

## Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

<b>MEETING SUMMARY</b>	<p><b>Date:</b> November 20, 2020</p> <p><b>Time:</b> 9:00 am – 11:00 am</p> <p><b>Location:</b> Virtual meeting</p>
<b>MEMBERS PRESENT:</b>	Christina Wong, Dila Perera, Jen Moss, Laura Flores Cantrell, Tanika Thompson, Barbara Baquero, Rebecca Finkle, Adrian Lopez-Romero
<b>MEMBERS ABSENT:</b>	Paul Sherman <i>Seat 1 – Vacant (Food Access Representative, Council appointment)</i> <i>Seat 4 – Vacant (Community Representative, Mayor appointment)</i>
<b>GUESTS:</b>	Office of Sustainability & Environment (OSE): Bridget Igoe Human Services Department (HSD): Seán Walsh Department of Education and Early Learning (DEEL): Cameron Clark, Monica Liang-Aguirre Department of Neighborhoods (DON): Daniel Sims, Sarah Morningstar City Budget Office (CBO): Akshay Iyengar

<b>DECISIONS MADE</b>	<ol style="list-style-type: none"> <li>T. Thompson and J. Moss will continue to serve as co-chairs</li> <li>No regular CAB meeting in December. Instead, A. Lopez-Romero, B. Baquero, and R. Finkle are available to provide input to DON and DEEL on the RFP planning processes, if needed.</li> <li>The next CAB meeting is January 15, 2021 from 9 a.m. – 1 p.m. This is an extended meeting to include time for the CAB’s annual planning workshop. R. Finkle will help plan the CAB’s annual workshop.</li> </ol>
<b>ISSUES IDENTIFIED</b>	<p>Topics to consider for the CAB’s annual planning workshop:</p> <ul style="list-style-type: none"> <li>Equitable grantmaking (e.g. invite a panel of experts to discuss this with CAB)</li> <li>CAB core values and how that translates to RFP processes</li> <li>Reflect on the previous year - what worked well and what could be improved?</li> <li>Community Engagement</li> <li>Prioritizing briefings for the year</li> <li>Team building</li> </ul>

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Plan CAB’s January workshop	R. Finkle, J. Moss, T. Thompson, B. Igoe	Workshop is 1/15/21

### Meeting Notes

Co-chairs Tanika Thompson and Jen Moss facilitated the meeting.

#### Welcome and Introductions

- CAB members introduced themselves.

- City staff and guests from the public introduced themselves.
- CAB reviewed and approved agenda.

**Public Comment**

None

**2021 Budget Process Updates**

*Updates provided by CAB co-chairs and staff*

- Fall 2020 budget calendar is available [online](#)



- On November 10, CM Mosqueda released [her balancing package](#) with changes to the Mayor’s 2021 Proposed Budget while keeping the overall budget balanced. The initial balancing package cut \$500,000 SBT from DON and redirected these funds to OSE for the Fresh Bucks program. It also added another \$1.3 million in GF to Fresh Bucks, for a total add of \$1.8 million to Fresh Bucks. The CAB co-chairs were asked about these budget changes just before the balancing package was released. On behalf of the CAB, J. Moss and T. Thompson told CM Mosqueda’s office the CAB supported a funding boost to Fresh Bucks, but not by cutting funds from DON’s Healthy Food Fund. In 2021, DON is planning to use the Healthy Food Fund to support current food access efforts by extending the contracts of 2020 Food Access Opportunity Fund and COVID Community Food Fund grantees, an approach the co-chairs endorsed.
- J. Moss and T. Thompson had a follow-up meeting with CM Mosqueda to further discuss why the CAB would not support cuts to SBT funds intended to support food access grants in the community. The CAB co-chairs said their conversation with the Councilmember was productive—she was receptive and supportive of the CAB’s recommendations. CM Mosqueda explained the rationale to redirect DON’s SBT funds to Fresh Bucks was driven by a desire to increase food assistance immediately, which Fresh Bucks could do since it is an established program. She said at the time her balance package was released, she was unaware of DON’s plans for an expedited process to use 2021 Healthy Food Funds to extend the contracts of 2020 grantees, organizations that are led by and serving BIPOC and low income communities by providing culturally appropriate food assistance in a variety of ways. The Councilmember also stressed that the budget change to DON was her idea and not CM Strauss’s.
- T. Thompson also received a follow-up email from CM Strauss in which he emphasized his support for the CAB’s recommendations.
- On November 19, another balancing package with amendments was released. This one added \$1.3 million GF to Fresh Bucks but kept DON’s SBT budget whole, in line with the CAB’s recommendations. There were no other changes to the SBT budget.

## Healthy Food Fund and Prenatal-to-Three Grant Program – Planning Process and Timeline

*Briefings provided by the Department of Neighborhoods (DON) and Department of Education and Early Learning (DEEL)*

### [Presentation](#)

B. Igoe introduced the next meeting topic. The purpose of this agenda item was to provide the CAB with an overview of DEEL's and DON's planning processes and timelines for designing their respective SBT-funded community grant programs and for the CAB to identify when, where, and how it would like to engage in these processes.

