



Legislation Details (With Text)

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REPORT TO THE CITY OF FRESNO YOUTH COMMISSION

October 11, 2019

FROM: Jose Espinoza, Program Coordinator
Youth Leadership Institute

Marco Martinez, Senior Deputy City Clerk
Office of the City Clerk

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, FNL presented in regards to the issue of alcohol consumption by youth and alcohol advertising, especially near schools. Some of the statistics from surveys cited in the presentation include:

- 61% of county youth, 59% of Roosevelt students, and 57% of Sunnyside students said that it’s easy to obtain alcohol.
- 60% of county youth, 79% of Roosevelt students, and 81% of Sunnyside students said they obtained alcohol from adults they know.
- 66% of county youth, 58% of Roosevelt students, and 63% of Sunnyside students said they see one or more alcohol ads per day.
- 51% of county youth, 46% of Roosevelt students, and 51% of Sunnyside students said that their parents or guardians had not spoken to them about alcohol in the past 12 months.

- 49% of county youth, 54% of Roosevelt students, and 49% of Sunnyside students said that their parents or guardians had spoken to them about alcohol in the past 12 months

FNL requested the commission's support to combat and raise awareness in regards to underage drinking. At that same meeting, Program Coordinator Espinoza stated that Vice Council President Arias had requested the Fresno Youth Commission's support to amend the Fresno Municipal Code to better regulate the sale and advertising of alcoholic beverages in the City.

The commissioners determined that the issue of underage drinking was a serious issue amongst youth, especially high school students and they voted unanimously to work with FNL and to support the City Council's actions.

On May 1, 2019, the Fresno Youth Commission publically supported City Council's resolution initiating a text amendment of the city's Zoning Ordinance, including the RNMO.

The commission continues to work with FNL to ensure that the final version of the RNMO is adopted by City Council. The commission is also trying to place one youth commissioner on the committee that will work on the final version of the RNMO. As of the September 27, 2019 Fresno Youth Commission meeting the RNMO committee spearheaded by Council District 7 had not yet met.

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.