



DAVID E. RYU  
COUNCILMEMBER, FOURTH DISTRICT

September 25, 2017

Council President Herb Wesson  
Chair, Rules, Elections, and Intergovernmental Relations Committee  
200 North Spring Street  
Los Angeles, CA 90012

**RE: Cannabis Advertising**

Council President Wesson,

I look forward to the thoughtful and robust discussion that will happen in your committee today regarding Cannabis regulations. On your agenda, there is one item I would like to encourage your committee to move forward with expeditiously. I believe it is a critically important component that should be approved along with the regulations which will license Cannabis businesses in Los Angeles.

Council File 16-0888 (Englander) requests the City Attorney to produce a report on options for prohibiting Cannabis advertising, looking towards restrictions on tobacco and alcohol advertising as a model.

I support the Council's efforts to regulate Cannabis and provide a legal framework for these businesses to come out of the shadows. This goal is a worthy one, as it will reduce the corrosive influence of the black market and the illicit activities that stem from black market enterprises. It will also decriminalize a recreational activity whose effects and enforcement have disproportionately impacted people of color.

However, I do not believe the intent of the voters' overwhelming support of Prop 64 and Measure M, was to dramatically expand the market of Cannabis users or to allow Cannabis companies to freely advertise across the City.

Therefore, I strongly support adoption of 16-0888 and request that the Rules, Elections, and Intergovernmental Relations Committee instruct the City Administrative Officer, with assistance from the Chief Legislative Analyst and City Attorney's Office, to conduct a study to determine the rational basis for restrictions on Cannabis advertising in the City of Los Angeles, based on the confidential City Attorney memo and to draft an ordinance regulating Cannabis advertising in the City based on the rational basis determined from that study.

Sincerely,

David E. Ryu  
Councilmember

cc: Rules Committee Members