

Sugary Drinks Distributor Tax Advisory Committee

DRAFT MINUTES

November 19, 2025

5:00 pm

Order of Business:

1. Call to Order / Roll Call – Meeting called to order at: 5:01pm

SDDTAC Members Present: Jamey Schmidt, Saeeda Hafiz, Alesandra Lozano, Shoon Mon, Michelle Kim, Abby Cabrera, Gabriela Castellanos Rumbo, Melinda Burrus, Linda Kuo, Jennifer Lebarre, Prasanthi Patel, Laura Urban, Tiffany Kenison, Chester Williams, Linda Barnard

SDDTAC Members Absent: Omar Flores

Public: Christina Goette, Asa King, Christine Mauia, Kaela Plank

- a. Approval of Excused Absences [Action]

2. Land Acknowledgement

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

Saeeda motions to approve October meeting minutes. Linda Kuo seconds. 2 abstentions – Alesandra Lozano, Michelle Kim. 12 votes, minutes are approved.

4. Review and Consideration of Regular Agenda [Action]

Shoon motions to approve agenda. Chester seconds. 14 votes, agenda is approved.

5. DPH priorities & SDDTAC strategic alignment and discussion, Dr. Susan Philip, SF Health Officer and Population Health Division Director [discussion] -20 minutes

Abby provides high level overview of sharing updated approach to the SDDTAC budget recommendations process. The process includes a focused approach to disparities, reassessment of SDDTAC budget domains, budget timing and early engagement with DPH leadership. She shared the committee's proposed funding categories and strategies and noted that the committee will be making their final budget recommendations in December.

Dr. Philip acknowledges how difficult it has been this past budget year and the recent years and anticipates a few more difficult budget years. Happy to have dialogue with SDDTAC and its expertise to discuss resources available at hand. In recent years the soda tax revenue has been redirected towards direct food access. She encourages the SDDTAC to continue articulate a clear vision for the city and DPH for what is possible and ideal with the soda tax funding. She shares a focus on how to align goals also laid out by Director Tsai to eliminate health disparities, in alignment with also the community health assessment.

Members ask how is DPH investing in chronic disease prevention? Dr. Philip responds that much of that work is on a population level within the CHEP branch and downstream within the health network through hospital readmissions, increase in primary care, and ways to control blood pressure and diabetes. Having a focus on equity resources should be towards the disparities. DPH will likely not have many additional new resources, so it's a matter of how to focus on the resources that exist and general fund dollars that are not earmarked or set for certain diseases. With ongoing

partnership, we can decide where to put our focus on where we can move the needle and what can be measured in the meantime to decrease health disparities.

Member asked what legacy the health department and city hope to establish through of the implementation of the soda tax. Dr. Philip responds that there is an incredible legacy of leadership and proof of concept of this tax can work. Going forward, the know-how and commitment to equity and partnership with communities still exist and believe that that is the piece within the department want to build on and keep going. Acknowledges how challenging and frustrating it can be that the not all the soda tax dollars are not available to be used in the way they have before and the way in which the committee has requested that they be used.

Member shares that DPH and the SDDTAC has synergy and alignment and how do we partner on the same goals to find the pockets of disparities. Dr. Philip shares that there is a plan to meet soon with Director Tsai and the SDDTAC co-chairs again. DPH is working on how to respond to the results of the CHA and will come back to the SDDTAC to vet those strategies and continue this dialogue moving forward.

Member asks advice on whether the SDDTAC should put focus towards CBOs to move the needle or to targeting 1 – 2 things. What would folks want to see to show impact? Dr. Philip shares that looking at evidence based approaches and seeing the greatest disparities, while figuring out a way to align resources within the department that are done meaningfully. The department has yet to come to a decision on those things to be able to do that, but that is one approach the department is thinking about in this budget climate. She encourages the SDDTAC to submit their north star budget recommendations and to work together and understand the budget climate that currently exists and with the expertise and resources of SDDTAC.

Abby shares that the SDDTAC will be submitting its north star budget recommendations and consider a bridge plan to share with DPH leadership and thanks Dr. Philip for her participation and looks forward to the continued collaboration.

