

GOVERNMENT OPERATIONS COMMITTEE REPORT relative to revising the Los Angeles Municipal Code (LAMC) to prohibit and penalize youth-targeted cannabis marketing not currently addressed by State or local law.

Recommendation for Council action, pursuant to Motion (Hutt – Park):

REQUEST the City Attorney's Office, with the assistance of the Department of Cannabis Regulation and Los Angeles Police Department, to report with recommendations to amend the LAMC to prohibit and penalize youth-targeted cannabis marketing not currently addressed by State or local law.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On October 7, 2025, your Committee considered an Motion (Hutt – Park) relative to revising the LAMC to prohibit and penalize youth-targeted cannabis marketing not currently addressed by State or local law. According to the Motion, numerous studies have shown that the consumption of cannabis at a young age can have detrimental impacts on a child's health. Cannabis use during adolescence and young adulthood may harm the developing brain and can cause negative impacts such as: 1) difficulty thinking and problem-solving; 2) problems with memory and learning; and 3) issues maintaining attention. Additionally, frequent use of marijuana is linked to a higher risk of developing mental health issues such as anxiety, depression, and psychosis.

Due to the severity of the impacts marijuana has on young users, it is important that the cannabis industry is properly regulated so children are not exposed to a product that can be harmful to them. Current law states that cannabis can only be sold to those who are 21 years and older with a valid government-issued photo identification card. For medically prescribed cannabis, the minimum age is 18 with a valid medical marijuana card. Although these laws exist to prevent children from accessing cannabis products, cannabis manufacturers use specific marketing tools that cause cannabis products to look enticing to kids. When children become exposed to this type of advertising, they are motivated to seek out cannabis products even though the law prohibits them from doing so. The City has always worked to prioritize the safety of the children in Los Angeles and should continue this work by ensuring cannabis products are being advertised in an appropriate manner that does not attract children. After further consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the Motion. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Government Operations Committee

**COUNCILMEMBER VOTE**

PADILLA: YES

LEE: YES

JURADO: YES

ARL

10/7/25

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**