



Programs & Services Committee Agenda

Revised

City of Newton

In City Council

Thursday, September 6, 2018

7:00PM

Council Chamber

Items Scheduled for Discussion:

#439-18 Appointment of Alice Kelly to the Biosafety Committee

PRESIDENT LAREDO appointing ALICE KELLY, 98 Fairway Drive, West Newton as a member of the BIOSAFETY COMMITTEE for a term to expire July 31, 2021.

#476-18 Proposed ballot questions re recreational marijuana retail establishments

HER HONOR THE MAYOR requesting the three following questions be placed on the ballot for a special election in November:

Question 1.

Shall the City adopt the following general ordinance?

All recreational marijuana retail establishments shall be prohibited from operating in the City of Newton.

Question 2.

Shall the City adopt the following zoning ordinance?

The number of recreational marijuana retail establishments shall be not fewer than two (2) nor more than four (4) establishments set by a general ordinance adopted by the City Council notwithstanding M.G.L. Chapter 94 G, Sec 3(a)(2)(ii).

Question 3.

Shall the City adopt the following zoning ordinance?

The number of recreational marijuana retail establishments shall be not fewer than two (2) nor more than eight (8) establishments set by a general ordinance adopted by the City Council notwithstanding M.G.L. Chapter 94 G, Sec 3(a)(2)(ii).

The location of this meeting is accessible and reasonable accommodations will be provided to persons with disabilities who require assistance. If you need a reasonable accommodation, please contact the City of Newton's ADA Coordinator, Jini Fairley, at least two business days in advance of the meeting: jfairley@newtonma.gov or (617) 796-1253. The city's TTY/TDD direct line is: 617-796-1089. For the Telecommunications Relay Service (TRS), please dial 711.

The subject matter of the following item was disposed of during the preceding 12-months. Council Rules, Article I, Section 3. D, requires a majority vote of the Council to be referred to Committee:

#469-18 Requesting the City Council place a question on the ballot prohibiting retail recreational marijuana sales in Newton

COUNCILORS BAKER, NORTON, GENTILE, KALIS, COTE, CICCONE, LAREDO, KELLEY, SCHWARTZ AND MARKIEWICZ requesting reconsideration of item #312-18 so that the Council can place a question on the ballot that would prohibit retail recreational marijuana establishments in the City at a November 2018 Special Election.

#470-18 Initiative Petition requesting a ballot question prohibiting recreational marijuana establishments with exceptions

SUZANNE BENDER ET AL., submitting an Initiative petition pursuant to the City of Newton Charter and signed by 10% of the registered voters, requesting that the City Council place a question on the November 6, 2018 ballot as to whether the City of Newton will adopt the following ordinance:

“Operation of recreational (non-medical) marijuana establishments as defined in M.G.L. Chapter 94G is prohibited in Newton, provided that a marijuana establishment that was licensed and approved to operate as a Medical Marijuana Treatment Center (Registered Marijuana Dispensary) in the City of Newton prior to July 1, 2017 may, if otherwise allowed by zoning, (a) cultivate non-medical marijuana; (b) manufacture and/or produce non-medical marijuana related products; (c) test non-medical marijuana and the products derived therefrom; (d) engage in wholesale distribution of non-medical marijuana and non-medical marijuana products, but not to include retail sales thereof in the City of Newton.”

The subject matter of the following item was disposed of during the preceding 12-months. Council Rules, Article I, Section 3. D, requires a majority vote of the Council to be referred to Committee:

#468-18 Request to remove the Question regulating the number of recreational marijuana establishments from the November ballot.

COUNCILORS COTE, NORTON and KELLEY requesting that the City Council remove from the November 2018 special election ballot the question as to whether the City of Newton shall limit the number of retail recreational marijuana establishments operating in Newton to no fewer than two and no more than four, which was approved by the City Council on July 9, 2018.

#471-18 Provide a means for voters to determine which marijuana question prevails if both are approved

PRESIDENT LAREDO requesting discussion and vote on a means to enable Newton voters to determine which of two ballot questions limiting retail marijuana sales will prevail if both appear on the November ballot and both receive a majority vote of the electorate, recognizing that a subsequent implementing ordinance may still be required.

#441-18 Set the date of November 6, 2018 for a Special Municipal Election

CITY CLERK requesting the City Council set the date of November 6, 2018 as the date for a Special Municipal Election to submit to the voters question(s) related to limiting retail marijuana in Newton.

Respectfully Submitted,

John B. Rice, Chair



Ruthanne Fuller
Mayor

City of Newton, Massachusetts

#476-18

Telephone
(617) 796-1100
Fax
(617) 796-1113
TDD/TTY
(617) 796-1089
Email

rfuller@newtonma.gov

September 5, 2018

To the Honorable City Council,

I write to request that your Honorable Council docket for consideration a request to place the following three questions on the November 2018 ballot related to recreational marijuana retail establishments.

