

Sugary Drinks Distributor Tax Advisory Committee

DRAFT MINUTES

March 18, 2026

5:00 pm

Order of Business:

1. Call to Order / Roll Call – Meeting called to order at: 5:03pm

SDDTAC Members Present: Saeeda Hafiz, Laura Urban, Linda Barnard, Alesanda Lozano, Priscilla Rodriguez, Prasanthi Patel, Jamey Schmidt, Gabriela Castellanos, Linda Kuo, Shoon Mon, Chester Williams, Tiffany Kenison, Jenifer Lebarre

SDDTAC Members Absent: Michelle Kim, Abby Cabrera

Public: Cathleen Xing

2. Land Acknowledgement

3. Approval of Minutes for Previous (February) Meeting [Action]

Saeeda motions to approve minutes. Linda Barnard seconds. 9 votes, minutes are approved.

4. Review and Consideration of Regular Agenda [Action]

Jamey motions to approve agenda. Gaby seconds. 11 votes, agenda is approved.

5. General Public Comment – No public comment

6. DPH Staff Report [Discussion and Possible Action]

- a. Introduction to Priscilla Rodriguez, Seat 12 Food Access/Security

P is happy to collaborate with the SDDTAC and continue meaningful work in the soda tax space and looking forward to learning from her peers.

- b. Update on Seat 3 application – as of March 13th 2 applicants were received, will work with Board of Supervisors Rules Committee clerk to schedule hearing for applicants.

- c. Update from OEWD Healthy Retail Program - contract with community based organization has yet to be finalized since a budget and other materials have yet to be submitted to OEWD and there is a queue for contracts to be in place. OEWD staff has escalated to OEWD fiscal for carry forward request, OEWD suggests setting up work order agreement with DPH to set aside funds in FY 26. DPH team will work with OEWD fiscal on work order process. If this does not work out \$300K would have been lost within the last 2 fiscal years, as it was allocated by the mayor's office and not recommended by SDDTAC.

- d. SFDPH Budget Meetings – email sent out regarding SFDPH hosting in person budget listening session on 3/19 at 9am – 10am at 25 Van Ness for FY 26-27. Registration is required: [SFDPH In-Person Budget Listening Session Tickets, Thursday, Mar 19 from 9 am to 10 am | Eventbrite](#)

e. In Advance Community Action Research Update – In Advance has outreached to 33 of CBOs to identify if they have the capacity to survey with community members. Any groups that might want to participate? Or at the very least, circulate the digital survey link? If so, please share your name and which organization we can follow up to ask you to make an introduction. [Digital survey link](#) for reference or to begin circulating.

e. April meeting SDDTAC Co-Chair Vote – Per the SDDTAC by-laws, after the annual report is submission, the SDDTAC is to hold an election of co-chairs, voting will occur at the April SDDTAC meeting. If you would like to self-nominate or nominate someone, please reach out to backbone staff.

7. SDDTAC Strategic Plan [Discussion and Possible Action]

Co-chair provides SDDTAC strategic plan overview of background and draft strategic goals: (1) collaboration/collective impact (2) data/evaluation (3) education/awareness (4) governance (5) policy/revenue protection/growth.

Strategic plan lead shares that the SDDTAC will be able to identify the committee's priorities as they dive deeper into each strategic goal with performance measures on current and subsequent years. Strategies are not clear cut for each subcommittee and are intentional so that all members are fully aware and participate in each of the components. SDDTAC members review policy/revenue protection/growth, collaboration/collective impact strategies and added context and notes to the implementation document and suggests adding a playbook for each goal/objective, advocacy power mapping, adding community to the fore front and to other groups/CBOs that have yet to partner with SDDT (collaboration/collective impact strategy). Members suggest having an in-person meeting to discuss strategic plan, possibly in May.

Next steps: continue discussions at April subcommittee meetings.

8. Subcommittee Update [Discussion and Possible Action]

a. Co-Chair – chair leads have met regarding strategic planning; On March 4th, City Hall Day with People's Budget Coalition to increase SDDTAC visibility, visited all districts except district 4. Board of Supervisor meetings with each district with Shape Up coalition PSEAT; Co-chairs will present at the [Food Security Taskforce on April 1, 2026 at 1:30pm](#)

b. Infrastructure – subcommittee reviewed strategic plan

c. Community Input – subcommittee reviewed strategic plan

d. Data & Evidence – did not meet quorum

9. Committee Member Proposed Future Agenda Items [Discussion and Possible Action]

- SDDTAC Strategic plan
- Healthy Apple presentation
- Report back on FFACTS Food Action Summit

10. Announcements [Discussion and Possible Action] – no announcements

11. Adjournment [Action]

Prasanthi motions to adjourn. Gaby seconds. Meeting is adjourned at 6:42pm.