

Humboldt County Growers Alliance (HCGA) Marketing Committee

Composition, Roles and Responsibilities, Rules and Procedures for Nomination and Election

The HCGA elected Marketing Committee is composed of twelve (12) "locally-owned", Humboldt County state licensed and county permitted cannabis operators. The committee will be composed of six (6) cultivators, two (2) manufacturers, two (2) distributors, and two (2) retail business.

**Locally-owned is defined as the majority owner (the person(s) with at least 50% ownership) resides the majority of the year in Humboldt County.*

MARKETING COMMITTEE ROLES AND RESPONSIBILITIES

The Marketing Committee (MC) is a governing body.

- The MC will be responsible for approving yearly programmatic strategic plans and associated budgets to implement initiatives & campaigns, communications strategies, and yearly events for HCGA's Market Development Program.
- The MC will work with the HCGA Board of Directors to ensure adequate funding is available for annual strategic marketing programming.
 - HCGA's Marketing Committee and Board of Directors are the Marketing Fundraising Committee.
- The MC will act as a decision-making body to review and vote on HCGA Marketing Program activities on as-needed basis within the approved framework of the annual strategic plans.
- The MC will review and vote on contracts with outside contractors/vendors e.g. marketing firms, photographers, PR firms, etc.
- The MC may develop working groups on as-needed basis, e.g. fundraising, events, social media, B2B partnerships, strategic planning, etc.
 - The greater HCGA membership may be invited to participate in working groups; however, each working group, must be chaired by at least one elected MC member. Reports and working group suggestions will be brought back to the entire MC for review and vote.
- The MC will work with staff to solicit industry input for inclusion in annual strategic plans.
- The MC will review and update its governing documents in conjunction with the HCGA Board of Directors.

The MC shall meet monthly and have agendas reflecting the various stages of strategic planning, program implementation, and review. Monthly MC meetings will be held via Zoom (or comparable web-based technology). Marketing Committee meetings will be open to all HCGA members, with posted agendas, opportunities for public comment, and posted meeting minutes. Closed sessions may occur. Agendas & minutes will be posted at HCGA.co.

Marketing Committee members will serve two (2) terms; however in the first election half of the committee will serve one (1) year terms and half two (2) year terms to allow for rotating terms to maintain stability within the committee. Elections will be held annually. Committee members may be elected to serve a maximum of six years.

HCGA COMMITMENT

HCGA's Board of Directors will solicit nominees to the elected Marketing Committee. All validated nominees will be added to the ballot.

HCGA will use an online election system called, "[Association Voting](#)" (or comparable web based technology platform).

HCGA shall develop and post on its website a schedule of deadlines, forms, election information, and meeting agendas and minutes related to the HCGA Marketing Committee.

One HCGA Board Member will be selected by the Board of Directors to serve on the elected Marketing Committee. The HCGA Board Member will serve in a facilitative role, only votes in the event of a tie).

One HCGA staff member, either the Executive Director or the Marketing Director will serve the Marketing Committee, and will work with the elected Chairperson to set monthly agendas and coordinate workflow. The staff member serves the Marketing Committee in an ex officio role.

MARKETING COMMITTEE RULES AND PROCEDURES

To provide clarity and consistency in representation, HCGA establishes the following rules and procedures for conducting an election of Marketing Committee (MC) members to oversee the work and management of the HCGA Cannabis Marketing Committee.

1. Nomination Procedures for HCGA Members

A. HCGA shall notify each Plant-Touching Member (Humboldt County cultivator, manufacturer, distributor, retailer, and/or microbusiness) the number of positions which shall be up for election.

B. Any qualified individuals, including incumbents, who seek nomination to a term of office, shall submit to HCGA a nomination petition, and shall include the following **Candidate Qualification Information**:

1. Majority owner's first and last name
2. DBA business name
3. Legal name of the business (as listed with DCC)
4. DCC License number
5. Business mailing address, telephone, email address
6. APN (or street address) of primary business operation
7. Home mailing address verified via utility bill, mortgage or lease document
8. Candidate statement (200 words)
9. Statement of Affiliations
10. Website, instagram, or other social media

11. If the majority owner seeks to assign a management level staff member to serve in the position, provide their name, home address, and statement of affiliations and candidate statement.

