



## New York City Small Business Update **Reduced Fines & Increased Educational Outreach**

Beginning July 1, the Department of Consumer Affairs ([DCA](#)) has implemented [several changes](#) that could save business owners significant amounts of both time and money. Among the most notable:

1. In most cases, DCA will only issue one violation for information missing from a required sign, receipt or record book. For example, a retail store that does not have its name and address on the receipt as required will no longer be cited for two distinct violations.
2. Settlement amounts for violations in some industries have been reduced.
3. Under the city's new "[Cure Law](#)," which took effect on June 30, first-time violators of many signage regulations, such as not posting a refund policy (or stating in writing that there are no refunds), will have 30 days to certify to DCA that they have corrected the violation. Doing so will result in the fine being waived.
4. DCA may simply issue warnings for some first-time violations not covered by the Cure Law, such as a business not having its DCA license number on all printed materials (except for electronics stores).
5. DCA has published 41 different [inspection checklists](#) to help owners identify and avoid potential violations in the first place. Every checklist will be translated into Spanish. Ten of the most common checklists will also be made available in other languages, including Chinese and Korean.
6. A business owner will now be able to request that DCA inspections be conducted in his/her preferred language through a phone-based translation service.
7. DCA will take several steps to help businesses better understand their compliance responsibilities. These will include engagement with businesses potentially affected by new laws and regulations, and making an inspector available each day to answer questions at both its licensing center and borough offices. Business owners can also access a live chat on the DCA website, or contact a new legal ombudsman about how to comply with complicated rules.

---

**DISCLAIMER:** The information contained herein is provided by Glaser & Weiner, LLP for informational purposes only. These materials should not be considered as, or as a substitute for, legal advice and they are not intended to nor do they create an attorney-client relationship. Because the materials included here are general, they may not apply to your individual legal or factual circumstances. This document contains information that may be modified or rendered incorrect by future legislative or judicial developments. You should not take (or refrain from taking) any action based on the information you obtain from this document without first obtaining professional counsel. It is possible that under the laws, rules or regulations of certain jurisdictions, this may be construed as an advertisement or solicitation. © 2014 Glaser & Weiner, LLP. All Rights Reserved.