I know you are investing a considerable amount of time and thought in the next few weeks on what questions, if any, should be on the November 2018 ballot.

There are three principles that are important to me as you deliberate.

- First, that the ballot questions be clear and simple.
- Second, that the ballot questions reflect all three of the policy choices that have been discussed (no recreational marijuana retail establishments, two to four, or up to eight).
- Third, that the vote be democratic so that the choice with the highest number of votes prevails.

I offer three ballot questions as a package that I believe achieve these three outcomes.

The instructions that would accompany the three questions would be:

- Questions 1, 2 and 3 are separate questions. You may vote for or against each question independently.
- Each question requires a majority of those voting on that question to pass.
- If more than one question passes, the question with the highest number of votes will prevail.

There may be other approaches to achieving these three principles and I look forward to following your deliberations.

Warmly,

Ruthanne Fuller, Mayor

RECEIVED
Newton City Clerk
2018 SEP -5 PM 4:33
David A. Olsson, CMG
Newton, MA 02459

Question 1.

Shall the City adopt the following general ordinance?

All recreational marijuana retail establishments shall be prohibited from operating in the City of Newton.

Question 2.

Shall the City adopt the following zoning ordinance?

The number of recreational marijuana retail establishments shall be not fewer than 2 nor more than 4 establishments set by a general ordinance adopted by the City Council notwithstanding M.G.L. chapter 94G, Sec. 3(a)(2)(ii).

Question 3.

Shall the City adopt the following zoning ordinance?

The number of recreational marijuana retail establishments shall be not fewer than 2 nor more than 8 establishments set by a general ordinance adopted by the City Council notwithstanding M.G.L. chapter 94G, Sec. 3(a)(2)(ii).

RECEIVED
Newton City Clerk
2018 SEP -5 PM 3:55
David A. Oison, CMC
Newton, MA 02459

RECEIVED
Newton City Clerk

CITY COUNCIL

439-18

CITY OF NEWTON

2018 JUN 19 AM 11:00

DOCKET REQUEST FORM

DEADLINE NOTICE: Council Rules require items to be docketed with the Clerk of the Council NO LATER THAN 7:45 PM ON THE MONDAY PRIOR TO A FULL COUNCIL MEETING.

To: Clerk of the City Council

Date: June 19, 2018

From (Docketer): Councilor Laredo

Address: _____

Phone: _____

E-mail: _____

Additional sponsors: _____

1. Please docket the following item (it will be edited for length if necessary):

President Laredo appointing Alice Kelly, 98 Fairway Drive, as a member of the BIOSAFETY COMMITTEE for a term to expire July 31, 2021.

2. The purpose and intended outcome of this item is:

- | | |
|--|--|
| <input type="checkbox"/> Fact-finding & discussion | <input type="checkbox"/> Ordinance change |
| <input type="checkbox"/> Appropriation, transfer, | <input type="checkbox"/> Resolution |
| <input type="checkbox"/> Expenditure, or bond authorization | <input type="checkbox"/> License or renewal |
| <input type="checkbox"/> Special permit, site plan approval, | <input checked="" type="checkbox"/> Appointment confirmation |
| <input type="checkbox"/> Zone change (public hearing required) | <input type="checkbox"/> Other: _____ |

3. I recommend that this item be assigned to the following committees:

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Programs & Services | <input type="checkbox"/> Finance | <input type="checkbox"/> Real Property |
| <input type="checkbox"/> Zoning & Planning | <input type="checkbox"/> Public Safety | <input type="checkbox"/> Special Committee |
| <input type="checkbox"/> Public Facilities | <input type="checkbox"/> Land Use | <input type="checkbox"/> No Opinion |

4. This item should be taken up in committee:

- Immediately (Emergency only, please). Please state nature of emergency:

- As soon as possible, preferably within a month
- In due course, at discretion of Committee Chair
- When certain materials are made available, as noted in 7 & 8 on reverse
- Following public hearing

PLEASE FILL OUT BOTH SIDES

Alice Lesch Kelly

Content Marketing Writer and Book Collaborator

Newton, Massachusetts

Summary

Experienced content marketing writer and book collaborator dedicated to helping people and organizations build relationships with their audiences by creating engaging, high-quality content. Specialize in “you-focused” content that meets audiences where they are and uses compelling narrative, inspiring stories, and intelligent advice to help raise their awareness, achieve their goals, and improve their lives.

Qualifications

- Ability to inspire positive change with appealing content that informs, influences, and motivates
- Skilled at creating brand-focused content using the client’s unique voice
- Extensive experience initiating, planning, managing, executing, and completing complex projects
- Exceptional writing and editing skills; strong portfolio of work samples
- Ability to learn quickly and create content in a wide range of subject areas
- Excellent at translating complex issues and research into compelling narratives and clear action plans
- Familiarity with SEO best practices and consumer decision-making habits
- Ability to manage multiple tasks and projects at once and to work under tight deadlines
- Comfortable working with a team or independently
- Fluent in AP, Chicago, and AMA style; proficient in Microsoft Office applications

Experience

Founder, ALK Communications (1998-present)

As the sole proprietor of a freelance content marketing and communications business, I successfully manage all parts of my business, including initiating client contacts, generating ideas, negotiating contracts, developing and managing projects, working with stakeholders and subject matter experts, hiring subcontractors, and delivering all projects on time, on budget, and in alignment with all client specifications and expectations.

