

From: Dan Cerf <danocerf@gmail.com>
Sent: Friday, September 02, 2022 11:00 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: Balloon Ban/ Ordinance 22

Writing for you requesting that you do not include balloons in the bill prohibiting plastics. Balloons should not be lumped in as they already have laws on the books regulating use of balloons.
Thank you
Dan Cer

Dan Cerf
1187 Coast Village Rd
Suite 111
Santa Barbara, CA 93108
415-205-2608
New email: danocerf@gmail.com

From: Maxine Burton <maxine@burtonandburton.com>

Date: September 2, 2022 at 11:01:20 AM PDT

To: Paula Perotte <pperotte@cityofgoleta.org>

Subject: Opposition to Ordinance 22-371: Sale, Distribution, and Use of Helium Balloons

Dear Honorable Mayor Perotte,

We write to express our **opposition to Ordinance 22-371: Sale, Distribution, and Use of Helium Balloons**. We sell balloons to citizens in your city, and the well-being of those customers has motivated us to write to you regarding this ordinance. Passing it would devastate the livelihoods of our balloon customers in Goleta and negatively impact businesses like ours, all over the United States, that distribute to your city.

Our company and others in the balloon industry provide education to customers on the proper use and disposal of balloons. Education is always the answer, not an all-encompassing balloon ban. We strive to constantly instruct our customers on how to weight balloons and never intentionally release them into the air, as well as disposing of the balloons properly after any occasion so they do not become litter.

burton + BURTON® is a family-owned and -operated business based in Bogart, Georgia, since 1982. With 40 years of experience in the balloon industry, we have grown into the largest wholesale distributor of balloons and coordinating gift products in the world. Opposition to this ordinance is necessary for our customers in Goleta to remain successful and continue serving their clients. Handled and disposed of properly, balloons bring a pure joy to any special occasion.

We thank you for your attention and strongly encourage you to oppose **Ordinance 22-371: Sale, Distribution, and Use of Helium Balloons**.

Sincerely,

Maxine H. Burton
President and COB
burton + BURTON®
325 Cleveland Road
Bogart, GA 30622
www.burtonandburton.com
maxine@burtonandburton.com
706-548-1588

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From: Jill Davis <jillrdavis2@gmail.com>
Sent: Saturday, September 03, 2022 8:56 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: Thank You!!

As a ChannelKeeper member I applaud your recent actions to reduce styrofoam and other harmful plastics including the especially harmful Mylar products. Thank You City of Goleta for doing the best thing for us all. Sincerely, Jill Davis

-----Original Message-----

From: roman baratiak <romanbaratiak@gmail.com>

Sent: Saturday, September 03, 2022 12:45 PM

To: City Clerk Group <cityclerkgroup@cityofgoleta.org>

Subject: Plastic and mylar ban

Hello Goleta City Council,

I am in full support of the proposed regulation of single use plastics and mylar. Please add mylar confetti to the ban. This type of shiny mylar confetti can often be found in certain piñatas as well as being scattered at birthday, graduation and wedding ceremonies where it can be dispersed widely by the wind. It does not breakdown and is extremely difficult and time consuming to collect. Mylar confetti is also a threat to local birds and animals who are drawn to it because of the shiny surfaces.

Thank you, Roman Baratiak (Goleta resident)

Sent from my iPhone

From: MARY SANCHEZ <mlsanchez@me.com>
Sent: Saturday, September 03, 2022 8:18 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: New Plastic regulations

Dear city council,
Thank you!! I am so pleased that you are taking the lead in the fight to save our wildlife, our planet and ourselves.
Thank you from a lifelong neighbor from Carpinteria.
Mary Louise Sanchez
Sent from my iPad

From: Kate Symonds <kate@terraserve.net>
Sent: Monday, September 05, 2022 6:41 PM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: Support for ordinance banning single use plastics

Greetings - I am writing to briefly express support for the proposed ordinance that would reduce use of plastics in City of Goleta.

Thank you,

Kate Symonds
Santa Barbara

From: Ron Handin <ronh92845@gmail.com>
Sent: Monday, September 05, 2022 9:21 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject:

Please remove the sale and use ban of balloons from the proposed plastic bill.

From: Lorna OHara <ohara@ppag.com>
Sent: Tuesday, September 06, 2022 7:50 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: The Balloon Council Opposes Ordinance 22
Importance: High

RE: Ordinance 22: Plastic Waste Reduction Regulations

8.18.050 Regulations on the sale, distribution, and use of balloons; Prohibition of the sale, distribution and use of "foil," "metalized," or "Mylar" Balloons; Prohibition of the release of Latex balloons

Protecting the environment and reducing litter is a priority for many towns across the country but can be particularly important for those like Goleta.CA which is a beautiful coastal community. We would be happy to work towards common ground, enforcing the weight law, banning the intentional release of balloons and banning the use of balloons on beaches.