D. HCGA shall determine if the proposed nominee has an active cannabis permit with the Humboldt County Planning & Building, or within a city jurisdiction, and DCC license.

E. HCGA shall verify ownership and residency verified via utility bill, mortgage or lease document.

F. HCGA shall verify that the member is in good standing and dues are current with either monthly membership payments or paid in full for the year. If membership dues are not active they shall be paid in full prior to the election.

G. The proposed nominee shall be eligible for election to the Marketing Committee if they submit their Candidate Qualification Information, Statement of Affiliations, Candidate Statement, any other documents required, and membership dues are current.

H. The eligible nominee shall be listed on a digital election guide, which shall be posted to the HCGA website, and emailed to all HCGA members no less than 5-days before the election.

Information that shall be listed on the election guide and ballot:

- Candidate's first and last name
- DBA business name
- Website, instagram, or other social media
- Candidate statement (250 words)
- Statement of Affiliations

I. HCGA will use an online election system called, "[Association Voting](#)" (or comparable web based technology platform).

2. Qualification For Election as Marketing Committee Member (Member)

A. Certification of Local Ownership. Any person nominated shall certify to the satisfaction of the HCGA Board of Directors that they are a permitted cannabis operator within the boundaries of Humboldt County, own at least 50% of the business, and who resides within the limits of Humboldt County boundaries. Verification Department of Cannabis Control records, and via utility bill, mortgage or lease document.

B. Actively permitted within the boundaries of Humboldt County. Any person nominated shall hold an active cannabis license within Humboldt.

C. Active Dues Paying Member. All seated Marketing Committee members must maintain their active paid membership status throughout the length of their elected term.

D. **Willingness.** In addition, nominees shall sign a statement indicating their willingness to actively participate and serve on the HCGA Cannabis Marketing Committee. As part of the statement of willingness, a nominee may provide his or her candidate statement, not exceeding 200 words, for the purpose of providing voters with background information on the nominee. Once elected, members and alternates shall maintain their qualifications during their entire term of office.

E. **Statement of Affiliations.** Any person nominated for a member shall submit to the HCGA on a form provided by the HCGA a Statement of Affiliations disclosing all affiliations the nominee has within the cannabis industry. The purpose of the disclosure is to ensure that voters are fully informed of any such affiliations prior to the election of members. "Affiliations" means economic interests that the nominee has within the cannabis industry, including but not necessarily limited to any involvement with a cannabis producer, processor or retailer as an owner, director, officer, member, partner, employee, representative, consultant, independent contractor, or other interest holder.

F. **Updating Statement of Affiliations.** Persons elected to the Marketing Committee as members must submit an updated disclosure form to HCGA each time that person has a change of circumstances regarding their economic interests within the cannabis industry. The updated disclosure must be submitted within (30) days of the change of circumstances. For purposes of these election rules and procedures a "change of circumstances" means any added or terminated economic interest and any expanded or reduced economic interest by a Marketing Committee member.

G. **Updating License Status.** Persons elected to the Marketing Committee as members must submit an updated disclosure form to HCGA if and when that person has a change of licensing status. If elected to the Marketing Committee as a cultivator, and then the operator chooses to sell their farm, takes on new majority ownership, chooses to fallow, and/or any other change to the status of their licensure, the member must submit a disclosure statement to HCGA's Board of Directors within (30) days of the change in circumstance. If the circumstance results in the member no longer being qualified to serve according to 2(B), the member may request a formal hearing as outlined in Section 6(B).

H. **Documentation.** Nominees for election shall, upon the request of the HCGA, submit all necessary documents in order to establish qualifications for election.

3. Voter Eligibility.

A. **HCGA's active and current paid plant-touching members are eligible to vote.**

- HCGA will send out reminder emails & invoices 30 and 15-days prior to the election to notify members of their standing and whether or not they will be eligible to vote based on their dues status.
- Once the election is "live" late payments will not result in voting rights during the election period.

B. The right to vote is retained by the person who is listed as the primary owner and

within HCGA's member database, and shall be entitled to one (1) vote.

