

C4 P REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO
DISCUSS POSSIBLE LEGISLATION REGULATING THE SALE OF CANNABIS
AND THE ADVERTISING THEREOF IF RECREATIONAL USE IS LEGALIZED BY
FLORIDA VOTERS IN NOVEMBER 2024 ELECTION.

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Tanya K. Bhatt

DATE: September 11, 2024

TITLE: REFERRAL TO THE LAND USE AND SUSTAINABILITY COMMITTEE TO DISCUSS POSSIBLE LEGISLATION REGULATING THE SALE OF CANNABIS AND THE ADVERTISING THEREOF IF RECREATIONAL USE IS LEGALIZED BY FLORIDA VOTERS IN NOVEMBER 2024 ELECTION.

RECOMMENDATION

BACKGROUND/HISTORY

Please place on the September 11, 2024 agenda a referral to the Land Use and Sustainability Committee to discuss possible legislation regulating the sale and advertising of cannabis if recreational use is legalized by Florida voters in the November 2024 election.

One specific item that I would like to discuss is the possible regulation of mobile cannabis dispensaries in the City. The Wynwood area of the City of Miami is inundated with these mobile vendors, and I would like to discuss options to limit the deleterious impact such vendors would have in our City if the voters legalize recreational use of marijuana.

In addition, as we know from volumes of research in the legalized cannabis industry, and of the "regular" tobacco industry, there are too many examples of packaging and branding done with fun/vibrant/colorful graphics, some even spoofing off established candy and toy brands, which are extremely appealing to children. If recreational use of cannabis is legalized in November, vendors should not be permitted to advertise the product so as to entice kids to try before they are of age, and we do not want to have our public rights of way crowded with colorful mobile dispensaries.

ANALYSIS

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

**Is this a “Residents Right to Know” item,
pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

Department

Office of Commissioner Tanya K. Bhatt

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Condensed Title

Ref: LUSC - Legislation Regulating Sale/Ads of Cannabis if Recreational Use is Legalized.
(Bhatt)