

Proposed Ordinance Prohibiting the Advertising of Medical Marijuana in Proximity to Minors

Bill Request number: BR12-0365

Scheduled for discussion at Business Workforce and Sustainability Committee: May 9, 2012

I. What the ordinance does:

- a. Prohibits advertising of medical marijuana products in proximity to where minors congregate.
 - i. Makes it unlawful to advertise medical marijuana within 1000 feet of any school, child care center, park or recreation center
 1. Includes the following forms of advertisement:
 - a. Business signs on the exterior of dispensaries other than the sign which identifies the building;
 - b. Hand held signs ('sign flippers') standing in the public right adjacent to or near dispensaries or centers;
 - c. Hand bills and leaflets;
 2. Excludes the following locations for advertisement purposes, as well as forms of advertisement
 - a. Parkways (beautification strips) under the jurisdiction of parks and recreation;
 - b. Advertising in newspapers, magazines and other periodicals (i.e. Westword);
 - c. Advertisement associated with the sponsorship of a charitable event;

II. Purpose of ordinance:

- a. To protect children from publicly visible medical marijuana advertising and thus help prevent and reduce use and possession of marijuana by a minor.
- b. This ordinance is modeled after legislation, Section 24-14.5, adopted by Denver in 1998 regulating the advertising of tobacco in proximity to minors.
 - i. Denver City Council found that tobacco product manufacturers had engaged in strategies to advertise tobacco products to minors and that such advertising may encourage sale and possession of tobacco products to and by minors.