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Title: Update, discussion and actions pertaining to the Responsible Neighborhood Market Ordinance (RNMO)

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REPORT TO THE CITY OF FRESNO YOUTH COMMISSION

August 2, 2019

FROM: Jose Espinoza, Program Coordinator
Youth Leadership Institute

Marco Martinez, Senior Deputy City Clerk
City Clerk’s Office

SUBJECT

Update, discussion and actions pertaining to the Responsible Neighborhood Market Ordinance (RNMO)

RECOMMENDATION

Continue discussion and take appropriate actions in regards to providing support for City Council’s RNMO and Friday Night Live’s (FNL) efforts to curb alcohol advertising and youth alcohol consumption.

EXECUTIVE SUMMARY

N/A

BACKGROUND

At the April 19, 2019 Fresno Youth Commission meeting, the organization Friday Night Live (FNL) presented in regards to the issue of alcohol consumption by youth and alcohol advertising, especially near schools. FNL requested the Commission’s support to combat and raise awareness in regards to underage drinking.

At that same meeting, Program Coordinator Espinoza also stated that Vice Council President Arias had requested that the Fresno Youth Commission support the City Council’s action to amend the Fresno Municipal Code in order to better regulate the sale and advertising of alcoholic beverages in the City.

The Commission voted unanimously to work with FNL and to support the City Council’s actions.

ENVIRONMENTAL FINDINGS

Any environmental findings will be determined by City Council.

LOCAL PREFERENCE

N/A

FISCAL IMPACT

Any fiscal impacts will be determined by City Council.