



# San Francisco Department of Public Health

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City and County of San Francisco  
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## Sugary Drinks Distributor Tax Advisory Committee

### AGENDA & MINUTES

May 22, 2018

6:30pm

25 Van Ness Avenue, Suite 610  
San Francisco, CA 94102

#### Order of Business:

**1. Call to Order / Roll Call**

**2. Approval of Excused Absences [Action]**

- a. Excused absences: Vanessa Bohm, Irene Hilton, Kent Woo, Bob Palacio
- b. Unexcused absences: Areeya Chananudech, Ryan Thayer

**3. Acknowledgments of Work to Date and SDDTAC Updates – Co-chairs [Discussion]**

- a. Joi Jackson-Morgan, SDDTAC co-chair, facilitated the meeting and acknowledged the SDDTAC's hard work during the past 6 months. The Co-chairs (Jackson-Morgan and Vargas) have met with Supervisors to discuss recommendations, along with members of SDDTAC and other community advocates. The co-chairs also met with the Mayor's budget office and learned that approximately 90-92% of SDDTAC's recommendations will move forward as is.
- b. Co-chairs and DPH staff, Christina Goette, had a call with SSB advisory committees of other jurisdictions to share learnings. Other committees are impressed with what SDDTAC was able to accomplish in such a short time-frame. Seattle would like to learn more from SDDTAC. Let co-chairs know if you would like to participate in these calls.
- c. Ryan Thayer, Rita Nguyen and Ms. Jackson-Morgan represented SDDTAC in regional conversations. Oakland SSB Adv Cte is seeking to implement a water campaign and is interested in potential for a regional campaign.
- d. Ms. Goette shared that Bob Palacio (RPD) is on leave and Lorraine Banford, RPD's Recreation Manager, will be stepping in to represent RPD on the committee. Ms. Goette will learn how that works in terms of the committee for an appointed seat.
- e. The sponsor of SDDTAC's report is the City Administrator's Office; currently waiting for Supervisor Sheehy to schedule at Public Safety/Neighborhood services committee. If the meeting is scheduled after the Mayor's budget comes out, it may not be priority for SDDTAC to talk at the committee.
- f. Ms. Jackson-Morgan requested quotes from SDDTAC members for a news release that the Mayor and Cohen's offices plans to release the last week of May. If you are interested in being interviewed, let staff know. Otherwise, submit quotes directly to Aneeka by Friday.

- g. Co-chairs, Saeeda Hafiz and Kent Woo met with Supervisor Cohen who was confident that the SDDTAC recommendations would be accepted. She thought D2 Supervisor Stefani might be a future champion. Supervisor Stefani is a former legislative aide and understands the budget process and is a champion for children and families.
- h. Ms. Jackson-Morgan shared next steps for SDDTAC. In the coming months, the SDDTAC will need to review Robert's Rules of order, Sunshine Ordinance, update rules and regulations and update on Public Safety Neighborhood Services committee hearing for recommendations. The tax collector should come discuss the revenue and how it is being implemented. The SDDTAC recommendations were built on the projections, but the tax collector can provide the actual numbers. Lyra Ng would like to invite a sociologist from Stanford who has been studying how families in poverty choose to spend their money on treats for their children to present at the end of the year. The SDDTAC will also consider updating data, and shifting to oversight and updates on marketing, healthy retail, etc. Perhaps at an upcoming meeting, an agenda item on the first 100 days of new mayor? SDDTAC should also track the work of OCOF. Michelle Kim shared that backbone staff for OCOF are now housed at DCYF.
- i. Jorge Rivas thanked everyone on the committee for all their work and those who did behind the scenes work. Mr. Rivas suggested another next step may be to revisit the subcommittees to see how that structure can help implement the recommendations as places where more dialogue can occur.
- j. Ms. Goette shared that some of the funding for 17-18 has been allocated to gathering more community input. DPH wants to ensure more community input as the RFP is shaped. 10 focus groups targeting communities including AA, API, Latino, Youth, faith-based groups, Samoan, Native American, 2 youth mixed groups, smaller organizations that don't typically go for city grants. If you have specific individuals for the last group, let Ms. Goette know.
- k. Committee members raised issue of reappointments. All seats are up in December of 2018. The first term in legislation is from September through December 2018. Ms. Goette recommends to wait until election and budget season have died down to figure out the process.
- l. Rita Nguyen recommends as a next step to establish timelines for next 1-2 years: one on implementation, advocacy, and the next set of recommendations.

