

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: March 14, 2019
	Time: 9:00 AM – 11:00 AM
	Location: 2100 Building, Community Room A 2100 24th Ave S., Seattle, WA 98144
MEMBERS PRESENT:	Christina Wong, Jim Krieger (phone 9-10am), Dila Perera (phone 9-10am), Laura Cantrell (9:15-10:15am), Lisa Chen, Yolanda Matthews
MEMBERS ABSENT:	Ahmed Ali, Jen Hey, Leika Suzumura, <i>Seat 8 – Vacant (Public Health Representative)</i> <i>Seat 10 – Vacant (Early Learning Representative)</i>
CITY GUESTS:	Office of Sustainability & Environment: Bridget Igoe Human Services Department: Tara James City Budget Office: Aaron Blumenthal City Council: Jeff Simms

DECISIONS MADE	1. Approved: February meeting notes 2. Approved: Draft recommendations for the public awareness and counter marketing campaign
ISSUES IDENTIFIED	Attendance. The CAB lost quorum midway through the meeting.

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Prepare final draft of recommendations for the public awareness and counter marketing campaign	Executive Committee	N/A

Meeting Notes

Christina Wong, Co-Chair, 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

Tanika Thompson, Got Green:

- Commenting on the Fresh Bucks Safeway voucher program. Got Green appreciates the funds that have been directed to this programming. We are currently enrolling people to receive vouchers at their home. This program is a tremendous help and customers have been wiping out stores, demonstrating the need and desire for healthy food. The program is working. We could do a much better job if we could secure even more of the funds from the SBT.

Quick Business

The CAB approved the Feb. meeting notes.

CAB member updates:

- C. Wong: There is hearing this afternoon on a House bill that would create a state-funded program to support nutrition incentives (like Fresh Bucks). If you want to sign on, let Christina Wong know. The Senate companion bill has died. The House version is moving forward, but without WIC Farmers Market Nutrition Program investments.
- J. Krieger: Attended a meeting where researchers presented their preliminary results of sugary drink tax evaluations. One of researchers from University of Illinois at Chicago presented 4-month post-tax findings in Seattle. Results showed sales were down by 24% and study did not observe evidence of cross-border shopping.

City staff updates:

- A. Blumenthal (CBO): The City has an updated revenue picture for 2018, which will be available for the annual report. Revenue collection for 2018 ended at \$22.9 million – higher than 2018 and 2019 projections. This will likely impact future budget projections. Safely assume there will be higher revenues than projected.
- A. Blumenthal: The City continues to scope out the evaluation support for community-based organizations. An option under consideration is for HSD to leverage an existing contract with the Nonprofit Assistance Center that provides this type of support. The support would either be directed at organizations currently funded by SBT or those that receive funding through the new Food Access Opportunity Fund. The City would need to move the funds from the Office of the City Auditor to HSD. This would require a 2nd quarter supplemental budget change or a budget transfer.
 - CAB comment: The Nonprofit Assistance Center is great, but they do not offer a lot of in-language assistance for Latinx populations. Would recommend HSD look at the Latino Community Fund of WA as well.
- A. Blumenthal: The City looks forward to the CAB's recommendations on the public awareness campaign. We are teasing out options based on some of your early conversations. Council did impose a proviso that requires the department staff to bring an implementation plan to Council and it will take legislative action for the work to move forward.
- B. Igoe (OSE): The application period for the Food Access Opportunity Fund closed on March 6. The rating committee is convening to start the review process. HSD received 25 applications and has enough to support approximately 18 projects. HSD plans to survey all applicants to collect feedback on the process.
 - L. Cantrell: There was only one application from an organization working in Native communities, indicating a gap. Would recommend that HSD also survey eligible organizations that did not apply.

Public Awareness Campaign

The CAB reviewed and discussed an outline of draft recommendations for a public awareness and counter-marketing campaign supported by SBT.

