



THE CITY OF
NOVATO
CALIFORNIA

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City Manager
Regan M. Candelario

November 23, 2016

Re: Public Meeting on Possible Changes to Smoking Ordinance

Dear Owners & Managers of stores, drug stores, mini-marts, gas stations and other businesses that sell tobacco or electronic smoking devices:

The City of Novato, in partnership with the Marin County Tobacco Related Disease Control Program, is embarking on a review of its Smoking Ordinance. On October 25, Council directed staff to draft possible amendments to the ordinance which includes adopting stricter rules aimed at discouraging youth from smoking and the creation of a Tobacco Retail License. You are being made aware of these proposed changes because your business sells items that Council may wish to limit with the goal of discouraging youth from purchasing tobacco and tobacco-related products.

- **What is a Tobacco Retail License (TRL)?** A Tobacco Retail License gives you the right to sell tobacco in Novato. Under a local tobacco retailer licensing law, the government requires all businesses that sell tobacco products to obtain a license from the government in exchange for the privilege of selling tobacco products.
- **How much will it cost?** These licenses are not costly, typically \$50 or less, per year per business.
- **Why do I need to have a TRL?** While tobacco retailer licensing is primarily used to help enforce tobacco tax and point-of-sale laws, it can also control the location and concentration of tobacco retailers and impose additional restrictions on the sale and promotion of tobacco products. A TRL is being proposed to reduce youth access to tobacco, and to ensure compliance with other tobacco-related laws.

You are invited to attend a public workshop on the proposed changes to the smoking ordinance regarding a Tobacco Retail License on Thursday, December 1, 2016 from 4:00-5:00 p.m. in the City's Administrative Offices at 922 Machin Avenue (2nd floor Womack Conference Room).

The City Council will consider the above changes to the smoking ordinance at their meeting on Tuesday, December 13, 2016 at 6:30 p.m. If you are unable to make the workshop but would like to provide feedback to the City, please email jdeakyne@novato.org or call 415-899-8919 so your feedback may be included in the information provided to our City Council.

Thank you,

Cathy Capriola
Assistant City Manager

Jessica Deakyne
Management Analyst