to adequately handle, transport, and consume their product.

The agreement will also include guidelines that the following behavior will not be permitted. Violators risk being banned from the establishment.

We will have a **ZERO TOLERANCE POLICY** for:

- ✓ Public consumption of cannabis
- ✓ Illegal activity under state or local law
- ✓ Littering
- ✓ Loitering / Vehicular traffic
- ✓ Illegal parking or other violations of traffic ordinances

Employment Plan

Leadership Commitment

Operational leaders will take on the responsibility of ensuring the employment plan aligns with JDEI principles and community priorities. This includes oversight of diversity, equity, and inclusion initiatives and maintaining strong connections with the local community.

Hiring Plan

- 1.60% Boston Residents:** Priority is placed on hiring **Dorchester residents** to support the local community.
- 2.51% BIPOC Representation:** Commitment to creating a diverse workforce.
- 3.51% Women Representation:** Promoting gender equity in the cannabis industry.
- 4.10+ New Jobs Created:** Focused on sustainable growth and local employment opportunities.

Plan for Individuals with Criminal Records

- Collaboration with the **Louis D. Brown Peace Institute's Re-Entry Program** to create opportunities for individuals with prior criminal records, provided they have no suitability conflicts.
- Continued outreach to additional re-entry programs throughout the city to build a robust pipeline of candidates.

Salary and Wages

- 1.Starting Hourly Wage: \$18.50:** Competitive wages for all employees.
- 2.Profit-Based Bonus Programs:** Sharing the company's success with employees.

Comprehensive Benefits Package

- Medical, dental, and retirement options supported through collaboration with the **Retailers Association of Massachusetts**.
- Allowances provided for **T-passes** and **Blue Bike memberships**, encouraging affordable and sustainable commuting options.

Non-Discriminatory Hiring Process

- Utilize **transitional/re-entry programs** for recruitment, ensuring inclusivity.
- Citizenship status is not considered in the hiring process

Other Employee Programs

- 1.Paid Time Off** specifically for volunteering in the local community.
- 2.Support for Emergency Childcare** for employees in need.

Community Feedback

Support from Local Elected Officials

- **City Councilor John Fitzgerald:** Letter of support provided.
- **City Councilors At-Large Julia Mejia and Ruthzee Louisjeune:** Expressed strong support for the proposal and our community-focused approach.

Support from Community Organizations and Leaders & Engagement with Local Organizations:

- **Community Support-** Received from the **Louis D. Brown Peace Institute**
- Collaborative efforts with **Fields Corner Main Streets** to integrate into the community's economic and social fabric
- Scheduled meetings with the **Fields Corner Civic Association** to strengthen partnerships and ensure alignment with civic priorities.

Ongoing Community Engagement

- We are committed to **ongoing dialogue and collaboration** with local groups and residents to ensure our operations reflect community needs.
- Regular community meetings will be conducted to foster transparency, build trust, and provide consistent updates.

Safety & Security Plan

Commitment to Safety and Security

- Integration of cutting-edge technology and best practices ensures the safety of staff, customers, and the community.
- Continuous evaluation and transparency in security measures demonstrate our dedication to compliance and excellence.

On-Site Security Personnel

- Partnered with industry leader **Cure8** for managed IT and security services specific to the cannabis industry.
- Security staff will undergo **Responsible Vendor Training** to ensure compliance and expertise in managing secure operations.

Building and Product Security

- **Perimeter Alarms:** Secures all entry points with limited access.
- **Lighting and Motion Detection:** Ensures visibility and detects unauthorized movement.
- **24/7 Video Surveillance:** Continuous monitoring with recording and off-site access to ensure data integrity.
- **Access Control:** Limited access through **door control systems**, with electronic visitor logs maintained for all vendors and external personnel.

Safety & Security Plan

Protecting Youth from Accessing the Product

- **Adult-Only Retail:** Cannabis is restricted to adults over 21 and certified medical patients.
- **Identification Verification:** All customers must present valid ID, and visitor badges are required.
- **Marketing Compliance:** Strict adherence to advertising geared only toward adults aged 21+.

Transportation and Delivery of Product

Compliance with **935 CMR 500.105(13)** regulations for secure transportation, including:

- **Secure Vehicles:** Unmarked vehicles with GPS tracking and secure storage compartments.
- **Documentation:** Detailed manifests for all product shipments.
- **Panic Alarms:** Personnel equipped with panic devices, with pre-planned routes.

Transportation of Monies

- Cash transportation utilizes armored services for secure handling.
- **Dual Authorization System:** Ensures accountability during monetary transfers.

Internal Diversion Prevention

- **METRC Seed-to-Sale Tracking:** Comprehensive tracking system to prevent and detect theft or diversion.
- **Inventory Control:** Enforced policies ensure strict compliance with dispensing and inventory procedures.



Thank You

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