



The Most Livable  
City in America

CITY OF SAINT PAUL  
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## Menthol Tobacco Restriction Stakeholders Meeting

October 24<sup>th</sup>, 2017

*What are strategies for supporting businesses to reposition themselves in the marketplace?*

### Utilize Existing Programs

- Statewide Health Improvement Partnership grants - promoting/stocking healthy food, etc.
- Expand the STAR program
- City's facade improvement or interior improvement
- Air quality grants-would need buy-in to stretch definition
- Work with the Chamber or NDC on business plan adjustments
- Incubator kitchens

### Survey and Grow Knowledge of Neighborhood Retail Needs and Interests

- Stock and promote staples, food for local community that's cultural
- Survey local community to find out what they need and want
- Think how can I serve my customer instead of what can I sell them
- Host neighborhood meetings
- Engage local business associations
- Work with District Councils to engage neighbors
- Neighborhood and community groups

### Engage Consultants

- Business plan help from professionals - market analysis and impact studies
- Engage youth to develop marketing ideas (e.g. Kitty Andersen Youth Science Center
- Challenge the mindset of business owners
- Do market research on retail need in the city - hire a professional firm
- Help with hiring consultant to help businesses
- Business consultant to support or give assistance to corner stores

### Affirmative Marketing Support

- "Buy Local" ads
- Affirmative marketing support

Phase-in Policy

- Equal playing field to restriction rules
- Phase in restrictions

Sufficient Implementation Time

- Time (X2)

Additional

- Look at Philadelphia corner store research
- Work on Statewide law 21
- Time to relocate/sell
- Economic impact understanding research
- Evaluate cigarette/tobacco tax
- Incentives for partnership and Community groups coming to the table
- Education

*What are available resources for supporting businesses to reposition themselves in the marketplace?*

Draw Upon Expertise of Groups

- Neighborhood Development Corporation and others N.E.N.D. (North End)
- Business brokers
- Branded suppliers (e.g. S.A., Holiday)
- Neighborhood Development Center / Women Venture/ SCORE etc.
- CDCs, NDC, ESNDG etc.
- Minnesota Service Station Association
- National Association of Convenience Stores (NACCS)
- Universities
- Churches
- Business associations (MPMA)

Grants

- Exit grants to offset revenue loss
- Offer retail innovation grants to business for improvements

Other Tools

- Ramsey County interactive property map-free resource creates Avery 5160 mailing labels
- Social media marketing platforms of Partners
- Online purchase drop in stores
- City Kiosk for City Services

*What is a reasonable timeframe for implementing the menthol tobacco restriction ordinance amendments?*

Factors to consider:

- Time for: strategy development, engage others in plan, work with businesses, implementation
- New product type phase in
- Loans to renegotiate loans, vendor agreements (some 1 year agreement with penalties)
- Similar to Minneapolis
- Change not new, represents an ongoing conversation
- Research and work team to ensure meaningful engagement
- Allow time for other municipalities to follow
- Outreach and education to retailers
- Allow for trial period
- 200,000 kids getting snared into tobacco use annual
- Trial and allow time for it to work
- Grant cycles
- Inventory adjustment – new product
- 3 time visible before buy – time to create a purchase – and real revenue growth

Recommended Implementation Time Period:

- Recommendations ranged from 9 months to 5 years
- Majority were in the 9 to 18 months range

