



February 13, 2014

The Hon. Tom LaBonge
City of Los Angeles
200 North Spring Street, Room 480
Los Angeles, CA 90012

Dear Council Member LaBonge:

I own the Vapor Shop and Lounge in Sherman Oaks and I just found out that your committee is going to consider banning the use of electronic cigarette devices wherever smoking is restricted. This ordinance as currently written would devastate my 7-month old business.

An important part of our vapor shop is the ability for customers to sample our products. So to take away the ability to vape our store would be devastating. But an exemption for vapor shops, similar to the exemption that cigar shops have, would allow me to keep my doors open. Plus it makes sense – I don't think anyone wants me to push my customers outside on the street/sidewalk when they could be in the store enjoying a comfortable and social environment with other vapers.

I quit smoking on May 10th last year and my success with switching to e-cigarettes prompted my business partners and I opened the Vapor Shop. My story is hardly unique. In fact every week I have at least 5 customers who relay similar experiences. It makes me feel good about my business and I am happy for my customers who decided to quit smoking. We are also very proud to exclusively sell products made in the U.S. I would be very pleased if you visited our shop to learn more about vaping and how this ordinance would hurt our business.

I hope you consider exempting age-restricted vapor shops from this ordinance. Thank you for your time and consideration.

Sincerely,

Mher "Mike" Mailyan
Owner

Cc: Maria Espinoza, Legislative Assistant
Arts, Parks, Health, Aging & Rivers Committee

13909 Ventura Blvd., Sherman Oaks, CA 91423
818-907-9377



February 13, 2014

The Honorable Tom LaBonge
Los Angeles City Hall
200 N. Spring Street, Rm 480
Los Angeles, CA 90012

Dear Councilmember LaBonge:

I manage the Vapor Star Lounge in your district and I am writing to voice our concerns about the ordinance seeking to ban the use of e-cigarettes wherever smoking is prohibited. If passed, this would be detrimental to our business because the very nature of our business is to allow adult customers the opportunity to vape in our shop. Customers enjoy a comfortable lounge setting with other vapers in an age-restricted store. Since there is no other reason to be in our lounge but to vape, this ordinance would put our fledgling business – out of business.

I also fear that a ban on the use of e-cigarettes will force our customers outside in the parking lot where they would be visible from the street and more importantly to the students across the street at Hollywood High School. It is in our collective best interest to keep our customers inside where minors are strictly prohibited.

For these reasons, I urge you to create an exemption for age-restricted businesses when you consider this ordinance.

Respectfully,

Alex Cruz
Manager

cc: Arts, Parks, Health, Aging and River Committee



Councilman Mitch O'Farrell
Chair, Arts Parks Health Aging and River Committee
200 N. Spring St. Room 450
Los Angeles, CA 90012

Dear Councilmember O'Farrell,

The first ALL-NATURAL Vape Shop on the West Side, Natural Vapes is dedicated to providing quality e-cigarettes (e-cigs), organic e-juices and accessories. At our vape store in West Los Angeles, we are able to accommodate new users as well as advanced. We have everything you need including e-cig batteries, atomizers, cartomizers, tanks, tips, accessories and ejuice.

We are writing to request that your committee consider an amendment to the proposed ordinance to regulate the use of e-cigarettes in the City of Los Angeles to exempt vape shops and other businesses that are age-restricted such as bars and nightclubs.

All of our customers must be over the age of 18 to purchase products. Many of our new customers come to our store to learn how to use e-cigarettes. If we are unable to demonstrate the use of our products, it is unlikely that they will purchase products. Not only is this bad for business, it is bad for the health of these customers as many of them are smokers seeking an alternative to smoking cigarettes.

I hope that you will support an amendment to the ordinance.

Sincerely,

A handwritten signature in black ink, appearing to read "Elaine Ruggieri", is written over a light blue horizontal line.

Elaine Ruggieri

Cc: Arts Parks Health Aging and River Committee members
Councilmember Mike Bonin
Maria Espinoza, LA City Clerk's Office

11517 Santa Monica Blvd., Los Angeles, CA 90025