

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: Friday – February 28, 2020
	Time: 8:30-3:30pm
	Location: El Centro do La Raza, 2524 16 th Avenue South, #306 Seattle, WA 98144
MEMBERS PRESENT:	Paul Sherman, Tanika Thompson-Bird, Jen Moss, Adrian Lopez, Dila Perera, Rebecca Finckel, and Barbara Baquero
MEMBERS ABSENT:	Laura Flores Cantrell, Christina Wong, Seat 4 – Vacant since May 2019 (Community Representative) Seat 1 – Vacant since February 2020 (Food Access)
CITY GUESTS:	Office of Sustainability & Environment: Alyssa Patrick and Suzy Knutson Facilitators: Alma Villegas and Maketa Wilborn Public: Frank Miranda – Solid Ground

DECISIONS MADE	1. The CAB decided to send summary community engagement report to community partners who conducted focus groups and surveys for initial review.
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FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Draft letter/email to community partners	Co-chairs and staff liaison	Early March
2	Follow up with Vida Agency – availability for future CAB meeting	Staff liaison	Early March
3	Incorporate equity toolkit principles into foundational board documents	CAB members	March 20 CAB meeting
4	Vote on updated community agreements and budget principles based on feedback at the retreat.	CAB members	March 20 CAB meeting
5	Develop plan for on-going engagement or feedback to community partners	CAB members	March 20 CAB meeting

Meeting Notes

Maketa Wilborn facilitated the meeting.

Connections and Personal Journey Mapping

- CAB members, City staff and members of the public introduced themselves.
- M. Wilborn led CAB members through a Personal Journey Mapping exercise to facilitate team building and getting to know each other better.

Review Values, Priorities, and Policies

CAB members reviewed their core values, community agreements and budget principles. M. Wilborn facilitated discussion of any updates or changes CAB members wanted to make to the guiding documents.

No changes were made to the CAB's core values. There was some discussion reaffirming that lived-experience should continue to be valued alongside or before data/evidence-based solutions when the CAB is considering which investments to prioritize.

The CAB did recommend edits to the community agreements and budget principles, which are summarized below and included as line edits in **Appendix A**.

Summary of recommended updates to the community agreements:

- Eliminating the term “slow thinker” and instead clarifying that CAB members should leave space for those who prefer to process information before reacting.
- Minor language changes were made to agreement number 9

The CAB also made updates to the budget principles. Some key points of discussion were:

- Need to ensure that “low income” is not just referring to standard federal poverty level; food insecurity/food gap and education gap are better measures in Seattle, where cost of living is high. Decided to edit first paragraph to address this issue.
- Prevention-oriented principle is specific to food – the CAB considered how to update this so that it applied to early learning as well (which is more intervention-based) or to clarify that the principle is not expected to be applied to early learning/child development programs.
- Clarify in the introductory paragraph that while most budget principles should apply to SBT-funded programs, it is not expected that all of them apply to every program.

Working lunch: Community Engagement Findings Presentation

Presented by Alma Villegas

From May to December 2019 consultant Alma Villegas worked with 16 community-based organizations and community liaisons to conduct a community engagement effort on behalf of the CAB. This was the second in a two-phase effort to gather community input on food access, early learning, and childhood health and development priorities.

The phase 2 engagement focused on reaching communities disproportionately impacted by health and education inequities. Over 480 individuals provided input on barriers to accessing healthy food and affordable, quality childcare, as well as support needed or preferred to address those barriers. The summary of the report will soon be available on the CAB's [community engagement webpage](#).

A. Villegas proposed questions/next steps for the CAB to consider and discuss, which is summarized here:

- What is the next step in reaching out to the partners involved? How can they continue to work in partnership with the CAB?
 - Ideas that came up in the included inviting a few partners to a CAB meeting where Alma would facilitate a discussion, hosting a community information and listening session, and finding ways to meaningfully connect community partners to resources that become available through SBT funds.
 - CAB members indicated that any follow up or further engagement requested from community partners should include compensation for the partners. CAB members are

mindful that continued engagement without compensation or a clear plan can end up burdening community groups rather than helping.

