



San Francisco Department of Public Health

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City and County of San Francisco
London N. Breed
Mayor

Sugary Drinks Distributor Tax Advisory Committee

AGENDA & MINUTES

July 17, 2018

3:00pm – 5:25pm

25 Van Ness Avenue, Room 70

San Francisco, CA 94102

Order of Business:

1. **Call to Order / Roll Call** – Ms. Jackson-Morgan called the meeting to order at 3:10 pm. Linda Barnard is the official representative for Recreation and Parks Department.
 - 1) Approval of Excused Absences [Action] – There were no requests for excused absences. Unexcused absences: Areeya Chananudech and Saeeda Hafiz.
2. **Approval of Minutes for May 22, 2018** [Action] – The minutes were approved.
3. **Review and Consideration of Regular Agenda** [Action] – Ms. Jackson-Morgan reviewed changes to regular agenda, including descriptive agenda items, addition of standing updates for DPH staff reports, subcommittees, trainings, etc. DPH staff report could cover big picture of expenditures and status of funding. In future, all agenda items for discussion will include “Possible Action”. Kent Woo moved to approve the changes to the regular agenda. All voted in favor. The regular agenda was approved.
4. **DPH Staff Report** [Discussion]
 - 1) **FY 17-18 updates** – The committee allocated funding in three areas: media campaign, community input, data
 - 1) Media campaign draft concepts – 510 Media provided draft concepts. Contact Christina if you’d like to provide input.
 - 2) Data purchased in conjunction with Evidence Team (researchers at Stanford, Berkeley and UCSF). SF data purchased 2015-2017 zip code level data at a discount. The Evidence Team will purchase other data for other comparison jurisdictions.
 - 3) Community input - Tonya Williams completed 10 focus groups in June.
 1. 2 AA
 2. 2 Latinx
 3. 2 mixed race youth
 4. Samoan
 - 4) Chinese
 - 5) Native Indian
 - 6) Small Orgs

DPH staff are currently reviewing the report. Ms. Williams offered to report her findings to the committee. Staff will share the final report with SDDTAC when it is finalized.

- 2) **Town Hall planning** - FY 18/19 - working with RDA to hold series of town halls in August to help DPH get more info and input to further shape the RFP. SDDTAC is welcome to attend. Plan to acknowledge SDDTAC's work. Please let constituents know when they are scheduled and spread the word. We are planning to do 3: OMI, TL, Mission. Additional outreach and feedback will be collected at BMAGIC Bayview and MoMagic Western Addition backpack giveaways. OMI, Mission and Tenderloin were selected based on the diversity in these neighborhoods. Mission captures Latino population. OMI can capture Asian Pacific Islander and AA. TL captures some other populations. OMI Minnie and Lovie Ward Center has broad reach. Will use existing networks to promote the town halls and SDDTAC work. Staff have created a sign in sheet for public to receive information through distribution list. Will look into having interpreters for the town halls.

- 1) If Community Input Subcommittee works on an outreach plan, will this be a conflict of interest? Staff will double check.

- 3) **Public comment** – Lizzie Velten, AHA - how was the media campaign designed? DPH staff worked with 510 media to build off what SDDTAC interest in: promoting benefit of the tax and helping merchants explain the soda tax.

5. **Subcommittee Updates** [Discussion]

- 1) Community input subcommittee has not met since presenting the recommendations in March. Waiting on clarifying the question of how to incorporate community into subcommittee meetings.
- 2) Data subcommittee has not met. Ms. Cordeiro shared a recent publication on [Potential Policy Approaches to Address Diet-Related Diseases](#) by Michael Jacobson, Jim Krieger and Kelly Brownell. JAMA. Published online June 28, 2018. doi:10.1001/jama.2018.7434
- 3) Infrastructure subcommittee has not met. Need to reevaluate the subcommittees and goals and how it fits into overall structure with DPH and RDA as backbone support.
 - 1) Ms. Jackson-Morgan moved to vote at the next meeting for Rita Nguyen to represent SDDTAC in the regional messaging campaign meetings. If Rita is unable to attend, Ryan Thayer can report back (but not officially represent SDDTAC since he staffs the effort).
- 4) Public Comment – Faith-based Liaison Committee asked for clarification of when they can provide input. The SDDTAC operates under sunshine ordinance to ensure that it is possible for the public to participate. If it is related to an agenda item, they may comment after the item is discussed. But if the public wishes to provide comment to an item that is not listed on the agenda, they must wait for general public comment at the end. The Committee cannot engage in a conversation about a topic raised during public comment, but they can choose to agendaize the topic for next available meeting.

6. **Mayor's Budget** [Discussion] - Ashley Groffenberger, Senior Fiscal and Policy Analyst from the Mayor's Office, was unable to attend but provided an update. She will attend the August 3 meeting to answer any questions. Ms. Groffenberger's update:

The FY 2018-19 and FY 2019-20 budget allocated \$10.4M and \$10M, respectively, of soda tax revenue to programs that promote health equity in populations disproportionately impacted by chronic disease. The budget closely aligns with the recommendations issued by the Sugary Drinks Distributor Tax Advisory Committee. There were no changes made to the Mayor's proposed soda tax allocations during the Budget and Finance Committee's phase of the budget process. The Budget and Finance Committee's proposed budget will be submitted to the full Board on July 17th. The budget will then sit at the Board for a week. The first reading of the budget will be on Tuesday, July 24th and a final reading of the budget is anticipated on July 31st, with Mayoral signature shortly thereafter. A final confirmation of the soda tax-funded investments will be possible once the budget has completely made its

way through the process and is signed by the Mayor. The Controller's Office will produce the final budget, inclusive of all changes and available to the public, in August. Ms. Groffenger will inform staff once the budget is adopted and signed by the Mayor and the Controller's Office issued documents will be the official record.