The adoption of any rules that could impact the sales and use of balloons could be economically detrimental to the many local businesses that have supplied balloons to members of your community over the years.

Please find attached The Balloon Council's full letter for the record.

TBC would appreciate the opportunity to work with the Goleta City Council and the business and community on an educational campaign over adopting any proposed regulations. Again, we would be happy to work towards common ground, enforcing the weight law, banning the intentional release of balloons and banning the use of balloons on the beach.

Please let us know if you have any questions. Thank you for your
consideration. Sincerely,

Dan Flynn
Chairman

Lorna D. O'Hara
Executive Director

cc: Council Members



Mayor Paula Porette
City Hall - Council Chambers
130 Cremona Drive, Suite B
Goleta, CA 93117

September 6, 2022

RE: Ordinance 22: Plastic Waste Reduction Regulations

8.18.050 Regulations on the sale, distribution, and use of balloons; Prohibition of the sale, distribution and use of “foil,” “metalized,” or “Mylar” Balloons; Prohibition of the release of Latex balloons

Dear Mayor Porette:

Protecting the environment and reducing litter is a priority for many towns across the country but can be particularly important for those like Goleta, CA which is a beautiful coastal community. We would be happy to work towards common ground, enforcing the weight law, banning the intentional release of balloons and banning the use of balloons on beaches.

The adoption of any rules that could impact the sales and use of balloons could be economically detrimental to the many local businesses that have supplied balloons to members of your community over the years.

Research shows that while 8 million metric tons of plastics are found in the ocean (Ocean Conservancy), balloons do not constitute serious litter or ecological problem. On the California coast there are 12 categories of debris that are far more prevalent than balloons.

Each year several bills are introduced or reintroduced in several municipalities. By and large these legislative attempts result from skewed public perception of product safety, environmental impact and public health issues-developed through rumor, inaccurate news reports or “expert” assertions. Regrettably, despite industry’s education efforts and failed attempts to “professionally” work with organization such as *Balloons Blow* and *Surfrider* balloon ban bills are reintroduced.

[The Balloon Council](#) (TBC), a non-profit organization established in 1990, is comprised of retailers, distributors and manufacturers dedicated to promoting the continued enjoyment of balloons and educating consumers and regulators about [Smart Balloon Practices](#) that provide guidelines for the proper use, handling and disposal of balloons.

TBC believes in education over legislation. Teaching people what they should and shouldn’t do

when using balloons, such as always weighting and never intentionally releasing balloons into the air, and disposing of them properly after your celebration, go a long way towards keeping balloons from becoming litter.

In fact, we clarified our stance regarding balloon releases to say: “Balloons should never be released” and developed a new motto is [“Don’t let go. Weight. Inflate. Enjoy.”](#) This has become an integral part of our “Meet Faraday: Smart Balloon Practices” national educational outreach campaign, which also encourages children to sign a pledge to follow Smart Balloon Practices and not intentionally release balloons.

The industry has grown from a handful of small manufacturing companies, which supported family-owned distributors and retailers, to one that now produces products that are an integral part of festivities in California, this country and abroad. TBC’s product labeling, media relations, public awareness and legislative initiatives have helped maintain consumer’s rights to obtain full enjoyment from balloons.

Adoption of any proposed ordinance that would stem the sale and use of balloons would exasperate an already strained business climate and have a negative impact on members of the Goleta community and beyond who sell balloons for their livelihood.

TBC would appreciate the opportunity to work with the Goleta City Council and the business and community on an educational campaign over adopting any proposed regulations. Again, we would be happy to work towards common ground, enforcing the weight law, banning the intentional release of balloons and banning the use of balloons on the beach.

Please let us know if you have any questions. Thank you for your consideration.

Sincerely,

Dan Flynn
Chairman

Lorna D. O’Hara
Executive Director

cc: Council Members

From: Stacey Ehling <stacey@princeton-sc.com>
Sent: Tuesday, September 06, 2022 11:31 AM
To: City Clerk Group <cityclerkgroup@cityofgoleta.org>
Subject: Submission for the record on Balloon Ban ordinance

Dear City Clerk,

I would like to submit this PowerPoint presentation (provided in PDF & PPT formats) for review by the City Council members and put on the record as testimony to show how the proposed balloon ban would hurt local businesses.

BalloonFacts.org is a grassroots organization that helps provide real facts about balloons and supports the efforts of balloon related businesses.

Thank you!

