



# OFFICE OF THE CITY ADMINISTRATOR



Mark E. Farrell, Mayor  
Naomi M. Kelly, City Administrator

## Sugary Drinks Distributor Tax Advisory Committee **Meeting Minutes - Draft**

February 14, 2018  
5:00PM  
25 Van Ness Ave, Suite 610  
San Francisco, CA 94102

### Order of Business:

1. Call to Order / Roll Call
2. Approval of Excused Absences [Action]
3. Approval of Minutes for December 21, 2017 & January 19, 2018
  - a. Committee approved both sets of minutes
4. CAO Report
  - a. Nothing to report at this time
5. Adoption of Rules and Regulations [Discussion & Action]
  - a. Committee approved the rules and regulations
6. Discussion with Berkeley & Seattle SBB Advisory Chairs [Discussion]
  - a. Xavier Morales with the Berkeley Sugar Sweetened Beverage Panel presented on their program. The Berkeley SBB program has been established for over a year. In Dr. Morales' presentation he discussed the plan and issues the panel in Berkeley had when stating their program. At the start of their program they created plans for best practices and establishing criteria for funding programs or grants.
  - b. Due to technical difficulties Seattle couldn't present.
7. City and County of San Francisco Baseline Data and Budget [Discussion]

- a. During this time Co-Chair Roberto Vargas discussed finding's for data and requested additional information from the Department of Public Health on data costs and needs.
- 8. What has San Francisco done to reduce SSB consumption? [Discussion]
  - a. Presentation on San Francisco Health Improvement Partnership (SFHIP) and the Shape Up San Francisco Coalition 2015-2016 Report- Reducing Consumption of Sugary Drinks in San Francisco: A Collective Impact Approach
  - b. Co-Chair Roberto Vargas gave a high level presentation on this report. Mr. Vargas discussed the highlights of the report and reviewing what has been done to date. In his presentation, he discussed the strategies of the report.
    - i. Identify, support, implement and evaluate awareness, education, and promotion activities to decrease sugary drink consumption and increase tap water consumption.
    - ii. Identify, support, implement, and evaluate policy, systems, and environmental changes such as local and state policies, organizational wellness policy, and increasing access to water.
- 9. Proposed Use of \$200,000 from Previous Fiscal Year Budget [Discussion & Action]
  - a. The committee discussed and voted to recommend the amount of \$200,000 (money unallocated from the previous year):
    - i. \$200kfor DPH, in the following buckets\*\*:
      - 1. \$28k for data on purchasing behavior
      - 2. \$50k for community outreach to elicit input on short- and long-term spending recommendation strategies (should also inform marketing/education)
      - 3. \$122k for marketing/education, including:
        - a. Tax education and materials for corner store owners
        - b. showcasing the benefits of water stations
        - c. initial marketing/storytelling + development of longer-term campaign
      - 4. \*\*all money should be spent in accordance with the SDDTAC's principle of serving underserved and impoverished communities.

#### 10. Subcommittee Reports and Framework [Discussion & Action]

- a. Due to timing the committee continued this item.

#### 11. Committee Members' Comments and Announcements

#### 12. Committee Members' Proposed Future Agenda Items [Discussion]

- a. Committee Report and Recommendations

#### 13. General Public Comment:

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

#### 14. Adjournment

**Note:** Each action item will hold public comment before a vote is made.

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Sunshine Ordinance Task Force  
1 Dr. Carlton B Goodlett Place Room 244  
San Francisco, CA 94102-4689  
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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