

From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Mar 03, 2025 21:11:51.000000000 UTC
Subject: RE: : Draft reg and legal notice
To: Bonny Carroll <bcarroll@somervillema.gov>

I think sometimes painting a picture helps. Use whatever you feel comfortable with. But I do like sticking a spoke in the industry's wheel. We're going to hear all the usual arguments. Freedom. Adult choice. Black market. Veteran's rights. Etc. Etc. Etc. Based on what we've heard so far we may want to, without seeming to, make sure "the poor little retailer argument" doesn't hold up. Most do the right thing but we do have to guard against those who don't.

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Monday, March 3, 2025 3:15 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: : Draft reg and legal notice

Ahh yes. Both of those incidents were in Somerville ! Ha!

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From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Monday, March 3, 2025 2:25:31 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Subject: RE: : Draft reg and legal notice

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Just when you wouldn't want them to be. ☹️
You might talk about some of the offensive products you've seen. I can send you what I will probably say so we are not redundant. You've heard me. 😊
I think it's important to hammer home that the industry just keeps coming up with new products – all designed to attract new customers – and those customers are youth.
We don't want to beat up on retailers especially if this is a retailer friendly crowd. But you might want to talk about some of the things you've seen when doing inspections.
The pink purse – was that Somerville?
The flavored vapes in a vitamin cardboard box in the paper towel aisle. Was that Somerville?

Without naming names you can provide insight into the deviousness. How hard it is to keep ahead.

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Monday, March 3, 2025 1:58 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: : Draft reg and legal notice

Valuable thoughts! Keep em coming.
One foreseeable problem is compliance rates are currently good lol

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From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Monday, March 3, 2025 1:56:19 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Subject: RE: : Draft reg and legal notice

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Not worried about the hearing. Just want to make sure we do as much advance prep as possible. Somerville's impact can be huge. HUGE!

I plan to speak. I'll do my usual. What I see in the stores for new products and why we have to do this policy. I'm sure our other NFG Task Force speakers will do their usual. The legality. Etc.

One of the things Peter Brennan will say is retailers are our best line of defense. I think we really need to refute that. It would be good if you could come armed with recent sales-to-minors data. Proof that we can't rely on retailers to not SELL to youth. That we have to make sure these products are not AVAILABLE to youth.

Just a thought....

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Monday, March 3, 2025 1:46 PM

To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: : Draft reg and legal notice

Yes! And they are well trained, powerful speakers who are excited to be there!

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From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Monday, March 3, 2025 1:44:25 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Subject: RE: : Draft reg and legal notice

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Letters count.

So we're still looking for medical practitioner to show up in person. I'm hoping Dr. Randi Sokol from CHA will. But remember, you have the best ace up your sleeve – youth!

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Monday, March 3, 2025 1:31 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: : Draft reg and legal notice

Clarification. Chiro and doc will send letters not testify. Yes. Dont want regrets. Keep suggestions/ thoughts coming!!

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From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Monday, March 3, 2025 1:24:35 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Subject: RE: : Draft reg and legal notice

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You have so many youth serving organizations in Somerville.

I'm reaching out to folks I know. Fingers crossed. Great that your PCP and your chiropractor will testify.

Probably best not to talk to your city council members. Unless they approach you.

Were you able to get a letter from Christine Barber?

My sense is that you will have a good turnout, but we don't want to leave any stone unturned and wish we had done something more. I still have that feeling about Medford. I don't think it would have made a difference because the chair had his mind made up. But I still think about it. Better to think about it before rather than after. 😊

Faith-based groups?

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Monday, March 3, 2025 1:03 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: : Draft reg and legal notice

Hmmm. All good thoughts!
I will make up a list and go at it. So far my chiropractor and pcp will.
I've been told not to speak to my council members about it. I'll clarify that though.
The list you gave here will help. I'll try to get someone in each category.

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From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Monday, March 3, 2025 12:45:37 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Subject: RE: : Draft reg and legal notice

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It was very helpful when we were accused of doing this policy with no notice, in the dark of night. It shut the opposition right down. At least on that point. Of course we are farther along now and the opposition is watching us all closely and they get out and drum retailers to show up at hearings.

Are you all set with advocates to testify in person? Our MA NFG team will of course but it's even better to have local people. Do you have any medical folks?

Cardiologists? Pulmonologists?

Pediatricians?

I could ask a CHA pediatrician if you want. She testified at Malden's hearing. Let me know.

You may want to have someone read CHA's letter of support. The Board members will have it of course but you may want to have it read out loud in a public space.

Do you have any educators planning to speak or to at least write letters of support?

School adjustment counselors? Guidance counselors? School nurses? Will your public health nurse testify? I think you said you were friendly with some city council members. Will they testify in public? I

suspect you may have some who will speak in opposition – as we did in Chelsea. Nice to be able to balance that.

This is the hardest part of the whole thing. Making sure people commit to showing up and to speaking out.

Luckily you have GREAT youth. I only think you need to import any but let me know.

We had an ex-smoker in Melrose and in Concord. Very, very impactful.

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Monday, March 3, 2025 12:13 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: : Draft reg and legal notice

Thanks, Maureen.

Yes, the hearing will be on the 20th.

the communications director and city solicitor decided to put a brief summary in the paper. I'll send it to you when finished.

I'll check on the retailer ed visits to see if Karin and team want that and if they do i would love help!

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From: Buzby, Maureen <mbuzby@CityofMelrose.org>
Sent: Monday, March 3, 2025 10:40:52 AM
To: Bonny Carroll <bcarroll@somervillema.gov>
Subject: FW: : Draft reg and legal notice

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This is what Winchester placed in the local paper.

We tried as much as possible to follow the protocol that we used for all other tobacco regulation proposed changes. We knew the industry would be watching and trying to find a hitch or a hiccup.

The main thing we did differently was to do a bit more direct community outreach (speaking to our prevention partners) and then more outreach to retailers to make sure they knew about the public hearing. I would guess most don't read the paper. As you and I know, they often don't open their mail or read their email so I felt the extra in-person visits were essential.

BTW, has a public hearing been scheduled? Will you be delivering hardcopy of the hearing notice to the retailers? If you do, do you need help with that?

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