



STATE OF VERMONT

MEMORANDUM

To: Senator Sears
Senator Benning
Senator White

From: Representative Gannon
Representative Ancel
Representative LaClair

Date: September 15, 2020

Subject: House response to Senate counterproposal for S.54

Thank you for your proposal sent earlier today.

The House will agree to the Senate's last proposal with minor language changes to the advertising language as follows:

Sec. 5. CANNABIS CONTROL BOARD REPORT TO THE GENERAL

ASSEMBLY; PROPOSAL FOR POSITIONS, FEES, AND

APPROPRIATIONS FOR FISCAL YEARS 2022 AND 2023; LAND

USE, ENVIRONMENTAL, ENERGY, AND EFFICIENCY

REQUIREMENTS OR STANDARDS; ADVERTISING; OUTREACH,

TRAINING, AND EMPLOYMENT PROGRAMS; ONLINE ORDERING AND

DELIVERY; ADDITIONAL TYPES OF LICENSES

* * *

(f) The Executive Director of the Cannabis Control Board, in consultation with the Office of the Attorney General and the Department of Health, shall develop a proposal for advertising for both the adult-use and medical cannabis programs established in this act. The proposal shall reflect the General Assembly's priorities of not promoting cannabis use, limiting exposure of cannabis advertising to persons under 21 years of age, and ensuring consumer protection and public safety. The proposal shall take into consideration constitutional protections for commercial speech that may exist regarding the cannabis market. The Board shall report its recommendations to the General Assembly on or before April 1, 2021.

If this proposal is acceptable to you, please notify us at your earliest convenience, so we can have the report drafted and ready to sign today.