Monica Liang-Aguirre, Early Learning Division Director, and Cameron Clark, Strategic Advisor presented on behalf of DEEL:

- M. Liang-Aguirre briefly introduced DEEL and the Early Learning Division's core investments in prenatal-to-three services.
- DEEL is excited for this new Prenatal-to-Three (PN-3) grants program. DEEL is a 5-year-old department and before the SBT, the Families, Education, and Preschool Promise (FEPP) Levy was their largest funding source. While DEEL has invested in prenatal and birth-to-three services previously, those programs have never been a part of a larger strategy until there was dedicated support from SBT.
- The SBT funds dedicated to this new PN-3 Grants Program are one-time funds. DEEL would like to explore ongoing funding in the future.
- DEEL has been looking closely at the CAB's recommendations over the years and the staff have a good sense of what the CAB wants in a PN-3 grants program.
- C. Clark presented an outline of the planning process (see [presentation, slide 7](#) for details).

Sarah Morningstar, Deputy Director, and Daniel Sims, Community Grants Supervisor, presented on behalf of DON:

- DON is a long-standing City department built on community engagement and activism. They oversee the P-Patch program, Neighborhood Matching Fund, community liaisons, historic preservations, and Community Engagement Coordinators (formerly Neighborhood District Coordinators).
- DON recently conducted a strategic planning process and the guiding principles from that process will guide the approach to designing the Healthy Food Fund. These principles are:
  - *Put race and equity at the center of all decisions and actions.*
  - *Invest in the power of communities to forge solutions.*
- They are excited to partner with the CAB on this new initiative.
- D. Sims emphasized that the Healthy Food Fund will not have a matching component (like the Neighborhood Matching Fund).
- For Healthy Food Fund **2021**, the hope is to extend the contracts of 2020 Food Access Opportunity Fund and COVID Community Food Fund grantees through Sept/Q3 of 2021. DON intends to dialogue with these grantees to obtain lessons learned and modify the grantees' contracts to better serve their communities. The extension would offer about 40-60% of grantees' initial award amount, depending on what they think they can accomplish (hence the extension just through Q3).
- The rationale for this approach in 2021 is it aligns with CAB priorities by continuing COVID food assistance and delivery of culturally appropriate food (no disruption in services); continuing to

support organizations led by and serving BIPOC and low-income communities; getting money into the community quickly; and limiting the administrative burden on the organizations.

- For Healthy Food Fund **2022**, DON will work with the CAB and other stakeholders on planning (see [presentation, slide 16](#) for details). The goal is to launch a Healthy Food Fund RFP in Q4 of 2021, with a goal to have grantees under contract by December 2021 or early 2022.
- DON staff is still working on the design and timeline for HFF 2021 and HFF 2022, so the timeline could shift.

#### Q&A – Summary of CAB remarks:

- City should approach grants and contracts management from the perspective of empowering grantees, not just focusing only on compliance and auditing. This requires City staff to take the time to build relationships with grantees to understand their work and their communities, and to provide relevant technical assistance.
- Data reporting required by City and County grants is often excessive and burdensome because it does not align with the data systems used by the organizations. Grantees often must hire someone just to focus on data entry.
- City should consider awarding fewer but larger grants and multi-year grants. Often data reporting is the same even if the grant is small, and this is not equitable.
- City should also consider how it is building the capacity of grantees through these grantmaking efforts. This includes adequate, sustained support for grantees' operations and staff.
- CAB liked to see that both departments (1) intend to do a gap analysis to inform the type of programming these new grants programs should support and (2) will study the best practices of community grantees.
- In terms of *breadth of impact* (how many people served) vs. *depth of impact* (degree to which program provides lasting, positive change), go for depth. In this time of COVID, most organizations are having to do more for the same clients because the needs of existing clients are so serious right now. Fund organizations so continue deepening their support for current clients and the community.
- Given the CAB's desire for multi-year grants, CAB may want to adjust its approach to budget recommendations to think about multi-year investments.

#### Q&A – Detailed Notes:

**CAB Question:** The CAB has received feedback from Neighborhood Matching Fund grantees that DON approaches grants and contract management from an auditing and compliance perspective rather than one of respecting community expertise and empowering grantees in the work they are doing. How will Healthy Food Fund be different?

#### **DON Response:**

- DON has heard this as well and is looking at this topic internally.
- We realize that the way a program is designed and described in a grant application is not always how it needs to be executed, and that funders like the City need to be more flexible when community is not able to carry out their original plans. We are working with individual DON project managers to be more flexible in their approach to working with grantees.
- DON's approach to the Healthy Food Fund will be different than grants that require matching funds—there will be more leeway. We realize that the audiences are completely different, and we are working to build in flexibility so that projects can shift and change.

- That said, a reality is the City must follow certain rules and restrictions with public dollars. It is also true that DON is ready to take a sharp look at how it can empower community to do the work, within the parameters.

**CAB Response:** The CAB can provide ideas of what the accountability, evaluation, and engagement measures could look like so that DON staff get to know the organizations and their work. This way City staff can focus on providing appropriate technical assistance and not just compliance monitoring.

