



Sugar-Sweetened Beverage  
Product Panel of Experts Commission

**Sugar-Sweetened Beverage Product  
Panel of Experts Commission**  
**Sunday, March 17, 2019 – 9:00 am to 1:00 pm**  
**Leila Café**  
**1724 San Pablo, Berkeley, CA 94702**

## **SPECIAL MEETING**

*(Please note the public Café venue)*

### **Preliminary Matters**

1. Roll Call
2. Approval of Draft Minutes from 2/21/2019 meeting - **Attachment 1**

The public may comment about any item ***not*** on the agenda. Public comments are limited to two minutes per speaker. Public comments regarding agenda items will be heard while the Commission is discussing the item.

### **Announcement:**

1. There will still be a regular SSBPPE Commission meeting on **Thursday, March 21, 2019 from 6:30 - 9:00 PM at the South Berk-eley Senior Center, 2939 Ellis Street, Berkeley.**

### **Action Items**

Public comments regarding agenda items will be heard while the Commission is discussing the item. Public comments are limited to two minutes per speaker.

1. **Subcommittee Reports:**
  - i. Community Engagement
  - ii. Prevention, Strategies and Outcomes (PS&O)
  - iii. Sugary Drinks Policy
  - iv. Media
2. **Action 1:** Discuss and vote on possible 'next steps' for the allocation process for Healthy Berkeley, including an audit, a Public Records Act request, and establishing a trust fund in order to ensure a transparent and verifiable process. (Commissioner Namkung)
3. **Action 2:** Review and recommendation on funding amounts for FY20 and FY21 community agency grants. (Commissioner Namkung)
4. **Action 3:** Approve 'next steps' for drafting the Council Report with funding recommendations. (Commissioner Namkung)
5. **Action 4:** Review and approve latest Sub-Committees Roster. (Commissioner Namkung) – **Attachment 2**

*A Vibrant and Healthy Berkeley for All*

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6. **Action 5:** Action items for the March 21, 2019 regular meeting (Commissioner Namkung)
7. **Action 6:** For the good of the order (Commissioner Namkung)

**Discussion Items:**

1. Media and Communications in FY20 and FY21 (Commissioner Moore)
2. Update on the Commission's communication to the Interim Director of Health, Housing and Community Services (Commissioner Scheider)
3. Update from the Regional Messaging and Media Executive Committee Meeting on 2/27/2019 (Commission Secretary, Dechen Tsering)
4. Overturn of the Pre-Exemption Ban on Soda Taxes at the State Level (Commissioner Namkung)

**Information Items**

1. Council Resolution No. 68,746 N.S. – **Attachment 3**
2. FY2019 Work Plan – **Attachment 4**
3. Approved minutes from 1/17/2019 meeting – **Attachment 5**

**CONFLICT OF INTEREST INFORMATION:** City commissioners, pursuant to Government Code section 1090, are responsible for recusing themselves from all commission discussions and actions in which they may have a conflict of interest. If your affiliation, paid or unpaid, with other agencies has changed since the last meeting of this commission, your ability to participate in commission activities may have changed. Individual guidance is available from the City Attorney's Office (CAO). Commissioners are encouraged to consult with the CAO if they have questions, concerns, or would like clarification about matters related to potential conflicts of interest.

**The CAO may be reached at:**

Email: [attorney@cityofberkeley.info](mailto:attorney@cityofberkeley.info)  
TEL: (510) 981-6950 TDD: (510) 981-6903, FAX: (510) 981-6960  
2180 Milvia Street 4th Floor, Berkeley, CA 94704 - Office Hours: Mon-Fri, 8am-5pm

The next meeting will be a **regular meeting on March 21, 2019 at the South Berkeley Senior Center, 2939 Ellis Street, Berkeley from 6:30 PM – 9:00 PM**. Please visit the City of Berkeley's Commission webpage <http://www.cityofberkeley.info/commissions> for updates.

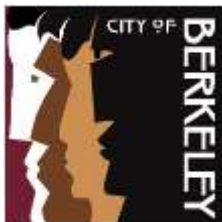
**AMERICAN DISABILITIES ACT DISCLAIMER:** This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

**SB 343 DISCLAIMER:**

Any writings or documents provided to a majority of the commission regarding any item on this agenda will be made available for public inspection at the Public Health Division located on 1947 Center Street, Berkeley, CA 94704.

**COMMUNICATION DISCLAIMER:**

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the commission secretary for further information.



## Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, February 21, 2019. 6:30 – 9:00 PM  
 South Berkeley Senior Center  
 2939 Ellis Street, Berkeley – Small Conference Room, 1<sup>st</sup> Floor

### **DRAFT MINUTES**

The meeting convened at 6:40 pm.

#### **ROLL CALL**

**Present:** Commissioners Crawford (arrived 6:50pm), Morales, Moore, Ishii, Namkung (arrived 6:42pm), Rose, Scheider, and Wong.  
**Absent:** None  
**Excused:** Commissioner Browne  
**Staff present:** Janice Chin and Dechen Tsering

#### **COMMENTS FROM THE PUBLIC**

No Comments.

#### **ACTION ON MINUTES**

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 1/17/2019.**

**M/S/C:** Commissioners Ishii/Moore

**Ayes:** Commissioners Ishii, Moore, Morales, Namkung, and Rose  
**Noes:** None  
**Abstain:** Commissioner Wong  
**Absent from vote:** Commissioners Crawford and Scheider  
**Recused:** None  
**Excused:** Commissioner Browne

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## **ACTION ITEMS**

### **1. Moved to elect Poki Namkung as Commission Chair.**

**M/S/C:** Commissioners Morales/Ishii

**Ayes:** Commissioners Ishii, Morales, Moore, Namkung, Rose, Scheider, and Wong  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioner Crawford  
**Recused:** None  
**Excused:** Commissioner Browne

### **2. Moved to elect Joy Moore as Commission Vice-Chair.**

**M/S/C:** Commissioners Ishii/Rose

**Ayes:** Commissioners Ishii, Morales, Moore, Namkung, Rose, Scheider, and Wong  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioner Crawford  
**Recused:** None  
**Excused:** Commissioner Browne

### **3. Moved to appoint Xavier Morales for the Prevention, Outcomes and Strategies Sub-Committee and the Sugary Drinks Policy Sub-Committee.**

**M/S/C:** Commissioners Namkung/Ishii

**Ayes:** Commissioners Crawford, Ishii, Morales, Moore, Namkung, Rose, Scheider, and Wong  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** None  
**Recused:** None  
**Excused:** Commissioner Browne

### **4. Moved to approve to draft funding recommendations for the full Commission to review on March 21, 2019.**

**M/S/C:** Commissioners Morales/Rose

**Ayes:** Commissioners Crawford, Ishii, Morales, Namkung, Rose, and Wong  
**Noes:** None  
**Abstain:** Commissioners Moore and Scheider  
**Absent from vote:** None  
**Recused:** None  
**Excused:** Commissioner Browne

This meeting adjourned at 9:30 pm.

**NEXT MEETING:**

The next meeting will be a **SPECIAL Meeting on Sunday, March 17, 2019** from **9:00 – 1:00 pm** at the **Leila Café**, 1724 San Pablo Ave, Berkeley, CA 94702.

Respectfully Submitted, Dechen Tsering, Commission Secretary  
**Minutes to be approved on March 17, 2019.**

## **Roster of SSBPPE Subcommittee Appointments**

(Updated March 1, 2019)

### **Prevention Strategies and Outcomes Subcommittee**

**Goals:** Review and revise requests for proposals, increase knowledge of the community, and evaluation.

**Members:** Pat Crawford  
Bobbie Rose  
Holly Scheider  
Xavier Morales

### **Community Engagement Subcommittee**

**Goals:** Promote best practices, understand work of the grantees, and community engagement and outreach activities.

**Members:** Jennifer Browne  
Adena Ishii

### **Media Subcommittee**

**Goals:** Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.

**Members:** Joy Moore  
Adena Ishii  
Poki Namkung

### **Sugary Drinks Policy Subcommittee**

**Goals:** Recommend policies for the City Council.

**Members:** Pat Crawford  
Holly Scheider  
Xavier Morales

## RESOLUTION NO. 68,746-N.S.

## ALLOCATION: \$4.363 MILLION TOTAL FOR SUGAR-SWEETENED BEVERAGE CONSUMPTION AND REDUCTION GRANT PROGRAM IN FY20 AND FY21

WHEREAS, the consumption of sugar-sweetened beverages (“SSB”) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, in FY18 and FY19, the City Council awarded a total of \$3 million upon the recommendation of the SSBPPE Commission to demonstrate the City’s long-term commitment to decreasing the consumption of SSB and mitigate the harmful impacts of SSB on the population of Berkeley; and

