



# County of Monterey

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Board Report

---

**File #:** A 17-194, **Version:** 1

---

Approve and Authorize the Director of Health or Assistant Director of Health to execute an Agreement with City of Salinas (City) for the provision of administrative services by the County of Monterey (County) under the City's tobacco retail license ordinance, Ordinance No. 2555, Article XIA, commencing retroactively on April 1, 2017 and terminable by either party pursuant to Section 7 of the Agreement.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve and Authorize the Director of Health or Assistant Director of Health to execute an Agreement with City of Salinas (City) for the provision of administrative services by the County of Monterey (County) under the City's tobacco retail license ordinance, Ordinance No. 2555, Article XIA, commencing retroactively on April 1, 2017 and terminable by either party pursuant to Section 7 of the Agreement.

### SUMMARY/DISCUSSION:

On July 2, 2012 Supervisor Dave Potter, as Board Chair, notified City Mayors within Monterey County that the Board of Supervisors had implemented a County Tobacco Retail License (TRL) Program by adopting an ordinance that added chapter 7.80 to the Monterey County Code that established licensing requirements for tobacco retailing within the unincorporated area of Monterey County. The County TRL ordinance is structured so that cities can implement their own tobacco retail license program by adopting the county ordinance as their own ordinance. The primary goal of the County TRL Program and TRL ordinance is to reduce youth access to tobacco. Supervisor Potter encouraged Mayors to join the County and help abolish youth smoking.

The start date of the Agreement is retroactive to April 1, 2017 due to the lengthy process necessary to negotiate with the City. Following Board approval of the County TRL ordinance, the City of Salinas (City) adopted the Monterey County Code Chapter 7.80 entitled Tobacco Retailer License, "pertaining to tobacco retailer permits and shall be enforced within the limits of the City and by the duly appointed representative of the County Department of Public Health."

Tobacco Retail License Program staff has worked with County Counsel to develop an Agreement between the County and City which will allow the County to implement and administer the TRL program on behalf of the City. The City enacted the ordinance to encourage responsible tobacco retailing and to discourage violations of tobacco-related laws, particularly those which prohibit or discourage the sale or distribution of tobacco products to minors.

Under the proposed Agreement, the County would assist the City by providing such administrative services as are specified under the ordinance, on the terms and conditions specified in this Agreement. Any costs borne by the County to administer the ordinance within the City limits shall be recovered by the fees approved by the City and received by the County from tobacco retailers within the City, pursuant to the ordinance. The City of Salinas will conduct criminal enforcement of its ordinance and a portion of the fees collected shall be remitted to the City for its enforcement activities.

The Monterey County Health Department appreciates the County Board of Supervisors' ongoing support of

public health efforts to reduce youth tobacco access which will reduce tobacco use in Monterey County and save lives.

This work supports the following Monterey County Health Department 2011-2015 strategic plan initiatives: 1) Empower the community to improve health through programs, policies, and activities; and 2) Enhance community health and safety by emphasizing prevention. This work also supports one or more of the ten essential public health services, specifically: 5) Develop policies and plans that support individual and community health efforts; 6) Enforce laws and regulations that protect health and ensure safety; and 10) Research for new insights and innovative solutions to health problems.

OTHER AGENCY INVOLVEMENT:

County Counsel, Risk Management, and the Auditor-Controller have reviewed and approved this Agreement as to legal form, liability and fiscal provisions respectively.

FINANCING:

This Agreement is fully funded by fees received directly from tobacco retailers within the City, pursuant to the City's ordinance. There are sufficient appropriations included in the Health Department's (HEA003-8124) Adopted Budget for FY 2016-17.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

☐ Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

☐ Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

☒ Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

☐ Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

☐ Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Patricia D. McFadden, Management Analyst II, 4726

Approved by: Elsa Jimenez, Director of Health, 4526

Attachments:

Agreement is on file with the Clerk of the Board