- How/when will partners get a copy of the report?
 - CAB members discussed how and when it would be appropriate to send out the report, given they needed more time to develop a plan for continued engagement that was feasible.

*****CAB Decision point:** CAB members decide to send an email from co-chairs and staff liaison on behalf of the CAB thanking the partners and sharing a summary of the report. At the next meeting, the CAB will further discuss options for how to continue engaging with the partners.

CAB Workplan and Budget Development

Facilitated by Maketa Wilborn and Alyssa Patrick

A.Patrick gave an overview of the 2020 year, CAB administrative resources, past recommendations, and initial 2021 budget information. CAB members reviewed an information packet and then Maketa Wilborn facilitated them through a prioritization exercise. The 2020 activities the CAB discussed included:

- 2021 budget process
- Follow up and re-engagement with community partners who contributed to the phase 2 report
- Spending 2020 CAB administrative/consultant funds – identifying needed reports/consultations
- Providing input on Healthy Food Fund and P-Patch infrastructure – new projects funded by 2020 SBT funds

CAB members discussed the presentations and information needed to inform those activities. The key things the CAB wants to hear or do to inform 2020 work are outlined below:

- Re-engaging community partners by inviting to a CAB meeting to present, but only if it is possible to compensate them for their time. The CAB considers community partners consultants on these issues and expressed interest in supporting further engagement rather than a report. Another recommendation for re-engagement is hosting a community listening session where a meal is offered.
 - Hearing SBT-funded program updates from departments
 - **Finance/revenue update from CBO:** CAB members have found this helpful in the past, but did not feel that two presentations were necessary. Some of the information could be presented by OSE staff liaison. There is a new CBO analyst working on SBT – Akshay Iyengar.
 - **Early Childhood/DEEL** –The CAB prefers to hear from direct providers, not just the folks that are providing the oversight and funding. CAB members expressed concern and frustration that there is no RFP process through which SBT funds could provide direct support to community-based organizations and providers in the early learning/child development space. This was one of the CAB's [2020 recommendations](#) that did not get funded by the Mayor or Council. CAB members want to better understand why that recommendation was not funded and how DEEL programs funded by SBT are reaching the community. Members suggested having DEEL present alongside organizations they fund to have this discussion. This issue will also be further discussed in the CAB's 2021 budget deliberations.

- CAB members also indicated interest in hearing about the Seattle Promise program and the impact of SBT funds. Seattle Promise receives up to \$5 million over the first five years of the tax.
 - **DON:** Update of Healthy Food Fund and input needed from CAB; also hear about needs for P-Patches, but CAB wants to spend most time with they larger program (HFF)
 - **HSD/Vida Agency:** CAB is interested in hearing more about the counter marketing/public awareness campaign. They would like to hear from Vida Agency directly. New CAB members need more context and background on this effort.
- Planning site visits at some point in the year to better understand SBT-funded programs and community needs. The CAB is particularly interested in visiting early learning/child development programs and direct service providers to continue growing subject matter expertise in this area.
 - CAB members note an intentional plan should be developed before starting to visit organizations and programs.
- Evaluation outcomes: Where available, the CAB would like to hear any outcomes of evaluations of SBT-funded programs to help inform their decision making. For example, the CAB funded the study on scratch cooking and seeing results would be helpful to determine future funding.

Equity Toolkit Discussion

J. Moss asked M. Wilborn for guidance on developing an equity toolkit for the CAB's decision-making process and internal interactions. M. Wilborn shared his principles of equity and agreed to share a document with the CAB for their consideration and future use. The principles are:

- centering race,
- partnership and building bridges,
- ensuring access,
- seeing white and naming dynamics,
- centering relationships, and
- shifting power.

Wrap Up

Facilitator M. Wilborn wrapped up by asking CAB members for their reflections on the day. Everyone felt they had gotten to know each other better, had a clearer sense of what needed to happen this year, and felt early learning already more represented in group discussions and considerations.

