

Ebron, Eugene

From: Larry Mondragon <dragon@craigfryandassociates.com>
Sent: Thursday, June 20, 2019 9:10 AM
To: Nunez, Guille
Cc: 'Dean Bornstein'; 'Aaron Lachant'; Paige, Jennifer
Subject: Urgent Request - Pasadena Cannabis Retail Permit

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Good morning Ms. Nuñez,

I urgently need your assistance. Like many of its competitors, The Atrium Group needs to make some important choices affecting the likelihood of it receiving a Pasadena cannabis permit. However, we have not received a recent update from the City. Therefore, I am asking you to promptly let us know whether any new CUP applications been received by the City or if any previously-submitted applications have been revised.

Please understand that by recently revealing to all that Atrium had updated its filing package to include a certification from a licensed surveyor, the City may have inadvertently helped some of our competitors make more informed decisions, and perhaps even guided them in the difficult choice as to whether or not to make changes in their own submission documents. While we do not take issue with the City releasing this information, we have a serious concern about not receiving the same benefit. If the City fails to promptly provide filing updates to all permit candidates, it could unintentionally give some candidates a decisive advantage by hiding their recent moves from their competitors, while for others, the lack of current filing information may result in them making costly errors and ruinous business decisions. All we ask is a level playing field. We respect how busy you have been over the past week, but we want to impress on you that prompt filing updates are essential to ensure that the City's licensing program is transparent, even-handed and fair.

Thank you for your attention to our request.

Sincerely,

Larry Mondragon
Representative
The Atrium Group, LLC