**4. Staffing/Backbone Transition –DPH [Discussion]** Patricia Erwin, Deputy Director in Community Health Equity and Promotion Branch of DPH, congratulated the SDDTAC for all the work, report and thoughtful recommendations and addressed the transition of staffing/backbone from the City Administrator's office to DPH. Since Jack Gallagher transitioned into a new position, the City Administrator, DPH and Mayor's Office agreed to have backbone support transition to DPH. Ms. Goette will oversee the effort in DPH and we're hoping that we'll get more staffing. Marianne Szeto will provide backbone support to the committee. In addition to Christina and Marianne, DPH will be bringing consultant to work with SDTAC to support facilitation of the meetings. A lot of the next steps that the committee discussed in the previous agenda item is what Resources Development Associates (RDA) will provide. Their work will be in 3 primary areas: supporting co-chairs and backbone around planning and facilitation of meetings; working with SDDTAC on structure and processes, trainings, timeline, Robert's Rules; and support with community input around RFP process. Ms. Erwin introduced Amalia Freedman, who was observing on behalf of RDA. Ms. Freedman congratulated the committee and shared her background. DPH and RDA are finalizing the

scope of work. There are short term funds through June 30 for RDA connect with co-chair and planning. The bulk of work will begin in July.

- i. Lyra Ng asked if the funds for RDA will be coming out of the recommended 10% for infrastructure. Ms. Erwin said that until the Mayor's budget is released and the BOS weighs in, it's not certain, but that is the plan. SFDPH Director Garcia supports this decision, so DPH will be absorbing the cost for now.
  - ii. Mr. Rivas asked what is best way for SDDTAC to get involved to inform the process. May need to relook at subcommittees, and perhaps infrastructure committee will do that work and bring it to the full SDDTAC meetings.
- a. Schedule regular meeting [Discussion and Action] Ms. Goette sent a doodle poll and best options are 1st Friday or third Tuesdays. June meeting is too soon, so will set June meeting for June 19 from 4-6 PM. Many are out on July 6 due to holiday weekend. Regular meeting schedule will likely begin in August. Staff will send the calendar invite with location.

**5. Progress on FY 2017/18 work –DPH [Discussion]** Ms. Goette shared update on how the revenue is being spent for the FY 17-18 in three areas: community input, awareness campaign, data.

- a. Continuing to work with evidence team to purchase sales data.
- b. DPH staff is lucky to work with consultant Tonya Williams to conduct 10 focus groups to get more input from communities most impacted from sugary drinks to hear what they want to get out of the soda tax funds. Developing focus group script with the Co-chairs and the health equity reps (Vanessa Bohm, Kent Woo, Ms. Jackson-Morgan). Ms. Williams has conducted two focus groups to date: Sunnydale and Samoan Community Development Center. Ms. Williams will develop a report with raw data and summary to inform the town hall meetings to get broader input in development of RFP. The town halls will be a way to go back to the organizations to share back what we heard and what happened as a result with a broader audience to support equal opportunity for input. RDA will be organizing the town halls. Timeline: the funds for Ms. Williams expire June 30. 3 town halls July-Aug to inform the development of RFP. Assuming the funds for community orgs comes to DPH/CHEP, in September DPH will focus on development of RFP without the SDDTAC to avoid conflict of interest.
  - i. Ms. Hafiz asked for clarity around the RFP for community/faith-based. It is linked with school district (7.5%)- would that RFP look differently? May need to work with school district to develop that part of the RFP.
  - ii. To review the RFPs received, a diverse review panel will be assembled with experts, (who understand the work and without conflicts of interest), community members, subject matter experts. DPH contract office will ensure that we follow the processes. Ultimate goal is that signed contracts with funded agencies would start work in Jan 2019. Plan for 18 month cycle for first set of grants. 2-3 year contracts for subsequent cycles. The infrastructure committee can notice their meetings 72 hours in advance to begin drafting timeline.
- c. Media campaign – Ms. Goette, Libby Albert, Ms. Hafiz, Mr. Rivas, and Ms. Bohm will meet with 510 media next week. 510 Media was an approved DPH contractor and had experience in working with our priority populations. Key objectives are to support merchants with communication tools, collateral materials to answer consumer questions and concerns. 510 Media will develop tools and communications about tax process and supply SDDTAC with talking points and tools to use for merchant to give to consumers and consumer audiences,

policy makers, etc. PR. This campaign will build merchant and committee capacity, highlight benefits of the tax and eventually lead to a larger campaign to showcase the results. Funds for an awareness campaign would go through a community based grants process (10%).

- i. Janna Cordeiro shared the statewide ballot measure that the beverage industry is funding to prevent cities from passing taxes of any kind without 2/3 vote. There will be media focus on this and they will focus on SF. they're doing it around the country to prevent soda taxes everywhere and trying to make it retroactive. ABA is largest contributor to that campaign.

**6. General Public Comment:**

- a. Mr. Vargas has been talking with UCSF scientists about providing training that can be online targeted to community based organizations who are interested in applying for SSB funds to help them get a grasp on evidence-based approaches to reduce SSB consumption and increase water consumption.

At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).) 10.

- 7. Adjournment** - Mr. Rivas made a motion to adjourn. Mr. Jonathan Butler seconded the motion. The meeting was adjourned at 8:04 pm.

**Notes**

Each action item will hold public comment before a vote is made

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

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Phone: 415-554-7724, Fax: 415-554-5784; Email: [sotf@sfgov.org](mailto:sotf@sfgov.org)

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