WHEREAS, many studies demonstrate that high intake of SSB is associated with risk of Type 2 Diabetes, obesity, tooth decay, and coronary heart disease; and

WHEREAS, hundreds of millions of dollars have been spent in an ongoing massive marketing campaign, which particularly targets children and people of color; and

WHEREAS, an African American resident of Berkeley is 14 times more likely than a White resident to be hospitalized for diabetes; and

WHEREAS, 40% of 9<sup>th</sup> graders in Berkeley High School are either overweight or obese; and

WHEREAS, tooth decay is the most common childhood disease, experienced by over 70% of California’s 3<sup>rd</sup> graders; and

WHEREAS, in 2012, a U.S. national research team estimated levying a penny-per-ounce tax on sweetened beverages would prevent nearly 100,000 cases of heart disease, 8,000 strokes, and 26,000 deaths over the next decade and 240,000 cases of diabetes per year nationwide.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to allocate \$4.363 million from the General Fund to be disbursed in two (2) installments of \$2.181 million in FY20 and \$2.181 million in FY21 and invested as follows:

1. Allocate up to 40% of the allocated funds to Berkeley Unified School District (BUSD) through a grant proposal to reduce the consumption of sugar-sweetened beverages (SSBs) through the implementation and enhancement of the BUSD cooking and gardening programs for the period, July 1, 2019 to June 30, 2021; and
2. Allocate at least 40% of the allocated funds through a RFP process managed by the Public Health Division for grants to community-based organizations consistent

- with the SSBPPE's goals to reduce the consumption of SSB and to address the effects of SSB consumption for the period, July 1, 2019 to June 30, 2021; and
3. Allocate 20% of the allocated funds to support the Berkeley Public Health Division (BPHD) to coordinate and monitor the grant process, coordinate the overall program evaluation, and produce an annual report that disseminates process and outcome data resulting from the SSBPPE funding program. A comprehensive and sustainable media campaign that coordinates with all regional soda tax efforts will be managed by BPHD with 10% of this portion of the allocation.

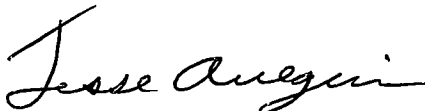
A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

The foregoing Resolution was adopted by the Berkeley City Council on January 22, 2019 by the following vote:

Ayes: Bartlett, Davila, Droste, Hahn, Harrison, Kesarwani, Robinson, Wengraf, and Arreguin.

Noes: None.

Absent: None.

  
\_\_\_\_\_  
Jesse Arreguin, Mayor

Attest:   
\_\_\_\_\_  
Mark Numainville, City Clerk



## APPROVED - SSBPPE Commission FY19 Work Plan and Timeline

Activity	Responsible Contact	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019
1. Periodic meetings as needed.	PS&O Sub-Committee												
2. Submit Work Plan to Commission Secretary for FY18/19.	PS&O Sub-Committee	x		x									
3. Coordinate with Outreach subcommittee to plan "Best Practices" Public Forum the SSPBBE commission, community members, grantees, and the public.	PS&O Sub-Committee					x							
4. Design and submit a standard presentation structure/format for Mid-Term program presentations by grantees funded by SSB.	PS&O Sub-Committee				x								
5. Translate the recommendations from the evaluation report into potential activities for adoption by grantees.	PS&O Sub-Committee	x		x	x								
6. Recommend menu of opportunities for funding in FY19 - FY21 (2-year cycle).	PS&O Sub-Committee				X								
7. Work with City epidemiologist on evaluation framework.	PS&O Sub-Committee	x				x							
8. Review/Revise selection criteria for potential grantees. Emphasize the expectation of policy, environments, and systems change.	PS&O Sub-Committee							x					

## APPROVED - SSBPPE Commission FY19 Work Plan and Timeline

1. Research potential community events <sup>1</sup> to attend and plan. Connect with the Media Subcommittee regarding the marketing Campaign.	Community Engagement Sub-Committee <sup>2</sup> (CES)				X									
2. Community engagement event <sup>3</sup> : Discuss and set event goals based on community and grantee research.	CES					X								
<b>Activity</b>	<b>Responsible Contact</b>	<b>July 2018</b>	<b>Aug 2018</b>	<b>Sept 2018</b>	<b>Oct 2018</b>	<b>Nov 2018</b>	<b>Dec 2018</b>	<b>Jan 2019</b>	<b>Feb 2019</b>	<b>Mar 2019</b>	<b>Apr 2019</b>	<b>May 2019</b>	<b>Jun 2019</b>	
3. Review updates and challenges from awarded organizations.	CES					X								
4. Create a presentation, list of potential applicants, and a marketing plan to other people in the community.	CES				X									
5. Present a plan for Information Session to the SSBPPE Commission and choose date for the event.	CES					X								
6. Create plan for the 5 year celebration of the Commission in November 2020,	CES/community agencies					X								

