



# BURR RIDGE

A VERY SPECIAL PLACE

## **Village of Burr Ridge Communications Engagement Plan Regarding The Sale of Cannabis in Burr Ridge**

### **Purpose of the Recreational Cannabis Introduction Plan**

Following the signing of Illinois House Bill 1438, better known as the **Cannabis Regulation and Tax Act (CRTA)**, the purchasing and consumption of recreational cannabis will be legal within the state of Illinois on 1/1/2020. The purpose of this plan is to educate its readers on the basics of cannabis within Illinois as it is related to the CRTA and what that may entail for the Village of Burr Ridge.

### **Goal - The primary goal of this communications plan is to raise public understanding of:**

- The Village's ability to regulate the sales of cannabis within the Village of Burr Ridge
- Communicate to residents the Village's limitations related to the regulation of consumption and possession of cannabis within Burr Ridge
- Communicate to residents, business owners, and stakeholders the high level of transparency the Village will attain when discussing the sales of cannabis within Burr Ridge.
- Previous feedback from residents and other municipalities regarding their experience with cannabis in their community

### **The primary objectives are:**

- Have both the Village Board and Burr Ridge residents be informed on the topic of recreational cannabis so that a reasoned discussion regarding it can occur at a Village Board workshop meeting or town hall meeting in the future, yet to be determined.
- Have Burr Ridge citizens be aware that the Village will keep them informed on any and all progress regarding recreational cannabis
- Communicate to Village residents the impact on services as it pertains to recreational cannabis. The Police Department will increase services related to impaired drivers as well as calls from concerned citizens regarding consumption violations.
- Communicate that the village will be considering the selling or opting out of the sales of recreational cannabis within the Village.
- Explain the potential economic impact that sales of recreational cannabis can have on the Village of Burr Ridge.

### **Audiences**

The audiences this communications engagement plan is primarily directed toward includes:

#### Public:

1. All residents
2. All non-residents who move through the Village of Burr Ridge
3. Any potential recreational cannabis businesses looking to locate within the Village of Burr Ridge.

4. Print/Online (website, newsletters, E-Briefs, and Social Media)
5. Cable TV - Channels 6 and 99

#### Community Leaders:

1. Mayor/Board of Trustees
2. Chamber of Commerce (?)
3. Burr Ridge Village Center
4. County Line Square - Management

#### **Key Messages**

- As the CRTA is state legislature, the Village does not have the ability to ban the consumption or possession of cannabis within Burr Ridge.
- Regardless of whether or not cannabis will be sold in Burr Ridge, residents and visitors could still legally purchase recreational cannabis elsewhere and consume it within the Village.
- Any policy discussion regarding recreational cannabis should focus on whether or not it will be sold within the Village of Burr Ridge and not regarding the moral debate surrounding recreational cannabis as a whole.
- The Village's ability to regulate recreational cannabis includes the sales hours and locations of dispensaries within the Village. Considerations such as proximity to points of interest like liquor stores, governmental buildings, schools, and churches are up to the discretion of the Village.
- The Village has been approached by recreational cannabis businesses inquiring about potentially opening in Burr Ridge on or after 1/1/2020.
- The CRTA established that any resident or non-resident 21 years or older may consume cannabis on private property or carry it on their person.
- The Village of Burr Ridge cannot issue licenses to sell and grow cannabis, this responsibility falls to the State of Illinois.
- To combat a variety of budget needs, recreational cannabis could be considered as a legitimate source of revenue for the Village.
- The Village will undergo discussions regarding staff policies as it relates to cannabis consumption.
- Staff within the Village's finance department will estimate a yearly revenue for the Village from the various taxes placed upon the sale of recreational cannabis.

**Communications Engagement Plan:** In an effort to keep residents, business owners, community leaders and the media informed of the potential sales of medical or recreational cannabis within the Village of Burr Ridge, Village staff will execute an ongoing and comprehensive communications plan containing the following:

- A dedicated page on the Village's website with information as to meetings, hearings, legal aspects, economic impact, research and feedback of having recreational sales of cannabis in Burr Ridge

- Relevant news items on the Village's website
- Press releases – as needed
- Detailed FAQs – general as well as from other municipalities experience
- Post any/all committee discussions on the Village calendar, website, and social media
- Social media (Facebook, Twitter, Village App, Cable channels) posts regarding the status and details of cannabis sales discussions
- Engage in multiple staff informational meetings to better educate the appropriate Village employees on the topic so that they may answer the residents and business employees' questions regarding cannabis in the Village to the best of their ability.