



## Legislation Details (With Text)

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**Title:** Update, discussion and actions pertaining to alcohol advertising in the City of Fresno  
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### REPORT TO THE CITY OF FRESNO YOUTH COMMISSION

November 4, 2019

**FROM:** Jose Espinoza, Program Coordinator  
Youth Leadership Institute

**BY:** Marco Martinez, Senior Deputy City Clerk  
Office of the City Clerk

#### SUBJECT

Update, discussion and actions pertaining to alcohol advertising in the City of Fresno

#### RECOMMENDATION

It is recommended that the Fresno Youth Commission work with the organization Friday Night Live (FNL) to support City Council in its efforts to eliminate alcohol advertising directed at youth.

#### EXECUTIVE SUMMARY

#### BACKGROUND

The Fresno Youth Commission worked with FNL to support the adoption of the Responsible Neighborhood Market Ordinance (RNMO). At the May 1, 2019 City Council meeting, the Fresno Youth Commission lent its support for City Council's adoption of the text amendment of the zoning ordinance amending Chapter 15, Article 27, Section 15-2706 relating to the sale of alcoholic beverages for offsite consumption and the RNMO. Final adoption of the RNMO is expected to come before City Council in the near future.

The process of working to ensure the passage of RNMO, convinced the commissioners that there needs to be additional safeguards in place in order to protect youth from alcohol advertisements near youth-occupied areas, including near schools. The Fresno Youth Commission and FNL continue to work together to address the issue of alcohol advertising near youth-occupied areas.

At the October 11, 2019 commission meeting, Mark Duran, a representative from Outfront Media presented before the commission. He proposed to work with the commission to establish a youth-driven advertising campaign against

alcohol advertising directed at youth.

**ENVIRONMENTAL FINDINGS**

City Council will determine environmental findings.

**LOCAL PREFERENCE**

N/A

**FISCAL IMPACT**

City Council will determine fiscal impact.