The following clarifications and amendments to the draft recommendations were proposed:

- Primary focus audience should be the populations with the highest consumption of SSBs. This aligns with the CAB's value for a targeted approach focused on communities most affected by the negative health effects of SSBs, predatory and manipulative marketing practices of the beverage industry, and the SBT itself. According to national and local survey data, the highest consumption of SSBs is among youth (12-19 years) and young adults (20-39 years), people of color (Latinx and Black), and low-income people.
- Within these primary focus populations, the campaign should reach pregnant women and mothers of young children.
- In the longer-term, if additional SBT resources are available for the campaign, the campaign should focus on a broader audience.
- The City's RFP process should attract communication firms with track records of working in community and solicit proposals from WMBE businesses.
- The CAB would like to review any draft RFP, contracts, and proviso reports to ensure they clearly describe and define the collaborative relationship between a communications firm and community-based organizations (CBOs).
- The CAB would like to be kept informed of which department would manage this work and any updated cost validation exercises completed by the City.

Using fist to five to test for agreement, the CAB reached consensus and approved the draft recommendations with the amendments listed above.

J. Krieger, D. Perera, and L. Cantrell left the meeting. As a result, quorum was lost.

2020 Budget Recommendations

C. Wong, Y. Matthew, and L. Chen reviewed a process and timeline for developing 2020 budget recommendations by June 14, 2019.

Comments:

- General process and timeline look feasible and appropriate.
- Would like to see water bottle filling stations in schools and community centers prioritized
- Regarding subsidies to schools to provide healthy food – would like to see the CAB consider a recommendation around salad bars
- Regarding scratch-cooking programs – even if this is not feasible in the short-term (2-3 years), let's not lose sight of the overarching, long-term goal which is to get schools to serve more fresh food in meals. We should use the CAB as a platform to put positive pressure on Seattle Public Schools to make this a priority. Would like to see the CAB liaising directly with Aaron Smith, not just City staff connecting with him.
- As we prepare for upcoming decision-making related to the CAB's budget recommendations, we still need to follow-up on the topic raised at the December retreat regarding a more equitable decision-making structure for the CAB. Currently, the CAB bylaws specify a quorum must be present for decision-making and everyone's vote has the same weight. Should we consider a more equitable system, e.g. where community seats get more votes or must at least be present for decision-making to occur?

Community Engagement

B. Igoe presented a recommendation for the CAB's community engagement work, based on feedback from several consultants who are experts in racial equity and community engagement.

Phase 1 (before June 2019):

- Host two workshops with organizations/stakeholders; one workshop focused on food access investments and one focused on early learning investments. Goals of the workshop would be to:
 - (1) educate about SBT;
 - (2) validate the CAB's 2019 recommendations to inform 2020 recommendations (*Did the CAB get it right? What's missing?*),
 - (3) get input about how best to do community engagement in the longer term
 - (4) build relationships with organizations/stakeholders interested in staying involved
- Compile and review existing information from recent program evaluations, SBT evaluations (e.g. food access and food bank assessments), CE events conducted by other entities to understand how programs are functioning and where there are gaps or opportunities.

Phase 2 (through December 2019)

- Conduct engagement events (TBD) to reach residents, to inform 2021 recommendations. This could include a mini process to solicit letters of interest from community organizations and select 6-8 organizations to lead the events.

Comments:

- This approach makes sense given time and resource constraints.
- When soliciting LOIs in phase 2, let's build a fair process but also be mindful about which organizations are best positioned to do this work.

2018 SBT Annual Report

B. Igoe presented a draft outline of the 2018 SBT Annual Report.

Comments:

- Summarize some of the 2019 activities, such as the Food Access Opportunity Fund, public awareness campaign, Fresh Bucks voucher enrollment activities, etc.
- Highlight community organizations/stories involved in the work.
- Discuss which CAB recommendations were not funded through the 2018 budget process.
- Show a visual timeline of the budget process and the CAB's process for developing budget recommendations.

The meeting adjourned at 11:00 AM.

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