<sup>1</sup> Options for Community Engagement events:

*Info Session- provide information about the application, the review process, and common mistakes.*

*5 Year Celebration - to inform the Berkeley community about the SSBPPE commission and the accomplishments of the grantees.*

*Community Fairs – an opportunity for Berkeley public (and neighboring cities) to learn from community orgs. @ Juneteenth, Solano Stroll, Berkeley Streets, Kite Festival, etc.*

<sup>2</sup> Community Engagement Subcommittee's Goals from narrowest to broadest:

*Increase our understanding of what funded groups are doing.*

*Increase capacity of all past and potential applicants.*

*Increase pool of potential applicants.*

*Community awareness of commission / Healthy Berkeley (soda tax revenue through general fund) funded activities.*



### APPROVED - SSBPPE Commission FY19 Work Plan and Timeline

<p>4. Research policies for potential impact:</p> <ul style="list-style-type: none"> <li>Any evidence?</li> <li>Data on local status.</li> <li>Model policies.</li> <li>Experiences</li> </ul>	<p>Policy Sub: Pat, Holly Resources: ChangeLab Solutions, SF Shapeup, Healthy Food America BANPAC Voices for Health Kids</p>			X	Present policy ideas to SSBPPE		X			X			X
<b>Activity</b>	<b>Responsible Contact</b>	<b>July 2018</b>	<b>Aug 2018</b>	<b>Sept 2018</b>	<b>Oct 2018</b>	<b>Nov 2018</b>	<b>Dec 2018</b>	<b>Jan 2019</b>	<b>Feb 2019</b>	<b>Mar 2019</b>	<b>Apr 2019</b>	<b>May 2019</b>	<b>Jun 2019</b>
5. Present priority policies on rolling basis to full SSBPPE for input on next steps.	Policy Sub				X		X			X		X	
6. Formalize recommendations in a report to City Council, BUSD, and community.	Policy Sub				X		X			X		X	
7. Develop PSE workshop for community.	Policy Sub			X	X	X							



## Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, January 17, 2019. 6:30 – 9:00 PM  
 South Berkeley Senior Center  
 2939 Ellis Street, Berkeley – Small Conference Room, 1<sup>st</sup> Floor

### MINUTES

The meeting convened at 6:38 pm.

#### ROLL CALL

**Present:** Commissioners Browne, Morales, Moore, Ishii, Namkung, Rose, and Scheider.  
**Absent:** Commissioner Crawford  
**Excused:** None

**Staff present:** Janice Chin and Dechen Tsering

#### COMMENTS FROM THE PUBLIC

No Comments.

#### ACTION ON MINUTES

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 10/18/2018.**

**M/S/C:** Commissioners Moore/Rose

**Ayes:** Commissioners Ishii, Moore, Namkung, Rose, and Scheider.  
**Noes:** None  
**Abstain:** Commissioners Browne and Morales  
**Absent from vote:** Commissioner Crawford  
**Recused:** None  
**Excused:** None

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## **ACTION ITEMS**

- 1. Moved to approve moving the SSBPPE Commission meeting scheduled for November 21, 2019 as a Special Meeting on Sunday, March 17, 2019 from 9 a.m. to 1 p.m. to finalize funding recommendations for Council approval.**

**M/S/C:** Commissioners Ishii/Rose

**Ayes:** Commissioners Browne, Ishii, Morales, Moore, Namkung, Rose, and Scheider.  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioner Crawford  
**Recused:** None  
**Excused:** None

This meeting adjourned at 9:30 pm.

## **NEXT MEETING:**

The next meeting will be on **February 21, 2019** at the South Berkeley Senior Center 2939 Ellis Street, Berkeley – Small Conference Room, 1st Floor.

Respectfully Submitted, Dechen Tsering, Commission Secretary  
**Minutes were approved on February 21, 2019.**