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Agenda Date: 10/15/2020
Council Meeting

2020 OCT 15 11:45
CITY OF FRESNO
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FRESNO CITY COUNCIL



Information Packet

ITEM(S)

File ID 20-001363 (2-O)

Actions pertaining to Text Amendment Application No. P20-02212 and related Environmental Finding for Environmental Assessment No. P20-02212, sections 15-2706, 15-6801 and 15-6802 of the Fresno Municipal Code, to be titled the Responsible Neighborhood Market Act and relating to the use regulations for alcohol sales.

Contents of Supplement: Request to delay action from Fresno Metro Ministry Executive Director Keith Berghold

Item(s)

Supplemental Information:

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October 11, 2020

Fresno City Council
2600 Fresno St. #3620
Fresno, CA 93721

Subject: AN ORDINANCE OF THE CITY OF FRESNO, CALIFORNIA, AMENDING CHAPTER 15, ARTICLE 27, SECTION 15-2706 OF THE FRESNO MUNICIPAL CODE RELATING TO THE SALE OF ALCOHOLIC BEVERAGES FOR OFF-SITE CONSUMPTION, AMENDING SECTION 15-2706 TO BE TITLED "THE RESPONSIBLE NEIGHBORHOOD MARKET ACT," ADDING TABLE 15- 2706 REGARDING CANCEL AND TRANSFER RATIO, AND AMENDING SECTIONS 15-6801 AND 15-6802 RELATING TO CRAFT BEER DEFINITIONS

Dear Council President Arias and Members of the Fresno City Council:

Thank you for your leadership and responsiveness to the health and safety needs of Fresno residents and neighborhoods.

This proposed amendment to address concentrations of alcohol sales in our neighborhoods is very important and necessary. We hope it will ultimately achieve its intended goals for the benefit of the community.

However, we respectfully request a brief delay on taking action on the proposed ordinance in order to address potential unintended consequences. We feel that it needs more clarity and attention to ensure that healthy food grocery stores, so badly needed in our city's food desert neighborhoods, are not inadvertently discouraged and/or unintentionally prohibited.

Fresno Metro Ministry is involved in many local healthy food education and access projects that address unacceptably high food insecurity in Fresno. One of our current projects includes working with the Craig School of Business at Fresno State to assess the market demand and operational feasibility of community-serving grocery stores that would increase healthy food access in underserved areas of Fresno.

In addition, we have consulted several experienced consultants in grocery store finance and development. All agree that low-margin food markets offering fresh and healthy products require a mix of product offerings, including space for some higher-margin beer and wine sales, to achieve profitability. We do not believe the proposed ordinance in its current form fully considers what is necessary to finance and operate the types of food markets needed in various Fresno locations.

We would like to meet to review this proposed ordinance to ensure it is not unintentionally reducing or eliminating the potential for community-serving food markets.

Sincerely,



Keith Bergthold, Executive Director