

# **PROPOSED OUTLINE OF A 2-YEAR PROGRAM**

**CREATING A SMOKE FREE  
ENVIRONMENT THROUGH BUSINESS  
INCENTIVE AND GUEST EDUCATION**

**A JOINT COMMUNITY INITIATIVE**

***AN INTRODUCED COLLABORATIVE  
EFFORT***

## Proposal outline for Smoking Outdoors

1. In as much that, many operators have made significant investment in renovation, design, and operations to accommodate smoking decks, patios, and areas.
2. In as much many business operate in such a many that they move from being a restaurant to have significant extended nightlife activity which benefits the nightlife energy and revenues of the city
3. In as much that overall guest spend and operations controls are stretched to capacities
4. In as much that simply restricting smoking will create dramatic impact on crowd control to public streets and unsecured areas
5. In as much that the city wishes to control or eliminate smoking
6. In as much that businesses seek a fair and reasonable approach that will not restrict business during a difficult economic climate
7. In as much the City wishes to educate and change the habit of the guests and patrons to live a healthier life with broader sense of social awareness and responsibility
8. In as much the public awareness of the dangers of smoking and of second hand smoke is more impactful then simply shifting smoking into a new unknown pattern of movement by restricting areas traditionally allowing smoking
9. The City wishes to reward business and to create a grass routes education to help drive the eventuality of changing the core habit and thus creating a healthier city and smoke free city

In as much of these recitals, we offer the following considerations:

1. The implementation of this phase of the ordinance is taken over a 24-month period commencing no sooner than February 1, 2011.
2. Business which wish to immediately offer fully smoke free patios, decks and patios may due so and receive a rebate or percentage off their annual billing from the city, perhaps from business taxes assessed.
3. Businesses wishing to maintain the current status of smoking environments, as permitted currently, will be required to join in a committee directed effort to educate guests to the benefits of being smoke free. This committee would meet quarterly and direct such campaigns, literature, street initiatives, and grass routes education that it would seek to demonstrate the strengths of not smoking.
4. All businesses allowing a smoking environment must make them self's known to the City and the committee by registering as a smoking permitted venue
5. The committee would be made up of 6 people, appointed through the City Managers office and comprise at least half of businesses effected by its activities.
6. Funding for such educational activities could be derived from outside organizations wishing to assist the city in creating a smoke free city environment
7. Any on-premise activities, banners or literature would be approved by the committee. All businesses allowing smoking would be required to participate.
8. On year two of this program, businesses still allowing smoking in environments under their control, must submit to the committee a review of a plan to either:

- a. Propose an exemption for the venue for consideration of ability to separate smoking for year two, allowing a equal smoke free area
- b. Propose a transition into a total smoke free environment
- c. All businesses becoming smoke free in the two year period shall receive a rebate of business tax credit for doing so

At the conclusion of Year two of this interim program ordinance, the committee will meet with City Council and report on the effectiveness of the program in educating the public impacted and the transition of the businesses to a smoke free environment. Included shall be a fiscal impact assessment should further ordinance to eliminate smoking for all businesses be considered.

At the conclusion of year two, the City will act in good faith and notice all impacted businesses with at least 90 days notice of a review of the interim Smoking ordinance review.

Further, the City will re-convene the task force with such representation as is currently available at the time, to reexamine the effectiveness and make recommended changes to the ordinance and its underlying initiatives every six months during the 2-year period. The Task Force will be reconvened again at the conclusion to receive new input form the City and offer new direction, as needed.

Respectfully submitted in part and whole for your consideration,

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line that ends in a small upward-pointing tick mark.

Boe Trumbull  
Senior Director of SBE  
West Hollywood Chamber of Commerce Board of Directors  
20-year resident of West Hollywood  
Community Concerned Citizen  
Member of the city appointed Smoking Task Force