

228



**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

FROM: Community Health Agency / Department of Public Health

SUBMITTAL DATE:
February 21, 2008

SUBJECT: Approval of the agreement with the City of Moreno Valley to defer to the County Department of Public Health for licensing all merchants who sell tobacco, tobacco products and tobacco paraphernalia in the City of Moreno Valley.

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Approve the agreement with the City of Moreno Valley to designate the County Department of Public Health as the licensing and enforcement authority for tobacco merchants in Moreno Valley;
- 2) Authorize the purchasing agent to execute Amendments and enter into Agreements with other cities to designate the Department of Public Health as the licensing and enforcement authority for tobacco merchants.
- 3) Authorize the Department of Public Health to Administer the program; and
- 4) Return three signed, original copies to the Department of Public Health.

BACKGROUND: (Continued)

Attachments

FN:rp

Susan D. Harrington

 Susan D. Harrington, Director of Public Health

FINANCIAL DATA

Current F.Y. Total Cost:	\$ 0.00	In Current Year Budget:	N/A
Current F.Y. Net County Cost:	\$ 0.00	Budget Adjustment:	No
Annual Net County Cost:	\$ 0.00	For Fiscal Year:	07/08

SOURCE OF FUNDS: N/A

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE
Debra Cournoyer
 BY: _____
 Debra Cournoyer

County Executive Office Signature

FORM APPROVED COUNTY COUNSEL
 BY: NEAL K. KIPNIS
 DATE: 2/21/08

Departmental Concurrence

Dept't Recomm.:	<input type="checkbox"/>	Consent	<input type="checkbox"/>	Policy	<input type="checkbox"/>
Per Exec. Ofc.:	<input type="checkbox"/>	Consent	<input type="checkbox"/>	Policy	<input checked="" type="checkbox"/>

Prev. Agn. Ref.: 9-13-05 9.2 | District: ALL | Agenda Number:

ATTACHMENTS FILED
WITH THE CLERK OF THE BOARD

3.12

From: Approval of the agreement with the City of Moreno Valley to defer to the County Department of Public Health for licensing all merchants who sell tobacco, tobacco products and tobacco paraphernalia in the City of Moreno Valley.

BACKGROUND: (Continued)

In September of 2005, the Board of Supervisors voted to require all merchants who sell tobacco, tobacco products and tobacco paraphernalia in the unincorporated areas of the County to obtain a license from the County Department of Public Health. This action was taken to address the alarmingly high rate of tobacco sales to minors. At the time of the approval, the Board of Supervisors expressed a desire to see all 24 cities join the County in adopting the Tobacco Licensing Ordinance, and defer to the County Department of Public Health for all oversight, regulation and enforcement. To date, 12 cities have adopted licensing, with Moreno Valley being the first city to request a formal agreement.