**DON Response:** A benefit of working with current organizations is that they can provide feedback that will help make access to the Healthy Food Fund as low-barrier as possible.

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**CAB Comments:**

- City grants need to follow certain compliance requirements—and people in the community understand this—but what is sometimes a surprise is the extra data entry into City or County database systems that is required. The City and County often require a very specific data format that is totally different from most organizational systems. This means grantees often need to pay someone just to do the data entry work, which is burdensome and excessive.
- Both DON and DEEL should consider designing programs that award larger contracts. Compliance requirements are often the same even if the award is smaller, and that is not equitable. Awarding fewer larger grants is better than awarding many micro-grants.

**DON Response:** We agree. DON is exploring multi-year and larger grants to allow for grantees to get their footing. We want to make it easier for community and for the City of Seattle.

**CAB Follow-up Response:**

- The size of grants really is something to consider. Looking across current food grants, the scope of work across programs is large so you are reaching a lot of people but with smaller amounts of money – *How do you know if this is impactful?*
- It is good that both departments (1) intend to do a gap analysis to inform the type of programming these new grants programs should support and (2) will study the best practices of community grantees.

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**CAB Question:** Building the capacity of these organizations is part of advancing equity. How do the departments plan to do that? What kind of capacity do they think that they need so that these partnerships can be most impactful?

**DEEL Response:** Agree—and this relates to the earlier comments about the size and duration of grants and capacity building with technical assistance. DEEL would like to continue working with the CAB to find the right balance of award size and duration.

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**CAB Comment:** Please consider how these grants could not just support number of people/families served, but also the continuity of services and maintaining organizational staff (staff salaries) and operations. Organizational staff also need to support to best serve their communities.

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**CAB Comment:** Given all these comments and the impact COVID is having on the community and organizations, the City should make deeper investments in fewer organizations rather than make shallow investments in many organizations. Due to the crisis of COVID, most organizations are having to do more for the same clients. The needs of existing clients are so serious right now – can we look at how organizations are deepening support for their current clients and community? It is not about adding more people but going deeper with the families we already serve.

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**CAB Comment:** This is a comment for the CAB to consider. DON’s plan to invest in established relationships is a great strategy in 2021. Is 2022 a consolidation of all funds? How do we as a CAB extend our thinking into multi-year budgeting as well?

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The discussion transitioned to focusing on opportunities for CAB engagement throughout these RFP processes. Some opportunities include:

- Continue to meet with departments to provide early input on design processes
- Review draft RFP materials and procedures (e.g. application materials, investment areas, funding levels, evaluation process)
- Circulate and promote RFP once it opens
- Participate in the review process
- After the first RFP is complete, reflect on the process and discuss lessons learned with departments

Other comments re: future CAB/department engagement on the RFPs:

- CAB would like ongoing/standing updates and check-ins with the departments
- CAB encourages the two departments to continue talking with each other as they execute the stages of these RFP and share lessons about community needs. The departments agree.
- CAB will consider designating a sub-committee or representatives who are available to provide input to the departments as needed

## **2021 CAB Planning**

T. Thompson and J. Moss led the CAB in a planning discussion about 2021.

- CAB agreed to take December off (no meeting) but will stay engaged if DEEL or DON reach out for input on the RFP processes. These CAB members will be available for input: A. Lopez-Romero, B. Baquero, R. Finkle.
- CAB is interested in resources and opportunities to learn more about equitable grantmaking. One idea is for the CAB to host a panel of experts (e.g. from Delta Vision Project, King County) on this topic for the CAB and departments.
- Re: CAB’s 2021 meeting schedule, CAB will continue to meet on the third Friday of every month and will continue to meet virtually until further notice.

Regarding CAB co-chair positions:

- J. Moss and T. Thompson are willing to continue serving as co-chairs but are open to stepping back if others are interested. Jen noted that her term ends in August 2021 and suggested it

might be good to have a third CAB member start participating in CAB leadership for transition planning.

- No one else was nominated or expressed interest.
- CAB members present unanimously endorsed Tanika and Jen to continue as co-chairs.

Re: open CAB seats

- No updates on the current vacancies. Council has the candidate paperwork for the two food access representatives recommended by the CAB. B. Igoe intends to revisit with Mayor's office and Council staff once the budget process is over.
- D. Perera and A. Lopez-Romero (CAB Early Learning Representatives) would like to resign from the CAB as soon as new appointments for these positions are identified. Adrián is thinking of different community members for consideration.

Re: CAB's annual planning workshop:

- Every year the CAB holds a team building and planning workshop. Typically, this is an all-day event with an outside facilitator. This year the event will need to be virtual and we have no budget for an outside facilitator.
- Recognizing no one wants to be on Zoom all day, what topics/activities do we want to cover?
  - Equitable grantmaking
  - CAB core values and how that translates to RFP processes
  - Reflect on the previous year - what worked well and what could be improved?
  - Community Engagement
  - Prioritizing briefings for the year
  - Team building
- R. Finkel volunteered to help with planning the workshop. B. Igoe will follow-up.
- CAB will block out 4 hours for its next meeting (third Friday of January, or 1/15/21, 9am – 1pm). This time can be used for regular CAB meeting and the workshop.

-END-