

RULES, ELECTIONS, AND INTERGOVERNMENTAL RELATIONS COMMITTEE
REPORT relative to regulating marijuana advertising.

Recommendations for Council action:

1. INSTRUCT the City Administrative Officer (CAO), with the assistance of the Chief Legislative Analyst (CLA), the Department of Cannabis Regulation, and the City Attorney, to report in 60 days to the Rules, Elections, and Intergovernmental Relations (Rules) Committee with an analysis, including the relevant and necessary findings, to allow the City of Los Angeles to adopt an ordinance regulating advertising for cannabis, cannabis-related products, and cannabis-related businesses similar to current Los Angeles Municipal Code provisions regulating tobacco, e-cigarette, and alcohol advertising. This analysis should include at minimum off-site and on-site advertising, internet or web-based advertising, periodical advertising, advertising to minors, and if possible, television advertising.
2. REQUEST the City Attorney, with the assistance of the Department of Cannabis Regulation, to prepare and present a draft ordinance regulating advertising for cannabis, cannabis-related products, and cannabis-related businesses based on the analysis and findings prepared by the CAO. The City Attorney should consider both civil and criminal penalties for violations of the proposed ordinance, including enhanced penalties for the advertising of cannabis-related businesses located within the City of Los Angeles who do not have a license from the Department of Cannabis Regulation by April 1, 2018.

Fiscal Impact Statement: None submitted by the City Attorney. Neither the CAO nor the CLA has completed a financial analysis of this report.

Community Impact Statement: Yes.

For: Glassell Park Neighborhood Council

SUMMARY

At a special meeting held on September 25, 2017, the Rules Committee considered a report from the City Attorney relative to regulating marijuana (cannabis) advertising. The Committee Chair submitted recommendations into the record (as detailed above and as attached to the Council file) relative to an instruction to the CAO to report in 60 days with the necessary analysis and findings for the City to adopt an ordinance regulating cannabis advertising, consistent with current LAMC provisions for tobacco and alcohol advertising; and relative to a request to the City Attorney to prepare and present such an ordinance based on the CAO's analysis and findings.

After consideration, and after providing an opportunity for public comment, the Committee approved the recommendations submitted by the Committee Chair. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

RULES, ELECTIONS, AND INTERGOVERNMENTAL RELATIONS COMMITTEE



| <u>MEMBER</u> | <u>VOTE</u> |
|----------------|-------------|
| WESSON: | YES |
| HUIZAR: | YES |
| HARRIS-DAWSON: | YES |

REW 9/26/17 FILE NO. 16-0888

-NOT OFFICIAL UNTIL COUNCIL ACTS-