



CITY OF NOVATO
CALIFORNIA

November 11, 2021

922 Machin Avenue
Novato, CA 94945
415/899-8900
FAX 415/899-8213
novato.org

Re: Adoption of the Amended Tobacco Retail License Ordinance

Mayor
Pat Eklund
Mayor Pro Tem
Eric Lucan
Councilmembers
Denise Athas
Mark Milberg
Susan Wernick

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. A proposed amendment to the TRL, which included a full-flavor ban, was presented to City Council on September 28, 2021.

City Manager
Adam McGill

We are writing to let you know that the City Council approved the Amended TRL Ordinance, including the full-flavor ban, at their October 26, 2021 meeting. The City will begin moving forward with the implementation of the Tobacco Retail License requirement, requiring an additional retailer license at no fee, starting in 2022. The business license application and renewal process will begin in December 2021. Please indicate on the business license renewal form if you are a Tobacco Retailer and complete the additional application. The due date for business and TRL license renewals will be January 31, 2022.

Enforcement of the licensing program will be conducted by the Marin County Sheriff's Office beginning March 1, 2022. As a reminder, the Tobacco Retailer License must be displayed in a prominent location inside the business.

You may also visit: [novato.org/smokingordinance](https://www.novato.org/smokingordinance) for up-to-date information and documents including ordinances.

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

Thank you,

Jessica Deakyne
Assistant City Manager