



## GAMBLING CONTROL COMMISSION

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PAULA LABRIE, CHAIR  
ERIC C. HEINS  
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Date: February 12, 2024

Re: Regulations Meeting and Informal Public Comment Period for Draft Regulations Concerning “Advertising”

This is to inform interested parties that the California Gambling Control Commission (Commission) will hold a regulations meeting for consideration of approval to commence the formal rulemaking process for regulations concerning Advertising. This communication is to provide notice of the regulations meeting, which is scheduled for **March 8, 2024, at 10:00 a.m.** Please see the enclosed Notice and Agenda for additional details.

#### Background

The Commission commenced the formal rulemaking process for regulations concerning “Advertising” on December 30, 2022, via the publication of the notice of the proposed action in the California Regulatory Notice Register. During the formal rulemaking process, the Commission received a significant amount of public comments, which have been reviewed, considered, and some of which have been incorporated into the proposed modified regulation text. However, pursuant to Government Code section 11346.4, subdivision (b), the effective period of that notice of proposed action expired on December 29, 2023. As a result, the Commission will need to issue a new notice for this proposed action in the future. Prior to doing so, the Commission will hold a regulations meeting on March 8, 2024 at 10:00 a.m. for consideration of approval to commence the formal rulemaking process for regulations concerning “Advertising.”

#### Informal Comment Period Prior to the March 8, 2024 Commission Regulations Meeting

Interested parties may provide written public comments on the attached draft modified regulation text (version January 31, 2024) in advance of the March 8, 2024 Commission Regulations Meeting on Advertising. If you would like to provide written comments for review by Commissioners and staff prior to the meeting, per the contact information located at the end of this communication, **please submit your written comments no later than February 27, 2024**, to ensure that Commission members and staff have adequate time to review. Please keep in mind that we have not begun the formal rulemaking process for this package and offering this informal comment period prior to the March 8, 2024 Commission Regulations meeting on Advertising is not required. However, the Commission attempts to provide the public as much opportunity to comment on all of its regulatory packages as possible. It is important to note, if you have submitted comments prior, it is not necessary to resubmit those comments during this informal comment period. Please only submit new comments or comments limited to the recent modifications proposed (i.e., text that is shown in double underline and double red strikeout).

The following documents are enclosed:

- March 8, 2024 Meeting Notice and Agenda;

- Prior 45-Day Regulation Text (dated August 26, 2022), as noticed on December 30, 2022;
- Combined Comment Letters Received (4) on the Prior 45-Day Regulation Text;
- 45-Day Comment Summaries and Proposed Responses; and,
- Draft Modified Regulation Text (dated January 31, 2024) – *suggested changes to the August 26, 2022 Regulation Text are indicated in double blue underline and double red strikeout.*

These documents are also available on the Commission's website on the Proposed Regulations page ([http://www.cgcc.ca.gov/?pageID=Proposed\\_Regulations](http://www.cgcc.ca.gov/?pageID=Proposed_Regulations)). *Note: You will need a recent version of Adobe Acrobat Reader (likely 7.0 or newer) to view the attachments.*

Additionally, any written public comments received during the informal comment period held from February 12, 2024, through February 27, 2024, will be posted on the Commission's website in advance of the meeting.

**Inquiries or public comments concerning the January 31, 2024 Draft Modified Regulation Text should be directed to the following:**

California Gambling Control Commission  
ATTN: Alex Hunter, Legislative and Regulatory Specialist (Advertising)  
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Telephone: (916) 263-1301  
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Sincerely,

STACY LUNA BAXTER  
Executive Director  
California Gambling Control Commission

Enclosures