Appendix A: Proposed Edits to Budget Principles and Community Agreements

Budget Principles

The budget recommendations of the Sweetened Beverage Tax Community Advisory Board are rooted in the fundamental conviction that investments supported by the beverage tax revenues should prioritize allocation of funds to communities disproportionately affected by health, [child development](#) and education inequities, especially those related to the adverse health effects of sugary drinks. To ensure this, the CAB recommends the following budget and operational principles. ~~We commit to making budget recommendations that are in line with a majority of these principles, in addition to following the stated intent of the enacting ordinance. We use these principles to develop our budget recommendations and~~ ~~We~~ we strongly recommend the City ~~similarly align use them when developing an~~ allocation plans for Sweetened Beverage Tax revenue and ~~implement~~ ~~implementation of~~ ~~ing~~ programs and services.

Priority populations: All programs and activities funded by the Sweetened Beverage Tax should focus on reaching communities of color, immigrants, refugees, people with low income, and individuals with limited-English proficiency. Youth from these communities are also a priority. [In addition to experiencing the effects of classism and historic racism that lead to health, child development, and education inequities, these](#) ~~These are also populations that~~ ~~communities~~ are disproportionately targeted by the sugary drink industry.

Place-based focus areas: Programs and activities funded by the Sweetened Beverage Tax should focus on areas where communities of color, immigrants, refugees, people with low income and individuals with limited-English proficiency live.

Community-driven: Programs and activities funded by the Sweetened Beverage Tax should be led, ~~or~~ ~~guided~~ ~~or implemented~~ by community-based organizations ~~with that~~ [have authentic ~~connections~~ relationships to](#) ~~with~~ the focus community. [As stated in the CAB's core values, we acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs.](#)

~~Authentic connections to the focus community is further defined in our criterion for Equity (see below).~~

[Equity Driven: Programs and activities funded by the SBT should address inequities in food security, childhood development and/or early learning.](#)

Culturally-responsive: Programs and activities funded by the Sweetened Beverage Tax should be culturally responsive and delivered in ways that are accessible and comfortable for the focus population (or community).

Prevention-oriented: Programs and activities funded by the Sweetened Beverage Tax should focus on prevention of sugary drink consumption and the chronic conditions caused by sugary drinks.

- [Consider replacing this principle with: Balance prevention and intervention: Programs and activities funded by the SBT should strike a balance between prevention and intervention. Where possible, activities focused on food access should include prevention of sugary drink consumption and related health](#)

[conditions. Investments should also address existing health and child development/early learning inequities by including intervention activities.](#)

Meeting Agreements

The following meeting agreements were developed by the Sweetened Beverage Tax Community Advisory Board to outline how we will work together respectfully and effectively. We adapted some agreements from those used by Equity Matters and Pomegranate Center.

1. Value time

- a. Be present and come to meetings prepared
- b. Commit to good facilitation and time keeping
- c. Take responsibility for your contributions

2. Share airtime

- a. Be aware when it's appropriate to step up and when to step back
- b. One speaker at a time, don't speak over or interrupt others when they are speaking

3. Propose something better, don't just criticize

- a. No blame – accept collective responsibility for decisions the group has made
- b. Avoid making [assumptions or](#) inferences – seek understanding
- c. Don't react – first, listen to understand and then comment

4. Be willing to accept a level of discomfort and be courageous and kind

- a. Addressing issues of racism and social inequities challenges dynamics and can put people in vulnerable positions.
- b. We commit to facing these issues with courage and kindness to seek authentic solutions

5. Pay attention to power dynamics

- a. Call out when you see an abuse of power
- b. Call in when someone is being pushed out, neglected or ignored

6. Balance between knowledge and lived experience

- a. We value the lived experiences of communities who collectively drive solutions as well as evidence based approaches to improving health inequity

7. Think outside the box and challenge our own lens

- a. Be open to new and different ideas than the ones you hold

8. Respect different learning styles and processing styles

- a. Accommodate slow thinkers and time for reflection Accommodate all learning and processing styles by allowing time for reflection
- b. Include a variety of decision-making and processing activities to accommodate learning and processing styles
- ~~a.c.~~ Ask for clarity when needed and spend time to ensure shared understanding
- ~~b.d.~~ Include activities for various ways of processing information

9. Keep focus on the common goal

- a. Avoid getting caught in unnecessary details ~~if we are not able to~~ to ensure we can accomplish what is in front of us.