

# City Council Regular Meeting

March 13, 2025

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CITY OF FRESNO  
CITY CLERK'S OFFICE



## Public Comment Packet

### ITEM(S)

**9:15 A.M. #2 (ID 25-311)** HEARING for Consideration of Text Amendment Application No. P23-03410 and related Environmental Finding for Environmental Assessment No. P23-03410, amending Sections 15-2761 and 15-6802 of the Citywide Development Code, relating to Tobacco and Vapor Sales, Smoke Shops, and Definitions.

[TITLE TRUNCATED FOR SUPPLEMENTAL PACKET COVER PAGE]

**Contents of Supplement:** Public comment

### Item(s)

#### **Supplemental Information:**

Any agenda related public documents received and distributed to a majority of the City Council after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available for public inspection in the City Clerk's Office, 2600 Fresno Street, during normal business hours (main location pursuant to the Brown Act, G.C. 54957.5(2)). In addition, Supplemental Packets are available for public review at the City Council meeting in the City Council Chambers, 2600 Fresno Street. Supplemental Packets are also available on-line on the City Clerk's website.

#### **Americans with Disabilities Act (ADA):**

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, sign language interpreters, assistive listening devices, or translators should be made one week prior to the meeting. Please call City Clerk's Office at 621-7650. Please keep the doorways, aisles and wheelchair seating areas open and accessible. If you need assistance with seating because of a disability, please see Security.

**From:** [Michael Seley](#)  
**To:** [Clerk](#)  
**Subject:** FW: Letter of Support - Smoke Shop Ordinance  
**Date:** Friday, March 7, 2025 3:04:49 PM  
**Attachments:** [image001.png](#)  
[Letter of Support - Smoke Shop Ordinance.pdf](#)  
[image002.png](#)

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Good Afternoon,

I have attached a comment letter of support from the Chamber of Commerce for item 25-311. I did not see it in the Agenda Item. Please let me know if you have any questions.

Thank you,



Michael Seley  
Policy Director • Council District 7  
Fresno City Hall 2600 Fresno St., Fresno, CA 93721  
Phone: [REDACTED]  
Email: [REDACTED]

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**From:** Fernando Alvarez [REDACTED]  
**Sent:** Friday, March 7, 2025 2:54 PM  
**To:** Michael Seley [REDACTED]  
**Subject:** Letter of Support - Smoke Shop Ordinance

**External Email:** Use caution with links and attachments

Hi Michael,

Please find our letter of support attached for the Smoke Shop Ordinance.

Best,

Fernando

**Fernando Alvarez**  
**Government Affairs Specialist**  
[Fresno Chamber of Commerce](#)  
2331 Fresno St, Fresno, CA 93721



**MOB:**



**TO:** FRESNO CITY COUNCIL PRESIDENT, MIKE KARBASSI, D2  
FRESNO CITY COUNCIL VICE-PRESIDENT, MIGUEL ARIAS, D3  
FRESNO CITY COUNCILMEMBER, ANNALISA PEREA, D1  
FRESNO CITY COUNCILMEMBER, TYLER MAXWELL, D4  
FRESNO CITY COUNCILMEMBER, NICK RICHARDSON, D6  
FRESNO CITY COUNCILMEMBER, NELSON ESPARZA, D7

**FROM:** SCOTT MILLER, PRESIDENT & CEO, FRESNO CHAMBER OF COMMERCE

**RE:** LETTER OF SUPPORT– SMOKE SHOP ORDINANCE

Dear Council President and Councilmembers,

On behalf of the Fresno Chamber of Commerce, we submit this letter in support of the Smoke Shop Ordinance, which establishes updated regulations for tobacco and vapor sales in Fresno.

As an organization committed to advocating for the interests of our members and fostering a fair business environment, we recognize the importance of ensuring compliance with established regulations. By addressing unlicensed operations, this ordinance helps protect businesses that follow the law and contribute to our local economy. Maintaining a level playing field is essential for our members, and we appreciate efforts that reinforce responsible business practices.

We look forward to continuing to work with the City Council to support policies that promote a stable and competitive business climate. Thank you for your consideration.

Sincerely,

A black rectangular box redacting the signature of Scott Miller.