C. A secure online ballot will be sent to the primary email address affiliated with the membership.

D. No parcel or property, or multiple parcels of property owned and/or leased by the same legal entity may be the basis for more than one vote in any election.

E. Nothing herein shall prevent an individual who owns all or part of more than one separate legal entity from acting as the designated voter on behalf of each of the entities eligible to vote.

F. Proxy voting shall not be permitted.

4. Balloting for Election of Marketing Committee Members

A. There shall be a minimum fifteen (15) day balloting period, unless HCGA finds that extraordinary circumstances exist and the balloting period should be extended.

B. Ballots submitted by eligible voters shall be counted and verified by the secure voting platform such as AssociationVoting.com (or comparable web based technology).

C. Only valid ballots will be counted and each legal entity shall be entitled to one (1) vote.

D. The nominees receiving the greatest number of votes shall be elected as a member to the HCGA Marketing Committee. If more than one seat is available, the candidates receiving the greatest number of votes will be elected members.

E. In the event of a tie for the member position, there shall be a drawing of lots (or any other reasonable random method) to determine which shall be the member. If there is a tie for the alternate member position there shall be a drawing of lots (or any other reasonable random method) to determine which shall be the alternate member.

F. The term of office shall begin on January 5 of each year, or as soon thereafter as possible. HCGA Marketing Committee members shall continue to serve until their successors are qualified.

5. Filling Vacant Member Seats on the HCGA Marketing Committee

A. Suppose there is a vacancy for any member's seat on the HCGA Marketing Committee. In that case, the HCGA Board of Directors shall solicit and review nomination applications from HCGA's membership to determine eligibility and qualification. Then, by a majority vote, the HCGA Marketing Committee will seat the newly elected member to the unexpired portion of the term.

B. All candidates for election to a vacant member must meet the qualifications for nomination, and submit a Certificate of Qualification form, Statement of Affiliations, and any other documents required by HCGA. Elections to fill a vacant member or alternate seat shall be conducted at the next regularly scheduled HCGA Marketing Committee meeting following the qualification and nomination of candidates.

D. Candidates shall have the option to be present during any vote to fill vacant seats on the HCGA Marketing Committee. Such voting shall not be conducted by secret ballot and proxy voting is not permitted.

6. The Removal of Marketing Committee Members

A. HCGA shall have the authority to remove any member of the HCGA Marketing Committee who is not in good standing as defined in 2(A) Certification of Local Ownership, 2(B) Actively permitted within the boundaries of Humboldt County, and 2(C) Active Dues Paying Member.

B. All elected Marketing Committee members are required to notify HCGA of their change in license or ownership status. If no longer in good standing the member may request a formal hearing before the HCGA Board of Directors, and the Executive Committee of the Marketing Committee. If the person does not request a formal hearing, they shall be automatically removed as a member of the HCGA Marketing Committee at the next MC meeting, and the seat will be filled according to Section 5 Filling Vacant Member Seats on the HCGA Marketing Committee. If the person requests a formal hearing, the HCGA Board of Directors and Executive Committee of the Marketing Committee shall hold the hearing within thirty (30) days of the date of request. The majority decision of the HCGA Board of Directors and Executive Committee of the Marketing Committee is final. The formal hearing shall be open to the membership.

C) Any person not in good financial standing shall be notified and shall have thirty (30) days in which to pay their dues. If membership dues are not brought current, the seat will be filled according to Section 5. Filling Vacant Member Seats on the HCGA Marketing Committee.

7. Attendance

Any member or alternate who misses three consecutive HCGA Marketing Committee meetings in a calendar year for any reason automatically loses their seat on the Humboldt County Cannabis Marketing Committee unless the MC expressly waives this provision by majority vote. Any vacancy created by this section shall be filled according to Section 5 Filling Vacant Member Seats on the HCGA Marketing Committee..

8. Officer Elections. Executive Committee

The HCGA Marketing Committee shall elect a Chairperson, a Vice-Chairperson, a Secretary, and a Treasurer from among its members, and delegate to the officers such duties as are determined by HCGA. Officer elections will be held annually at the January meeting where newly elected Marketing Committee members and alternates are seated.