

Sugary Drinks Distributor Tax Advisory Committee

MINUTES

January 21, 2025

5:00 pm

Order of Business:

1. Call to Order / Roll Call – 5 minutes – Meeting called to order at: 5:02pm

SDDTAC members present: Saeeda Hafiz, Chester Williams, Prasanthi Patel, Linda Kuo, Alesandra Lozano, Omar Flores, Abby Cabrera, Gabriela Castellanos Rumbo, Laura Urban, Michelle Kim, Jamey Schmidt, Jennifer Lebarre, Shoon Mon

SDDTAC members absent: Tiffany Kenison, Linda Barnard

Public: Kaela Plank, Monica Ferray

- a. Approval of Excused Absences [Action]

2. Land Acknowledgement

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

Chester motions to approve minutes with edit of adding Abby Cabrera to meeting participants. Gaby seconds. 10 votes, motion passes, minutes are approved.

4. Review and Consideration of Regular Agenda [Action]

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

5. General Public Comment – No public comment

6. DPH Staff Report [Discussion and Possible Action]

- a. SDDTAC health equity seat 3 – vacancy: staff working with Board of Supervisor staff to revise application and will share flyer (once completed) to share with your networks.
- b. SFDPH Budget In Person Meetings on 1/22/2026 - 9am – 10am, 25 Van Ness: to discuss and share out information on budget related issues, including budgeted reductions in FY 26-27.
- c. In Advance Soda Tax Policy Workgroup meeting – work group members will meet on 1/26/26
- d. 2025 SDDT Brief – includes data on impact of sugary drinks on public health: oral health in kindergartners, food security, sugary drink consumption among adults, and sugary drink sales and consumption in SF. Data & evidence subcommittee will review and SDDTAC will vote for approval at the February full committee meeting.
- e. Staff share findings and recommendations of the SDDT Evaluation FY 24-25 report. Timeline of SDDTAC review and approval:
 - Draft to full committee by Feb 4
 - Present report Feb 11 & discuss at Data & Evidence subcommittee
 - Feedback by full committee due Feb 13
 - Send update draft to full committee Feb 17
 - Present & discuss at the February 18th SDDTAC meeting for approval

7. Strategies/Framework for Sharing SDDTAC Budget Recommendations [Discussion and Possible Action]

Chair opens up the discussion around what strategies the committee can do to disseminate the budget recommendations. She shares initially what has already happened related to sharing the budget recommendations.

- a. Meeting in early February with DPH Director Tsai and Dr. Philip – shared budget recommendations. Director Tsai was appreciative of the approach and collaborative/mutually reinforcing strategies considering the fiscal reality. He is interested in impact outcomes and chairs have noted that this work is long term and upstream. Director Tsai suggested chairs to meet with Mayor’s Office staff to present budget recommendations. Meetings will be scheduled.
- b. Board of Supervisor group meetings with legislative aides to share budget recommendations and ask for support of the bridge plan. Chairs met with districts 1, 7, and 11 on 1/14/2026. Next group meetings are scheduled for 1/16/2026 with district 8, 1/28/2026 with district 10 and 1/30/2026 with districts 2, 3, 4, 5, 6 and 9.
- c. Community friendly budget recommendations document is needed to share with community-based-organizations and community members, so that they are aware and how this work is impacting community. Community input subcommittee is recommended to initiate this work.

Members suggest informing and reaching out to specific groups about SDDTAC budget recommendations: Youth Commission (resolution to support the passing of the SDDTAC budget recommendations), Food Security Task Force, SFUSD parent groups, etc.

8. SDDTAC Strategic Plan Overview [Discussion and Possible Action]

Chair shares that the strategic plan has been discussed and tabled due to the other priorities of voting in the budget recommendations. SDDTAC conducted a SWOT analysis surrounding the soda tax and this committee. Much of the work has been conducted in subcommittees and in silos. We must work together as a whole committee to document where we want the impact of this committee to be in the next 5 years. It helps keep us grounded and moves us from being responsive to strategic. How bold do we want to be given both our mandate and the urgency of public health issues we are facing? We are in a different time from 5 years ago and need to guide our efforts for the next 5 years.

Michelle Kim, facilitated a Padlet activity, where members answered:

- In 5 years, what do you want the SDDTAC to achieve?
- What does success look like for SDDTAC?
- Garden Bed (issues to consider)

Next steps: Infrastructure subcommittee will review results of the Padlet activity and strategic planning will continue to be an agenda item in the full committee meetings.

9. Subcommittee Update [Discussion and Possible Action]

- a. Co-Chair Update: looking at strategic plan and identifying the advocacy work that has been done; working on letters for annual report, evaluation report and within the next month

conduct drop-in meetings with Board of Supervisors and scheduling meetings with Mayor's Office staff to share the budget recommendations.

- b. Infrastructure: reviewed annual report section, discussed the strategic plan and the work of the subcommittee as it relates to the strategic plan as well consideration of adding an ad hoc subcommittee should the infrastructure subcommittee members merge with other subcommittees.
- c. Community Input: reviewed annual report section, Prasanthi as the chair since Melinda Burrus resigning from the SDDTAC, discussed the strategic plan
- d. Data & Evidence: discussed strategic plan, data brief to be reviewed to be ready to vet for SDDTAC vote in February, tentative presentation from Rob Lustig and Laura Schmidt on the new federal food dietary guidelines and its impact on soda tax work.

Public comment – Monica Ferray, RPD, - having soda tax bandanas are great and stickers are important as visuals for the community to be aware of soda tax.

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

- 2025 SDDT Data Brief vote
- SDDT FY 24 –25 Evaluation report vote
- SDDTAC strategic plan
- Suggested update from HSA on impact of HR1
- Christina Goette – retiring in February 2026, DPH leadership will be present to recognize her for her work

11. Announcements [Discussion and Possible Action]

- Gaby – Cavity Free SF 2026-2030 Strategic Plan Launch 2/19/26 9am – 12pm Women's Building, DPH Director Tsai invited as keynote speaker. RSVP required – email: maryna.spiegel@sfdph.org
- Jennifer Lebarre- [SFUSD Student Nutrition Services RFP](#)
- Public comment – Monica Ferray, RPD – Youth Employment Program, [sign up for teen summer jobs](#); Invite to visit the Herz recreation/gymnasium at the Herz Playground

12. Adjournment [Action]

Chester motions to adjourn meeting. Jamey seconds. Meeting is adjourned at 6:57pm.