



# 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

September 7, 2018

1:00pm-4:00pm

25 Van Ness Avenue, Room 70

San Francisco, CA 94102

\* Please note that public comment will be held after every agenda item. If a member of the public would like to comment on a topic that is *not* on the agenda, they may do so during general public comment at the start of the meeting. Please see the *Notes* section of this document for additional information about public comment.

\*\* Times provided are estimated.

#### Order of Business:

1. Call to Order / Roll Call – 5 min – Ms. Joi Jackson-Morgan chaired the meeting and called the meeting to order at 1:07 pm.

- a. Approval of Excused Absences [Action] There were no excused absences. DPH staff will provide status of unexcused absences upon request.

2. Approval of Minutes for August 3, 2018 [Action] – 3 min

The committee discussed item 7e, the Mayor's budget line item for healthy eating vouchers. Janna Cordeiro clarified that when making the recommendations, the SDDTAC did intend for the food access line item to be for food vouchers, but that it did not intend that it should all go to a specific program, i.e. EatSF. The intent was for faith-based and parent groups to have access to the food vouchers.

Public comment: Eli Zigas, Food and Agriculture Policy Director at SPUR, shared that based on his conversation with Aneeka Chaudry, health policy advisor from the Mayor's Office, the \$1M in this line item is intended only for food vouchers, and DPH can fund other projects for healthy eating via community grants.

Linda Barnard made a motion to approve the minutes. Michelle Kim, Janna Cordeiro, and Jonathan Butler abstained from voting since they were not at the August 3 meeting. The minutes were approved.

3. Review and Consideration of Regular Agenda [Action] – 2 min

- a. Ms. Cordeiro made a motion to add SDDT Funding Updates as a standing item to the regular agenda. Three members abstained. The motion was approved to add SDDT Funding Updates as a regular agenda item. DPH and other city departments that are receiving SDDT funds should present on the process/progress. To ensure effective use of everyone's time (committee and funded agencies/programs), the infrastructure subcommittee will define the structure for how funded agencies and organizations should present to the SDDTAC to measure and share impact. Programs funded during FY17-18 should report on how many people they served, what wins, challenges they experienced, etc. to promote successes of the soda tax. DPH staff will do outreach to city departments that received funding from last fiscal year to provide basic report of # served, outcomes and challenges.

4. General Public Comment – 10 min

Public Comment: Eli Zigas thanked DPH and others for building transparency about the SDDTAC's business by providing so much information at the meeting and online.

5. DPH Staff Report [Discussion and Possible Action] – 20 min

The Youth Commission seat is vacant and Ms. Goette met with a prospective interested youth. The legislation states that someone under 18 must fill the youth seat, so the first Friday at 1 PM meeting time will not work. Staff will work with current committee to find a new recurring meeting schedule that will begin in January 2019.

- a. FY 17-18 updates - media campaign, focus group report, data  
The 2018 SDDTAC report appendices is incomplete. Saeeda will send the missing SFUSD documents. DPH will invite staff to give funding updates at October meeting for oral health and food access.
  - i. Media campaign next steps – 510 Media will develop talking points. Ms. Goette sent a survey monkey to the Committee to inform the talking points and reviewed the survey results. 510 Media would like to come to a meeting or subcommittee to go deeper on findings. Infrastructure Subcommittee will look at draft talking points from 510 Media. Since the Infrastructure Subcommittee is primarily city agencies plus UCSF, Community Input Subcommittee could provide valuable perspective on talking points. DPH staff will develop plan to reach out to both Community Input and Infrastructure subcommittees to get this process done.
  - ii. The Committee reviewed the focus group report. High-level summary: participants indicated strong desires for more opportunities for education around nutrition and physical activity. To get more Physical Activity in their community, participants want more affordable programs, more safe/usable spaces and places, and more group/community opportunities. Participants want increased access to healthy foods at food banks, farmers markets, community gardens, healthy food trucks, healthy food vouchers, healthy retail as well as increased educational and culturally appropriate activities in schools and for families to support healthy habits. Awareness and education can and should take place in many forms and venues. Although most people do not think in terms of policy/systems change, focus group participants did acknowledge that while education and services are important, changing the environments through policies is an important approach as well – and that community members want to be a part of developing those policies.
    1. DPH will balance input gathered from community with what committee and scientists have contributed in data and from data and evidence committee. DPH approaches this work through the Spectrum of Prevention. A layer of analysis needs to happen with focus group report and town hall feedback that will translate some input into policy.