The SDDTAC requested that their recommendations always be included at the end of the agendas and discussed discrepancies between the Mayor's budget and SDDTAC recommendations:

- 1) SDDTAC proposed \$450K with 2/3 to SFUSD for hydration stations, 1/3 for public realm. MO proposed that all \$450K go to SFUSD.
 - 2) Hope SF - \$400K to fund training and peer wage increases.
 - 3) Under Grants to CBOs, Mayor's proposed budget lists DCYF/SFUSD as the department. Is DCYF just a pass through, since the money must be allocated to a city department, and SFUSD is not a city department? Michelle Kim to invite Maria Su to speak on behalf of DCYF and help address some questions.
 - 4) Need clarification that the \$728K is going to CBO that work with SFUSD. Does DPH have contracts with CBO on school sites? Can DPH/CHEP take the lead for all grants to CBOs? SDDTAC prefers to keep RFP process all in one department.
 - 5) Healthy vending vouchers – the SDDTAC intended for these funds to go through RFP process, but as written, it sounds like it is going to Eat SF. Only departments may be identified in funding documents, not programs. Need clarification on Mayor's Office intent with this line item.
 - 6) The grid is not final. BOS could still make some changes. Mayor Breed can still make changes. Check in with BOS president Supervisor Cohen's office about these discrepancies that may have been miscommunications to get it clarified before the budget is finalized and voted on.
- a. Response to Friends of Soda Tax Communication – questions were addressed in discussion of Mayor's budget.
 - b. Public comment**
 - 1) It makes sense for SFUSD to be involved in the RFP process whether or not DPH is managing it.
 - 2) Faith-based Liaison Committee can advocate with Supervisor Cohen's office and attend town halls to provide input in RFP process.
 - 3) Would like more info on the Hope SF line item and how it will contribute to decreasing SSB consumption. Another discrepancy is a decrease of \$200K for infrastructure.
 - 4) The Food Security Task Force was advocating for \$8M for healthy food purchasing supplement to fund vouchers and incentives.
 - 5) Supervisor Fewer wants more access to hydration stations and worked with PUC to identify savings to allocate additional 2 stations per district and additional 2 with equity focus. Additional station for GGP through add back. Will know after July 31 if that went through.
7. **Robert's Rules of Order Training** [Discussion] – RDA provided an overview of Robert's Rules to as a best practice for conducting meetings for public bodies throughout SF and to enhance and streamline efficiency in body and integrate input from the public. (See presentation under meeting materials).

- 1) Consider: assigning a time keeper to move to continue the discussion to provide flexibility as needed. How does that impact meaningful conversation and debate on public comment? Need to be accountable to agenda and aware of time.
 - 2) Process for action: someone makes a motion, that motion is seconded, SDDTAC discusses, open for public comment, THEN vote. If a motion is made and next person called doesn't second it, the motion dies and gets recorded as a failed motion in the minutes.
 - 3) Ms. Nguyen made a motion to amend regular agenda:
 - a. to make it easier for public to understand when they can provide input via public comment.
 - b. Add National Call to regular update/infrastructure committee or as part of Chair's report to capture updates broader than community input, like BOS meetings.
 - 4) Ms. Jackson-Morgan moved to table the conversation around agenda items. The SDDTAC voted to table this discussion.
 - a. Other SDDTAC training needs [Discussion]
8. **Rules and Regulations review and update** - [Discussion and Possible Action] RDA led a discussion to review changes to Rules and Regs. Summary of changes/questions:
- 1) All references to City Administrator's Office have been changed to DPH. The Order of business changed to reflect the updated agenda.
 - 2) Regarding technical assistance: Added section on standing subcommittees on how to form standing committees vs. committees that are less permanent in nature called special subcommittees. For standing subcommittees, added guidance on how the committees should meet. Add the chair of each subcommittee shall name the chair and members of each subcommittee. Staff will clarify with city attorney whether you can call in for subcommittee meetings. Since they are governed by sunshine, phone meetings are probably not in compliance with sunshine.
 - 3) Do subcommittees have to be staffed by DPH? RDA will help staff subcommittees for interim until DPH has hired staff. Need to establish a regular meeting schedule. Consider doing it before/after regular meetings.
 - 4) Election of officers - nominations made at first meeting after new committee is seated. Voting happens at next meeting. Seats up in December. New seats in January. Acting chair can be a dept seat.
 - 5) Ms. Jackson-Morgan moved to table this discussion to following meeting due to time constraints. The SDDTAC voted to table to next meeting.

9. **SDDTAC 2018/19 Timeline /Draft workplan** [Discussion & Possible Action]

Mr. Rivas moved to table this item. To consider: the workplan is highly dominated by annual report. Are there guest speakers that the SDDTAC wants to hear from on a regular basis to slot them in?

10. **Committee Member Proposed Future Agenda Items** [Discussion]

11. **Announcements** [Discussion]

12. General Public Comment: 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.

13. **Adjournment – The meeting was adjourned at 5:25 pm.**