

MEDICAL MARIJUANA ADVERTISEMENTS



Earlier on in the week, one councilwoman in the Denver City area, Jeanne Faatz, expressed her concern on medical marijuana advertisements that are displayed outdoors, stating that she was in support of banning such advertisements, not just around areas in which children are located, since that was the primary concern before. In the meantime, a councilman, Christopher Herndon, said that he will be offering that proposal and believes it is necessary. Herndon said that he wanted to give credit to Debbie Ortega, who has come up with a proposal for banning all medical marijuana advertisements from being anywhere within 1,000 feet of a school, daycare center, or any other recreational area in which children are located in. Herndon said that by her creating such a proposal, the situation has been brought to his attention and has caused him to do some extensive research. He believes that the limit she wanted, 1,000 feet from any recreational area, is a fantastic idea but he thinks the limits should even go above and beyond that. Herndon claims to be a fan of the particular industry but believes that there are certain things they should and should not do. He believes that the outdoor advertisements have actually caused a lot of controversy, with many proposals being made for those advertisements to be banned. Along with this problem, he also believes that advertising in itself is not such a great idea for the industry at all. He knows the business needed a chance to have success but there are certain aspects, such as outdoor advertising, that just do not seem to help. As of right now, a consensus has not been set on the ban of outdoor advertisements for this particular industry. And, while certain groups believe in prohibition, others do not feel the same way. For example, the Cannabis Business Alliance disagrees, believing that prohibiting advertising beyond what Ortega has already proposed is simply taking it a little too far. One member of the alliance, Shawn Coleman, said that he would be happy if everyone could come to an agreement, an equal medium, one where the industry would have the opportunity to advertise without stepping on any boundaries. In the meantime, Herndon says that he is still working on the ordinance, tying in all of the specific details and trying to figure it out. However, he says that one thing is for sure and that is that the proposal Ortega has created is definitely going to be talked about at the council meeting. He also said that he wants the situation to work out in both instances, so that both sides can feel victory. Overall, he wants the finalized proposal and solution to be one that is a win-win situation for both sides of the fence.

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