2. Method of recruitment of participants: facilitator worked with CBOs to recruit focus group participants. The CBO received stipend for helping with recruitment.
3. Dr. Rita Nguyen would like SDDTAC to revisit the health impact pyramid and discuss how/whether the SDDTAC stands up to make a statement about where on the Spectrum of Prevention this work should happen. Dr. Nguyen would like to share a presentation about relative impact of policy and direct education as they prepare for the next round of recommendations.
  - iii. Data - present draft data in October, including new IRI data
- b. Town Hall– Town halls begin next week with Bayview (9/11) and Mission (9/12). Next week: OMI (9/17), Tenderloin (9/19) and Western Addition (9/20). DPH will add another town hall in Chinatown on October 1 that will be conducted in Cantonese and interpreted into English. SDDTAC are welcome attend and participate. You will be acknowledged, but provide no official statements because it is a DPH event. The Community Input Subcommittee plans to attend as many as possible as observers. RDA will put together a presentation in early October of town halls and a more detailed report soon after.
- c. City attorney updates – not received
- d. Appointment process update – Board appointed seats: The [vacancy notice](#) has been posted. Submit application to Rules Clerk. Once they receive enough applications, the Rules Committee will schedule a hearing. Hoping the hearing could happen in November and we will know who is appointed by December. DPH staff have asked for department seats to be set by November. The first term is 1 year, but subsequent terms are 2 years. If reappointed, the term ends in 2020. The BOS appointed seats are 1-5 and 16. DPH will reach out to SFUSD Parent PAC. All seats not appointed by a department must go through the Rules Committee. The SDDTAC cannot recommend that BOS change the legislation to include reappointment process. The city attorney indicated that since the Committee was formed by voter legislation, it cannot be amended by a vote of the board.

Public Comment: Shane Valentine of the American Heart Association shared that although SF cannot measure impact yet, it is important to share SF's story through the media campaign. Berkeley had increase in sales of water and milk after, and decrease in sales of SSB. What are SF's tangible outcomes? Shane felt that those who want to continue to serve should be reappointed because they started such great work and it does not make sense to start all over.

6. Rules and Regulations review and update [Discussion and Action] – 30 min  
RDA will add SDDTAC Funding Updates to order of business, revise language to be more specific about the first meeting of the newly seated committee, and add language about abstaining from voting. Rules and Regs will be on agenda for October meeting.
7. Current SDDTAC Member Reappointment Process [Discussion and Possible Action] – 15 min  
The SDDTAC discussed whether the committee should talk to BOS/Rules Committee about reappointing those who would like to be serve for another two years to continue the work they began. It may be more effective for members of the community to advocate for the sustainability of the committee. Mr. Vargas made a motion that co-chairs are empowered to meet with members of rules committee, BOS, and department heads to know that some folks may be reapplying and inform them of where we are in this work. Michelle Kim abstained from voting. The motion passed.

8. Subcommittee Update [Discussion and Action] – 60 min

Quorum: Need to codify membership for the subcommittees since quorum must be met for subcommittees to convene a meeting. Some SDDTAC members serve on more than one subcommittee, raising the threshold for quorum. All are welcome to attend, but consider which your subcommittee you are an official member.

- a. Co-chair update
- b. Community input – reviewed the draft minutes and outcomes of the subcommittee meeting from August 24. The vision is for this subcommittee to give input to DPH on community engagement process to avoid conflict of interest and ultimately hold the SDDTAC accountable for engaging community. Not sure how many community agencies will be funded, but this subcommittee could make recommendations on which community funded programs will present to the full committee or at subcommittee. To avoid conflict of interest, subcommittees should not refer to RFP but rather “funding”. It is estimated that awards would not go out until spring; DPH will look into whether funded organizations will be given full year to use the funds. Infrastructure committee is looking ahead to make sure supports are in place to get the work done. Next year, consider doing five town halls to get community input instead of asking community to attend SDDTAC evening meetings.
- c. Data will meet next on September 19 from 12-1:30. Reviewed the draft minutes and outcomes of the Subcommittee meeting from September 5. Will revise objective 1 from “our SF communities” to reflect targeted communities. Every October, this subcommittee should check in to see if resources available are sufficient for supporting communities. During the fall, this subcommittee is preparing for recommendations.
- d. Infrastructure reviewed draft minutes from August 28<sup>th</sup> subcommittee meeting. Will add talking points to workplan for September. Infrastructure subcommittee serves as an administrative catchall and when all three subcommittee tasks are combined in full SDDTAC workplan, it can determine what else to pick up. Infrastructure subcommittee will ensure clear communication to avoid duplication of efforts with other committees.