6. General Public Comment – No public comment

7. DPH Staff Report [Discussion and Possible Action]

- a. SFDPH Community Budget Meetings - DPH hosting a series of meetings with CBOs to discuss the DPH budget for FY 26-27. Next meeting is in person on 11/20/2025 at 4-5pm at 25 Van Ness #610. Can't make the meetings? Email your comments to DPHbudgetideas@sfdph.org
- b. SDDT Funded Healthy Retail Program - met with OEWD staff and current update is that contract with Neighborhood Business Alliance has yet to be completed, hoping that grantee will be able to begin implementation in January and has 6 months to complete the work. OEWD staff has shared that the \$150K is a small amount for the scope of healthy retail efforts. DPH staff will be meeting with OEWD programmatic staff in two weeks to discuss working with Neighborhood Business Alliance.
- c. In Advance Working Group - met with In Advance staff on initial planning of the work group. They will be reaching out to members who expressed interest in the working group and will be working closely with the SDDT community input subcommittee.
- d. Refreshed SDDTAC webpage – webpage has been refreshed and organized and to meet compliance of the digital accessibility and inclusion standard.
- e. Soda Tax virtual background – staff encourage members to use soda tax virtual background during SDDT meetings.

Member suggests that OEWD present to the SDDTAC about the process and hold up of this program and should hear the transparency of the work and to identify the carry forward for this work.

8. SDDTAC Co-Chair Nominations and Vote [Discussion and Vote]

Staff received 1 nomination, Laura Urban. Laura accepts the co-chair nomination.

Jamey motions to nominate Laura Urban as SDDTAC co-chair. Linda Barnard seconds. 14 votes, motion passes. 1 abstention - Laura Urban.

Laura thanks the SDDTAC for entrusting her with the new role as co-chairs. She expressed how great it is to work alongside Abby in her role as Shape Up SF PSEAT chair, through the data and evidence subcommittee, meetings with Board of Supervisors, etc. Excited to be in this new role and thanks Omar for their role as chair of SDDTAC.

9. Subcommittee Updates [Discussion and Possible Action]

- a. Co-Chair Update - Gratitude for having Laura voted in as co-chair. Preparing to tackle recommendations and attended subcommittee meetings to walk through categories/strategies and domains to discuss.
- b. Infrastructure - Michelle shared that majority of time was spent on reorienting on the budget domains and budget recommendations.
- c. Community Input – Quorum was not met. Prasanthi shares that subcommittee asked questions regarding history and budget recommendations and DPH involvement in some programs that were supported prior to the soda tax.
- d. Data & Evidence – Laura shared that subcommittee spent time on budget recommendations and will be reviewing draft strategic plan at the next meeting.

10. SDDT Funded Programs Update at SF Human Services Agency (HSA), Cindy Lin, [Discussion and Possible Action]

Cindy Lin, Citywide Food Access Manager at HSA. She provides high level overview of HSA program areas and their strategies. Highlights of the work at HSA include grocery units, meals provided, grocery vouchers and produce grown.

HSA has been able to expand their services to district 11 and increase food access points in that neighborhood. Cindy shares that grocery gift cards for Cal Fresh recipients are encouraged to check their mail and activate their gift cards by end of year 2025 so that recipients do not lose credit on the grocery gift cards. Looking to work with CBOs for HSA staff to share more information regarding the grocery gift cards to the community.

11. SDDTAC SDDT Budget Domains and FY 26-27 and FY 27-28 Budget Recommendations [Discussion and Action]

SDDTAC FY 26-27 Budget Recommendations

Direct Service Community Based Grants	\$4,726,605
Healthy Apple Program for 0-5 (ECE/Nutrition and Education)	\$250,000
Healthy Food Purchasing Supplements	\$2,000,000
Healthy Food Access for Peace Parks Transitional Aged Youth	\$300,000

Healthy Retail	\$0
Healthy School Grants	\$300,000
Healthy School Meals and nutrition education	\$1,400,000
Student-led action for healthy food and water consumption	\$350,000
School-based oral health screenings and kindergarten sealant application	\$415,000
Culturally relevant oral health care education and linkage to services in Chinatown, Mission and Bayview Hunter's Point	\$720,000
Water access and water promotion/education in school/community settings (water education, hydration stations, water bottles)	\$300,000
Staffing	\$610,395
Total	\$11,372,000

Members agree to discuss at the next meeting to submit a secondary budget recommendation (bridge plan) staying true to the committee values but to also meet in the middle with the consideration of the current budget climate.

Jamey motions to approve SDDT FY 26-27 budget recommendations. Saeeda seconds. 15 votes, motion passes.

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

- SDDT Budget recommendations FY 27-28
- Bridge plan
- Draft SDDTAC strategic plan

13. Announcements [Discussion and Possible Action]

- Saeeda – at the Shape Up SF Coalition meeting tomorrow, will pass out promotion of SFUSD drinking water posters
- Linda Barnard – [RPD Annual Tree Lighting December 4, 2025, 4-9pm at McLaren Lodge](#)
- Chester – Looking for volunteers on November 24 and 25 at D10 to help pack turkeys for the community, contact Davis Senior Center and ask for Maggie.

14. Adjournment [Action]

Prasanthi motions to adjourn. Chester seconds. Meeting is adjourned at 7:34pm.