Sugary Drinks Distributor Tax Advisory Committee
MINUTES

October 21, 2026
5:00pm
25 Van Ness, Basement Conference Room, Suite 70
San Francisco, CA 94102

Order of Business:

1. Call to Order / Roll Call - Meeting called to order at 5:08pm

   SDDTAC Members Present: Abby Cabrera, Laura Urban, Monica Ferrey, Rubin Sorrell, Chester Williams, Gabriela Castellanos Rumbo, Clara Obstfeld, John Maa, Jamey Schmidt, Saeeda Hafiz, Jennifer LeBarre, Tiffany Kenison, Prasanthi Patel

   SDDTAC Members Absent: Priscilla Rodriguez, Alesandra Lozano

   Public: Cindy Lin, Cathy Huang, Kaela Plank

2. Land Acknowledgement and Housekeeping

3. Approval of Minutes for Previous (September) Meeting
   Abby motions to approve minutes. John seconds. 11 votes, motion passes.

4. Review and Consideration of Regular Agenda
   Monica motions to approve agenda. Gaby seconds. 11 votes, agenda is approved.

5. General Public Comment – None

6. DPH Staff Report

   a. SDDTAC Youth Seat Vacancy – 4 applications received (3 private school, 1 SFUSD students)

   b. Food Coordination Legislation Update – Board of Supervisor approved legislation and was signed by the Mayor.

   c. 2027 Biennial Food Security and Equity Report Community Meeting #2 on 10/27/2026 1-4pm at Main Library.

   d. SDDTAC By-Laws Update – based on vote from last SDDTAC meeting to sunset infrastructure and that the subcommittees are meeting virtually, the by-laws have been updated.

   Member attended Youth Commission meeting virtually and could not provide public comment without requesting to provide public comment in advance.

7. Presentation on Citywide Food Access, Cindy Lin, Human Services Agency
   Cindy Lin provides overview of the Citywide Food Access Grants. With the recent passage of the ordinance last week, it will be changing its name to the Office of Food Security Coordination within the Human Services Agency. Cindy shared data that HSA has collected for the programs that are partially funded by the soda tax. She shared disclaimer that there are other HSA food programs that are not within her portfolio that are not soda tax funded, including the Department of Disability and Aging Services (DAS) portfolio. Since Cindy's last presentation to the SDDTAC last year, HSA has released two major RFPs in February 2025 and consist of the majority of the grant portfolio. The two RFPs encompass grocery and meal programs and have been procured for the next four years ending on June 30, 2029. HSA received $7.48Mil in soda tax funds of that amount $1.26Mil was shared

with DAS, due to Dignity Funds being frozen previously, and due to the funds being shared to DAS did not have to decrease any of their grocery and meal services for seniors and adults with disabilities.

Cindy shared HSA's strategy areas that include purchasing power programs, supplemental meal services, local food production, neighborhood-based grocery access, D10 Community Market, and one -time distributions. Programming outcomes include:

- 17 organizations
- 16,642 households
- 44,747 people
- 760,251 meals
- 162,517 grocery bags
- 181,521 grocery vouchers
- 45,164 pounds of SF grown produce

Members ask if HSA can tag the SDDT dollars, so recipients know their food is partially funded by soda tax? Cindy responded that it is feasible and can be discussed, for recipients of services to know that part of the funding came from the soda tax. It may be challenging to add additional requirements for the program. Adding 2 questions to the surveys had some resistance due to administrative burden.

Member asked which HSA programs meet the original intent of the soda tax? Are there recipients and beneficiaries aware that the programs are being supported by the soda tax? Is there anything the mayor can do to educate SF voters? Cindy responded that all HSA programs prohibit purchase of SSBs in their food purchases. Grocery vouchers (redemption rate is over 90%). Shows that people want to buy healthy food. Open conversation in terms of recipients better understanding where the funding comes from. However, things change from year to year where HSA funds come from. She is happy to support any campaigns.

Cindy will be on leave starting mid-November. SDDTAC questions for Cindy – send to SDDT backbone staff.

8. Continued Discussion on 2027 SDDTAC Meeting Cadence

Members discuss revisiting 2027 meeting cadence at the December SDDTAC meeting and discuss if January.
Jennifer motions to revisit 2027 meeting cadence at the December SSDTAC meeting. Laura seconds, 11 votes, motion passes.

9. SDDTAC FY 27-28 and FY 28-29 Budget Recommendations Strategy

Chair shares timeline for budget recommendations, reviewed the highlights from the results of the SDDTAC budget recommendations process survey and uplifted discussions from the October subcommittee meetings on the budget recommendations strategy. Both subcommittees expressed strong support for the prioritization of community-based grants.
Member recommends prioritizing nutrition education and to ensure that there is consistent messaging of what is happening with the soda tax and what it funds. Member suggests making it a requirement for those receiving funds to set aside 1% or more for marketing and awareness. Member suggests that soda tax funding should also fund education that also addresses mutually reinforcing activities, similar to what the oral health task forces did. Members suggest the importance of bringing in constituents and the community to ensure that SDDTAC budget recommendations are reflective of the needs of the community.

Next steps subcommittees will work on budget categories and discuss further at the November SDDTAC meeting.

10. SDDTAC Implementation Plan 2026-2031 Update

    Tabled for next meeting

11. Subcommittee Updates

    a. Co-Chair – Chairs met with DPH leadership with Gaby to highlight oral health. DPH budget is very tight next fiscal year and suggested possibly doing education via social media, etc. The Mayor's Office staff (policy and budget) are the staff to discuss budget recommendations with. A follow up meeting in January will be scheduled once SDDTAC budget recommendations are finalized and voted on.

    b. Community Input – Voted in Dr. Sorrell to the subcommittee, reviewed and provided feedback to In Advance's one pager document on the community-based action research results and discussed budget recommendations strategy.

    c. Data & Evidence – Voted in Monica and Alesandra as new members to the subcommittee, voted in Clara as the new data & evidence subcommittee, and discussed budget recommendations strategy.

12. Committee Member Proposed Future Agenda Items

    - SDDTAC Budget Recommendations
    - Discuss possibly vote for HSA language, signage, flyer for recipients
    - Discuss SF Charter Reform and Berkeley soda tax outcomes

13. Announcements – No announcements

14. Adjournment

    Gaby motions to adjourn. Abby seconds. Meeting is adjourned at 7:26pm.