9. SDDTAC 2018/19 Timeline/Draft workplan [Discussion & Possible Action] – 30 min

The workplan was discussed during subcommittee updates and RDA will compile all tasks into draft of a master workplan for October meeting.

10. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] – 5 min

- a. Anne Quintance and Paula Jones would like to present to SDDTAC on behalf of the Food Security Task Force. Wait to invite them until the Infrastructure Subcommittee develops guidelines for reporting. Michelle Kim will work with the co-chairs to determine how much time they need on the agenda.
- b. Calendar for January agenda a presentation on evidence and direct education presentation
- c. Update report on consumption and sales data in October.
- d. The next round of subcommittee meetings will focus on refining workplans and integrate them into larger workplan. At October 5<sup>th</sup> meeting, will only look at one merged workplan.
- e. Infrastructure subcommittee will make recommendations for communication mechanisms for oversight of SDDT funding to monitor how city agencies are using the SDDT funds and their outcomes. SDDTAC discussed why SDDT funds were allocated to DCYF rather than DPH for school-based CBOs and wants assurance that DCYF will RFP funds out to CBO. Can DPH staff develop a flow chart of where the funds go from tax collector to all city agencies for public accountability? All city departments should present to SDDTAC and the guidelines for those department reports will be determined in the infrastructure subcommittee. DPH staff will aim for these department reports to begin during November SDDTAC meeting.

11. Announcements [Discussion]

12. Adjournment – The meeting was adjourned at 4:09 pm.

## **Notes**

### **PUBLIC COMMENT**

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.

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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The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

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Sunshine Ordinance Task Force 1 Dr. Carlton B Goodlett Place Room 244, San Francisco, CA 94102

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

Copies of the Sunshine Ordinance can be obtained from the Administrator of the Sunshine Task Force, the San Francisco Public Library and on the City's website at [www.sfgov.org](http://www.sfgov.org)

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Van Ness Stations). MUNI bus lines serving the area are the 47 Van Ness, 9 San Bruno, and the 6, 7, 71 Haight/Noriega. For more information about MUNI accessible services, please call (415) 923-6142. For information about MUNI services, please call (415) 673-6864. There is accessible parking on Oak Street.

To obtain a disability-related modification or accommodation, including auxiliary aids or services, to participate in the meeting, please contact Christina Goette [christina.goette@sfdph.org](mailto:christina.goette@sfdph.org) at least 48 hours before the meeting, except for Monday meetings, for which the deadline is 4:00pm the previous Friday. In order to assist the City’s efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that others may be sensitive to various chemical based products. Please help the City accommodate these individuals.

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**SDDTAC RECOMMENDATIONS for FY 18-19 SDDT REVENUE**

Item	Amount	Funding	Department
Community-Based Grants	\$4,680,000	45% (7% School-based)	DPH/CHEP
School Food, Nutrition Education & Student Led Action	\$1,000,000	15.0%	SFUSD
	\$500,000		SFUSD
Food Access	\$1,000,000	9.6%	DPH
Healthy Retail	\$150,000	1.4%	OEWD
Oral Health	\$1,000,000	10.0% (5.5% School-based)	DPH
Infrastructure	\$1,000,000	10.0%	DPH/CHEP
Water Access - SFUSD	\$300,000	4.0% (3% School-based)	SFUSD
Water Access – Public Spaces	\$150,000		PUC/DPH
SF Recreation & Parks	\$520,000	5.0%	SF Rec & Parks
Total	\$10,400,000	100%	