Scott Miller  
President & CEO  
Fresno Chamber of Commerce

**From:** [REDACTED]  
**To:** [Clerk](#)  
**Subject:** March 13th City Council Agenda Item 2  
**Date:** Tuesday, March 11, 2025 12:27:52 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[Fresno AHA Support Letter March 11th FINAL.pdf](#)

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**External Email:** Use caution with links and attachments

Please see attached letter related to item 2 on the March 13<sup>th</sup> regular city council meeting agenda.

Best,  
Blythe



**Blythe Young**

Community Advocacy Director

**American Heart Association**

O 7078344399 | M [REDACTED]



Privacy policy: [www.Heart.org/Privacy](http://www.Heart.org/Privacy)



**Central Valley/ Kern County Division**  
www.heart.org

March 11th, 2025

Fresno City Council  
2600 Fresno St  
Fresno, CA 93721

The American Heart Association urges the City of Fresno to adopt a comprehensive Tobacco Retail License Ordinance to mirror the best practice standards set forth by the Public Health Law Center and establish minimum compliance checks for all tobacco retailers in Fresno. This will reduce access to the products that are the tobacco industry's key strategy for targeting and addicting new smokers, Fresno's youth. It will also provide an escalating penalty structure for those not following the law that concludes in a license revocation and permanent inability to sell tobacco.

A policy is only as strong as enforcement and flavored tobacco restriction needs a strong Tobacco Retail License (TRL) to be effective. Strong TRLs include: a fee that includes administrative and compliance monitoring to cover the total cost of enforcement, a minimum number of compliance checks per year with rechecks upon violation, an escalating fine/suspension penalty structure that applies to the owner/licensee and a clear statement that enforcement applies to the license holder not individuals who purchase, use or possess tobacco products.

The tobacco industry is actively and aggressively working to addict new young people, particularly those from communities of color, with flavored tobacco products. Cigarette smoking is the leading cause of preventable disease and death in the United States, claiming on average 480,000 lives each year. Evidence shows that smoking increases the risk for heart disease and stroke. It increases the risk for blood clots, decreases the ability to exercise, and decreases the good cholesterol in our bodies. The best way to prevent tobacco-related illness and death is to prevent people from starting to smoke in the first place.

Adopting a comprehensive TRL to include 2025 best practices for compliance and implementation will help protect our community from tobacco addiction and is crucial to preventing tobacco-related death and disease. The American Heart Association respectfully asks for your support of this vital health policy.

Sincerely,

Lisa A. Kreber, Ph.D., CBIS, CPHQ

Board Member, Central Valley & Kern County Division  
American Heart Association

**From:** [Angelica](#) [REDACTED]  
**To:** [Clerk; E](#) [REDACTED]  
**Subject:** Subject: Public Comment: Agenda Date 3/11/2025; ID: 25-311  
**Date:** Tuesday, March 11, 2025 10:29:29 PM

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**External Email: Use caution with links and attachments**

Hello,

I would like to submit a public comment for item: 25-311:  
Tobacco and Vapor Sales, Smoke Shops, Definitions; that will be  
heard tomorrow 3/11 at 9:15am. Below is my comment.

"My name is Angelica Garcia and I am a resident of the City of Fresno under District 4 and member of the Fresno County Tobacco-Free Coalition. While the Coalition appreciates the intentions behind the smoke shop ordinance, we also ask the City Council to consider the public health impacts of all tobacco retailers in our community. Regardless of store type, these stores contribute to the oversaturation of tobacco availability and exacerbate health inequalities in Fresno. Unfortunately, the Smoke Shop Ordinance and existing ordinances, such as the Responsible Neighborhood Market Act, do not regulate tobacco products, including flavors. While smoke shops are a concern, the need to address illegal tobacco sales among all types of tobacco retailers is apparent, and a Tobacco Retail License (TRL) can be part of a sustainable solution. The Fresno County Tobacco-Free Coalition is well-versed in TRL ordinances and can provide technical assistance and would greatly appreciate the opportunity to discuss this matter and continue collaborating with Council on this critical public health issue. I ask that you please consider this and protect our youth and vulnerable communities. Thank you"

Thank you,  
Angelica Garcia