



**CITY OF NOVATO**  
CALIFORNIA

September 8, 2021

922 Machin Avenue  
Novato, CA 94945  
415/899-8900  
FAX 415/899-8213  
[novato.org](http://novato.org)

Mayor  
Pat Eklund  
Mayor Pro Tem  
Eric Lucan  
Councilmembers  
Denise Athas  
Amy Peele  
Susan Wernick

City Manager  
Adam McGill

Re: Amending the Tobacco Retail License Ordinance

Dear Owners & Managers of stores, drug stores, mini-marts, gas stations and other businesses that sell tobacco, vaping, or other tobacco-related products:

The Novato City Council voted on Tuesday, January 31, 2017 to enact a Tobacco Retailing License (TRL) Ordinance that went into effect on January 1, 2018. We met with many of you on in 2017 to discuss the TRL Ordinance and work together to amend two of the subsections of the ordinance. While the ordinance has gone into effect, the licensing component has not yet been implemented.

We are writing to let you know that the City will move forward with the implementation of the Tobacco Retail License requirement and will require the license in 2022; the due date for business and TRL licenses will be January 31, 2022. We will be sending out information through direct mailing as well as notifying businesses through the business license application and renewal process that begins in December. With this implementation, some changes will also be recommended to Council for approval including prohibiting all flavors including the flavor of “menthol” in any tobacco, vaping, or other tobacco-related product due to the appeal that flavors can have on youth. Previously the tobacco retail ordinance provided exemptions for menthol flavored tobacco products and did not clearly define all flavors as being prohibited, this change is designed to remedy this exemption.

The Council meeting to introduce the ordinance will be:

**Date:** Tuesday, September 28, 2021

**Time:** Meeting begins at 6:00pm

**Location:** virtual meeting; please visit [novato.org/agendas](http://novato.org/agendas) for information on how to view

Staff will notify you of the outcome of the September 28 meeting and subsequent October 12 public hearing. You may also visit: [novato.org/smokingordinance](http://novato.org/smokingordinance) for up to date information on the process and documents including ordinances.

If your business does not sell tobacco or tobacco-related products, please email me ASAP at [jdeakyne@novato.org](mailto:jdeakyne@novato.org) the date you stopped selling and we will remove you from our tobacco retail list.

Thank you,

Jessica Deakyne  
Assistant City Manager