

OFFICE OF THE  
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COUNTY OF SANTA CRUZ

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**AGENDA: August 4, 1998**

July 21, 1998

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street, Room 500  
Santa Cruz, California 95060

**RE: REGULATION OF TOBACCO ADVERTISING NEAR MINORS.**

Dear Members of the Board:

On April 14, 1998, your Board considered a proposal by Supervisor Almquist to regulate the advertising of tobacco products within 1,000 feet of any place or facility where minors are known to congregate. The Board was advised that the Technical Assistance Legal Center (TALC) of the State Public Health Institute was in the process of developing a model tobacco advertising control ordinance which was to become available this summer. Your Board directed that this Office, in consultation with the Health Services Agency, review the model ordinance and return on August 4, 1998 with a draft ordinance for consideration by the Board.

I recently contacted the Legal Director of the TLAC and was informed that the ordinance, along with supporting legal documents and annotations, was in the process of being printed and would be available the week of July 27th. Due to the delay in receiving the model ordinance, it is requested that this Office be given additional time to prepare a draft ordinance for your Board's consideration.

IT IS THEREFORE RECOMMENDED that your Board defer consideration of a

draft ordinance regulating tobacco advertising to September 1, 1998, as recommended by County Counsel.

Very truly yours,

DWIGHT L. HERR. COUNTY COUNSEL

By 

Rahn Garcia

Assistant County Counsel

RECOMMENDED:



SUSAN A. MAURIELLO

County Administrative Officer

c c : Charles Moody, HSA Administrator