

TO: Mayor and Councilmembers
Gary Halbert, Interim City Manager
Shawn Hagerty, City Attorney

FROM: James Jeffries, City Clerk

DATE: July 14, 2025

SUBJ: Updated Meeting Materials – July 8, 10, and 11, 2025, Special Meeting

PUBLIC HEARING:

- (1) **Public Hearing for the Selection of Up to Four Retail Commercial Cannabis Businesses (CCBs) with Up to Four Alternate CCBs and Finding the Action Exempt from the California Environmental Quality Act (CEQA) Pursuant to CEQA Guidelines Section 15303. (Planning and Building – Sawa)**

The attached correspondence for the above-mentioned Item was received during or after the reconvened Special Meeting on Friday, July 11, 2025.

From: [Jared Kesselman](#)
To: [Clerk](#)
Subject: Public Comment RE Special Meeting of the Santee City Council on 7/11/2025, Support for Catalyst - Santee
Date: Friday, July 11, 2025 9:58:43 AM

Dear Santee City Council:

My name is Jared Kesselman and I am a Director of Sales for True Classic. I am writing to you because we strongly support the application of Catalyst-Santee for the approval of a permit to operate a retail dispensary in the city. We know Catalyst Cannabis Co. and its owners, Elliot Lewis and Damian Martin, will be a valuable benefit to the Santee community.

At True Classic, we are proud to have our products at Catalyst. We have worked together for 5 years now and they have always kept their word and operated with integrity, passion, and a deep care for the community. Their commitment to responsible business practices, safe products, and community engagement aligns perfectly with our values. If selected, Catalyst will contribute to the local economy while providing high-quality products and services to Santee and San Diego County customers.

Their in-depth knowledge of the industry, their competent professionalism, and their dedication to their craft have consistently positively impacted our own business. I have no doubt Catalyst will make a strong addition to your business community.

Thank you for your time.

Sincerely,

Jared Kesselman
True Classic
Director of Sales

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From: [Beard Bros](#)
To: [Clerk](#)
Subject: Public Comment RE Special Meeting of the Santee City Council on 7/11/2025, Support for Catalyst - Santee
Date: Friday, July 11, 2025 1:33:00 PM

Dear Santee City Council:

My name is Jeff Levers. I am a co-founder and co-owner for Beard Bros Pharms and Beard Bros Media. I am writing to you because we strongly support the application of Catalyst-Santee for the approval of a permit to operate a retail dispensary in the city. We know Catalyst Cannabis Co. and its owners, Elliot Lewis and Damian Martin, will be a valuable benefit to the Santee community.

At Beard Bros Pharms, we are proud to have our products at Catalyst. Their commitment to responsible business practices, safe products, and community engagement aligns perfectly with our values. If selected, Catalyst will contribute to the local economy while providing high-quality products and services to Santee and San Diego County customers.

Their in-depth knowledge of the industry, their competent professionalism, and their dedication to their craft have consistently positively impacted our own business. I have no doubt Catalyst will make a strong addition to your business community.

Jeff Levers
Beard Bros Pharms/Media

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Jeff & Bill Levers
Owners/Founders | Beard Bros. Pharms
Bill: 562.612.6098
Jeff: 818.233.2082
site: BeardBrosPharms.com
email: BeardBrosPharms@gmail.com

At the intersection of the community and industry is where you'll find us!



From: [Joey Evans](#)
To: [Clerk](#)
Subject: Public comment
Date: Friday, July 11, 2025 9:12:17 AM
Attachments: [Norman Yousif .docx](#)

This letter is being provided for public comment.

Sent from my iPhone

Joey Evans

Off The Charts
5242 Van Nuys Blvd
Sherman Oaks CA, 91401

Joey@Offthechartsshop.com

10 July 20025

Too whom it may Concern,

I am writing to wholeheartedly recommend Norman Yousif, a remarkable business partner and the driving force behind the success of Off the Charts in Sherman Oaks. Norman's dedication, integrity, and visionary leadership have profoundly impacted my life both professionally and personally.

Thanks to Norman and the Off the Charts brand, I am proud to say that I now operate a thriving retail location. Their support has been instrumental in providing me with financial stability, which has allowed me to pursue higher education to further my personal and professional growth. Norman's honesty and ethical approach to business foster an environment of trust and mutual respect—qualities that are rare and invaluable in today's marketplace.

Our partnership exemplifies what true collaboration should be. Norman is not only a business associate but also a friend and a brother figure. His commitment to giving back to the community and supporting his employees speaks volumes about his character and leadership. The positive influence of Off the Charts extends beyond just profits; it has united the Sherman Oaks community—neighbors and local businesses alike—creating a sense of unity and pride.

Working with Norman Yousif has been a transformative experience, and I am grateful for the opportunity to partner with someone who embodies integrity, generosity, and genuine care. I confidently recommend him as a business partner or esteemed colleague in any endeavor he pursues.

Sincerely,

Joey Evans

From: [Sales](#)
To: [Clerk](#)
Subject: Public Comment RE Special Meeting of the Santee City Council on 7/11/2025, Support for Catalyst - Santee
Date: Sunday, July 13, 2025 9:28:43 AM

Dear Santee City Council:

My name is Sebastian Velmont, Co-Owner of Equity Brands, a Social Equity cannabis manufacturer in Long Beach with multiple brands such as Northern Lights, Southern Lights, Chau Farms, Loud 7, and I am writing to you because we strongly support the application of Catalyst-Santee for the approval of a permit to operate a retail dispensary in the city. We know Catalyst Cannabis Co. and its owners, Elliot Lewis and Damian Martin, will be a valuable benefit to the Santee community.

At Equity Brands, we are proud to have our products at Catalyst. Their commitment to responsible business practices, safe products, and community engagement aligns perfectly with our values. If selected, Catalyst will contribute to the local economy while providing high-quality products and services to Santee and San Diego County customers.

Their in-depth knowledge of the industry, their competent professionalism, and their dedication to their craft have consistently and positively impacted our own business. I have no doubt Catalyst will make a strong addition to your business community.

EQUITY BRANDS | Sales Dept | Business Dev.
P: (818) 254-8662 | sales@equitybrands.co

"Bringing Diversity into Dispensaries One Shelf at a Time" - Equity Brands