



Legislation Details (With Text)

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Title: Update, discussion and actions pertaining to alcohol advertising in the City of Fresno
1. Strategize and develop a billboard policy

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REPORT TO THE CITY OF FRESNO YOUTH COMMISSION

February 12, 2020

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
1. Strategize and develop a billboard policy

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.

The Youth Commission is currently developing a policy and strategy in relation to positive billboard messaging to discourage and eliminate underage alcohol sales and consumption.

ENVIRONMENTAL FINDINGS

City Council will determine environmental findings.

LOCAL PREFERENCE

N/A

FISCAL IMPACT

City Council will determine fiscal impact.