



February 1, 2022

Dear Santa Ana City Council members,

My name is Denise Reynoso and I am the president of the Downtown Neighborhood Association. I would like to urge you, on behalf of the downtown residents, to please support the Santa Ana Artwalk. The Artwalk is a free monthly event that many residents look forward to through the many visual and performing arts events held monthly. It gives us a sense of pride in our city and local artists. My neighbors and I enjoy walking around to the different exhibits with our children and dancing in the streets. The Artwalk has a bit of something for everyone.

The Artwalk has lost a lot of funding during the pandemic due to a decrease in parking revenue. There is still a need to fund the music and lighting on the Second Street promenade, live artists, providing free art workshops for the community, and the Artwalk Trolley. It makes me very sad to see a lack of support for these items. I personally enjoyed sitting in Coffee Muse to hear live poetry readings and open mic. Dancing in the Streets is also fun and it attracts many people to DTSA. Many people around Orange County know about the Artwalk and they come to enjoy the heart of Santa Ana every first weekend of the month. It is the best way for us to showcase the best of what Santa Ana has to offer and to allow locals to enjoy the art.

I was very broken hearted to hear that the City's Arts Commission rejected funding to support the Artwalk twice. I cannot think of a good reason to deny Santa Ana residents the opportunity to exhibit and enjoy their art and culture. On behalf of Santa Ana residents and the downtown residents, I strongly urge you to support the Artwalk and allow funding to expand the Artwalk's activities.

Sincerely,

A handwritten signature in black ink that reads "Denise Reynoso". The signature is fluid and cursive, with a long, sweeping underline.

Denise Reynoso  
DTNA President  
714-904-9219



BOY SCOUTS OF AMERICA®  
ORANGE COUNTY COUNCIL

January 28, 2022

The Honorable Vicente Sarmiento, Mayor  
Santa Ana City Council  
20 Civic Center Plaza  
Santa Ana, CA 92701

Dear Mayor Sarmiento and Members of the Santa Ana City Council:

On behalf Orange County Council, Boy Scout of America we are writing to express our strong support of a comprehensive policy to end the sale of menthol and all other flavored tobacco products in Santa Ana, without exemption. Ending the sale of these products will help protect youth and communities of color from these addictive and deadly products.

We are in the midst of a youth tobacco-use epidemic, in which tobacco companies are luring kids into a lifetime of nicotine addiction through the sale and targeted marketing of candy-flavored tobacco products. Tobacco companies knowingly hide dangerous and addictive nicotine – a chemical we know harms brain development – behind candy flavors gummy bear, blue raz, fruity pebbles, and minty menthol in order to hook kids on tobacco. These products often mimic popular candies, drinks, or snacks in both packaging and flavor, making them particularly appealing to youth. Today, more than 2 million middle and high school students use e-cigarettes nationally, and 70 percent of youth e-cigarette users say they use them “because they come in flavors I like.”

Youth are not the only targets of Big Tobacco’s deceptive marketing campaigns. For decades, the tobacco industry has targeted the African American community, hooking generations of African Americans on minty menthol cigarettes and profiting off addiction, disease, and death. Today, 85 percent of African Americans who smoke use minty menthols, smoking them at higher rates than other demographics while quitting smoking at lower rates. African Americans die at higher rates than other groups from tobacco-related diseases such as cancer, heart disease, and stroke. Lung cancer kills more African Americans than any other type of cancer.

In Santa Ana, we know that flavors, including menthol, are hooking youth on tobacco. Legislation was recently enacted to prevent online sales to minors, but that is just one piece of the puzzle as online sales represent only a fraction of the ways flavored tobacco products reach youth. The vast majority of underage e-cigarette users in California obtain the products from social sources, such as their friends. Ending the sale of these products is the best way to protect youth and people of color from the predatory practices of Big Tobacco.

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The dangers of smoking are well documented. Smoking causes cancer, heart disease, stroke, lung diseases, diabetes, and chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis. In addition, there is growing evidence that vaping can also harm lung health. More than 100 local jurisdictions have taken action to end the sale of flavored tobacco and protect future generations from getting hooked on this dangerous habit. These include the cities of Buena Park, Delano, Sacramento, Adelanto, Oroville and Woodland as well as Los Angeles County, to name a few.

While SB 793 was recently enacted to end the sale of most flavored tobacco products, tobacco companies spent more than \$20 million to place the law on hold until the next statewide general election. Santa Ana kids can't wait an entire year to be protected - local action is needed to protect the community right now and address the urgent issue of youth tobacco use. Every day we delay protecting youth and communities of color is a day that Big Tobacco has the opportunity to use fruit and candy-flavored tobacco to addict more life-long customers.

A strong Tobacco Retail Licensing (TRL) program will provide enforcement for a flavored tobacco sales restriction policy and is a proven way to prevent and limit youth tobacco use. We recommend the city strengthen the existing TRL program by requiring annual compliance checks on all tobacco retailers, specifying that annual license fees will be high enough to cover the cost of the program, holding tobacco retail owners/operators responsible for monetary penalties, and restricting the density of tobacco retail locations. In California, youth and young adults living in places with strong retail licensing policies are less likely to use cigarettes and e-cigarettes than their counterparts who live in places with poor retail licensure policies.

For these reasons, we are proud to support a comprehensive policy that ends the sale of all flavored tobacco products without exemption.

Sincerely,

A handwritten signature in black ink, appearing to read "Denovan A. Lino", is written over a horizontal line. The signature is stylized and somewhat cursive.

Denovan A. Lino

Chief Operating Officer

Orange County Council, Boy Scouts of America