--

Stacey Ehling

Communications Director, Princeton Strategic Communications

(609) 408-2461 | stacey@princeton-sc.com

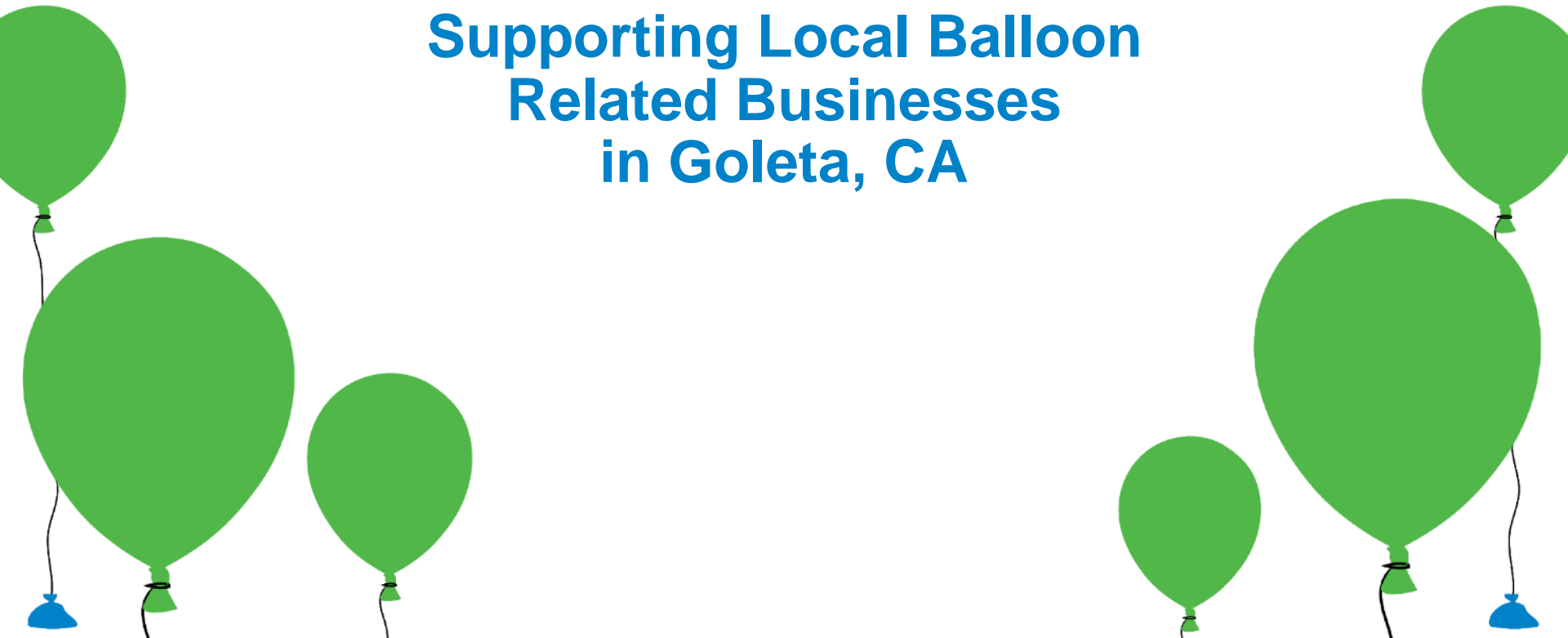
www.princeton-sc.com

160 West State St., Trenton, NJ 08251 | Your story is our strategy.



BALLOONFACTS.org

**Supporting Local Balloon
Related Businesses
in Goleta, CA**



Impact Statement

Proposed ordinance to ban the sale of foil/mylar balloons within Goleta City limits.

Banning the Sale of Balloons will harm local balloon related businesses that operate in Goleta and serve surrounding communities.

Banning the sale of foil/mylar balloons would be economically devastating, would force layoffs and the closure of these stores, some of which have been part of the community for decades.



Economic Impact In Goleta

- balloon retailers
- small business decorators
- Florists
- Party planners
- Card stores
- Event locations/ Banquet halls
- Balloon artists and decorators
- Party Entertainers
- Small & Large Production Companies
(Disney, Warner Bros., Universal, etc.)

Dozens of ancillary companies doing business with the industry:

- Trucking/delivery companies
- Helium suppliers
- Landlords
- Print Shops

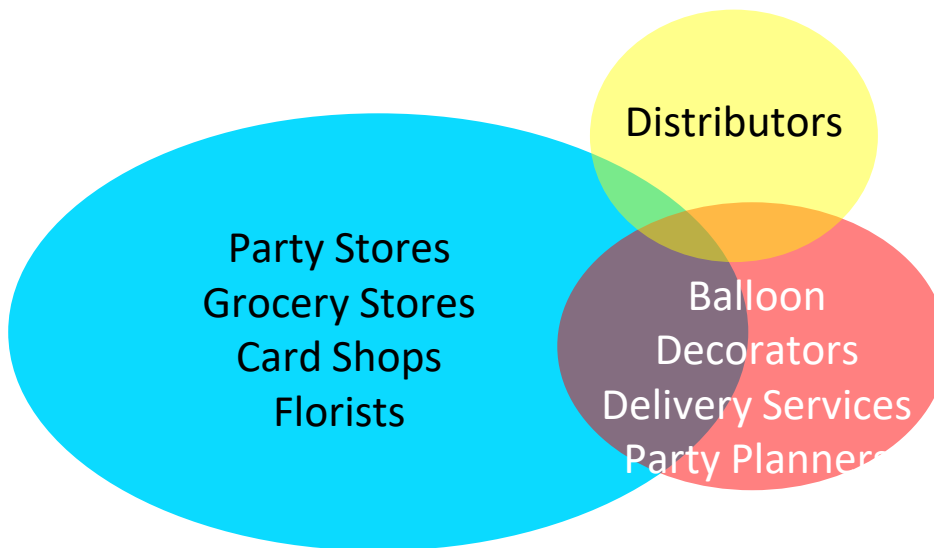
- Significant business closures in Goleta.
- Many of these businesses are self-employed balloon decorators, a significant number of which are women and minority owned businesses.
- Others are party shops which cannot survive without sales of mylar balloons.
- Layoffs of local workers in Goleta.
- Negative impact to California state and local Goleta tax revenue.



Reports

Market Segmentation

- Helium-Filled Foil/Mylar
- Air-Filled Foil/Mylar
- Un-Inflated Foil/Mylar



Mylar/Foil vs. Latex Sales

Product Type	# Sold in a Year	Median Retail Price	Yearly Sales
Latex Balloons	100,000,000	\$2.50 ea	\$250 Million
Foil/Mylar Balloons	60,000,000	\$11.50 ea	\$690 Million

- Foil/Mylar Balloons revenue is \$440 Million more than Latex balloons
- California sales tax revenue of \$70,725,000*
- Foil/Mylar Balloons are sold at a higher value due to the uniqueness of shapes and designs



Balloon Use

Foil/Mylar balloons are not just sold as a bouquet from the store.

- 1 Foil/Mylar balloons can be filled air as opposed to helium.
- 2 They can be used indoors and outdoors, anchored and weighted to solid frames.
- 3 Balloon deliveries which consist of balloons arranged in complex and beautiful designs are extremely popular and do not have to use helium.
- 4 Taped to the wall or when properly weighted can safely be filled with helium.



How Air-Filled Balloon Deliveries are Made

No Helium, ALL AIR!



Air-filled balloons attached with adhesives like U-Glue, tape, or Glue Dots.



Balloon animal balloons or string tied onto the Mylar balloon, then wrapped into the arrangement.



Clusters of
Latex Balloons

Water balloons act as weights.



The Current California Balloon Law

The CA Balloon Law has been in effect since 1990 and requires all balloons filled with lighter than air gasses, like helium, to be sold attached to a weight, states that these balloons should never be released into the air.

Is the Current California Balloon Law Working?

YES, to an extent as retailers attempt to educate consumers to follow it. The number of outages have been greatly reduced with the increase in balloon sales along with the population growth of California from 1990 to today.

Does everyone abide by the law?

While many do follow this law, it is an honor system and not everyone abides by it and no city or state government currently enforces the law.

Did You Know?

The balloon industry uses the base standard of this CA law, always weighting and never releasing balloons, as two of the main principles taught in SMART Balloon Practices educational programs worldwide.



Public Awareness

The Balloon Council's **National Smart Balloon Practices** campaign reaches children and communities.

TBC participates in public events, offering tips and best practices, reinforcing the message to **not release balloons** and **use weights**.

The industry enacted **September as International Balloon Month** to promote practices.

Free informational materials are made available:

- Posters
- Tip Cards in Spanish/English
- Helium Safety Info
- #BeBalloonSmart Pledge for children & adults
- Free Balloon Weights
- Social Media Campaigns



BALLOON
FACTS.org



A Precedent Setting Solution

A joint partnership between the balloon industry and the City of Goleta .

Rather than taking balloons away from the great majority of people who follow the law, the City should start enforcing the current law and issuing citations. This action, in tandem with the balloon industries efforts, would result in true change and a reduction in balloon related outages.

The industry will launch an ongoing pilot program:

- TBC will contact all balloon sellers in the City of Goleta to inform them the city will begin enforcing The California Balloon Law. They will be required to provide a “Don’t Release Balloons” card at the time of sale.
- The City will enforce the current California Balloon Law by issuing fines to violators.
- The balloon industry will provide updates of the progress of the non-conductive balloon material.



Goleta will be precedent setting as the first City to enforce the current law.

