



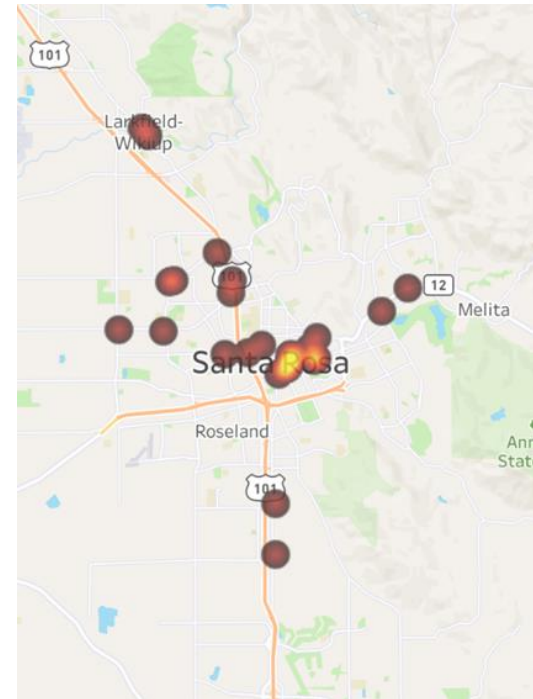
# Massage Establishment Ordinance Update

Public Safety Subcommittee  
October 15, 2024

Lou Kirk  
Assistant Chief Building Official  
Planning and Economic Development

# Background

- Ordinance 3937 adopted in 2010
  - Business license/ Revenue oriented
  - Minimal regulation/enforcement
- Changes in State laws have further misaligned the City's ordinance
- Over 30 known illicit massage establishments exist at present
- New ordinance under development, realigning City codes and addressing present-day issues and community concerns



# Realigning with State law

- Public health and safety focus
- Expansion to integrate professionalization, licensing requirements, and broader legal aspects
- Recent focus on changing technology and integration into traditional medical settings
- Increased authority and autonomy given to local jurisdictions
- Establishment of a statewide, private nonprofit public benefit corporation providing regulation and certification processes benefitting the public

# CAMTC

- As early as 2009, the State Legislature enacted bills designed to regulate massage uses
- In 2016, the current version of the California Massage Therapy Council (CAMTC) was established under AB2194
- CAMTC is required by B&P Code §4600 et seq to:
  - Approve massage schools
  - Oversee a massage therapy certification program
  - Ensure that certified massage professionals have completed required training

# New City Ordinance

- Designed to leverage CAMTC resources
- Establishes approval and permitting criteria for practitioners and establishments
- Establishes practitioner code of conduct and material requirements for establishments
- Allows for proactive inspection, enforcement and revocation procedures
- Provides provisional relief to existing establishments acting in good faith with current regulations
- Discourages bad actors from establishing or continuing to operate within the City

# Next Steps

- Finalize draft ordinance
  - November/December 2024
- Present draft ordinance language to Planning Commission
  - January 2025
- Present draft ordinance and Planning Commission recommendations to City Council
  - February 2025
  - Requires second reading of the ordinance
  - Effective 30 days after the second reading

# Enforcement Efforts

- The Police Department and the Code Enforcement Team have partnered for a series of enforcement operations.
- Working to address businesses that are clearly in violation of the law.
- The updated city ordinance will greatly assist in eliminating the most egregious violators.

# Questions

Staff is prepared to answer any questions or provide additional information as needed