Content Marketing Writer, Content Strategist

- Work with clients to set content goals, define their brand voice, determine which content channels will best help them connect with their audiences, and create targeted messaging that guides audiences to take positive action that improves their lives.
- Write content for print and digital media, including articles, advertorials, brochures, slide shows, PowerPoints, radio scripts, newsletters, white papers, posters, fact sheets, blogs, and patient handouts.
- Create marketing content and consumer awareness resources for a wide range of clients, including content agencies, media companies, custom publishers, associations, hospitals, and businesses.
- Clients include March of Dimes, Boston Globe Sponsored Content, American Cancer Society, Health Media Network, Pace Communications, Wells Fargo, Johns Hopkins Medicine, Hired Pens Agency, Association of American Cancer Institutes, Meredith Custom Publishing, WebMD, and others.
- Specialize in inspiring and guiding positive behavior change, especially in the area of health.

Book Collaborator, Book Packager, Editor, Publishing Consultant

- Collaborate with authors, literary agents, editors at major publishing houses, and book packagers to develop and write/ghostwrite bestselling consumer health and self-help books.

- Collaborated on 13 books, including three *New York Times* bestsellers. Titles include: *Clean Design: Eco-Friendly, Health-Conscious Home Decorating* (Greenleaf Books); *The Doctor's Diet and The Lose Your Belly Diet* (Ghost Mountain Books); *Healthy Mom, Healthy Baby: The March of Dimes Pregnancy Guide* (HarperOne); *Uncovering Happiness: Overcoming Depression with Mindfulness* (Atria Books); *Be Happy Without Being Perfect* (Random House); and *Conquering Infertility* (Crown).

Health Journalist

More than 200 articles published in 50 magazines and newspapers, including *Shape*, *Fit Pregnancy*, *MORE*, *Martha Stewart Living*, *Woman's Day*, *US Airways Magazine*, *SELF*, *Good Housekeeping*, *Reader's Digest*, *Whole Living*, *The New York Times*, and *The Los Angeles Times*. Digital content appears on WebMD, iVillage, LifeScrip, About, Today.com, WeightWatchers.com, CompletelyYou.com, and others.

Some Recent Projects

- **Sponsored content:** Online B2B articles for the *Boston Globe* about how retailers can increase sales
- **Radio scripts:** 60-second public service spots on maternal health and the prevention of premature birth for the March of Dimes; aired daily for 15 months on 500 CBS radio affiliates nationwide
- **Web content:** Major project on the Eversource (New England gas and electric utility) website to encourage business and residential customers to choose energy-efficient upgrades
- **Content design:** Conceptualized and outlined *Mejora tu Salud de Poquito a Poco*, a bestselling Spanish-language consumer health book published by Random House in conjunction with Univision
- **Bestselling book:** Multiple-week *NY Times* #1 bestseller written for Dr. Travis Stork, host of the Emmy-award winning TV show, *The Doctors*
- **Brochures:** 16-page patient-facing guides on various health topics for Health Media Network, a point-of-care media agency
- **PowerPoint presentation, brochures, and handouts:** Ready-to-use "Presentation in a Box" on diabetes prevention for Spirit of Women, a health marketing agency
- **Clean Design Guide:** Multiple award-winning how-to book on hypoallergenic home design for Robin Wilson Home, a national lifestyle and home goods brand
- **Online slide shows, articles:** Senior living content created for Imagination, a content agency working with assisted living networks throughout California
- **Wallboards:** Physician-facing research news for Health Media Network
- **Consumer white papers:** Written/edited for Johns Hopkins School of Medicine
- **Online/print articles:** Advice on financial planning for retirement, coping with financial stress, and other topics for Wells Fargo *Lifescapes*, a magazine for investors; profiles of comprehensive cancer care centers, created for Pace Communications and published in *US Airways* magazine
- **Pro bono:** Newsletters articles for the Umbrella Center for the Arts and Centre Street Food Pantry

Experience

- Adjunct instructor, creative nonfiction writing workshops, Emerson College
- Contributing writer, *Fit Pregnancy Magazine*; senior editor, *Walking Magazine*
- Editor, *Weekly Reader* children's newspaper; education reporter, *Elmira Star Gazette*
- Winner of multiple writing awards from the American Medical Writers Association, the Western Publishing Association, the Health Information Resource Center, and Moms' Choice Awards
- Member, American Society of Journalists and Authors and Association of Health Care Journalists

Education

- MA, Boston University (Creative Writing)
- BA, Syracuse University (Magazine Journalism)