

Sugar-Sweetened  
Beverage Product  
Panel of Experts  
Commission

**Sugar-Sweetened Beverage Product  
Panel of Experts Commission**  
**Thursday, July 18<sup>th</sup>, 2024, 6:00pm – 8:00pm**  
**Meeting Location:**  
South Berkeley Senior Center  
2939 Ellis Street, Berkeley, CA 94703  
P: 510-981-5350

## **MEETING AGENDA**

### **Preliminary Matters**

1. Roll Call
2. Introduction of new Commission members
3. Approval of Draft Minutes from 06/20/2024 regular meeting – **Attachment 1**

The public may comment virtually 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.

### **Presentations: TBD**

### **Discussion and 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**
2. **Discussion:** Presentation on community value of marketing efforts of SSB grantees along with a historical perspective (Hecht).
3. **Discussion:** Presentation of effective ways to integrate marketing efforts into current SSB grantee programs. Discussion of real-world approaches and tailoring for different audiences (Hecht).
4. **Discussion:** Presentation on sharing resources which are available and those soon to be available (Hecht).
5. **Discussion:** Presentation on how grantees can utilize resources to develop a timely marketing plan for dissemination of information (Hecht).
6. **Action 1:** Review Final Work Plan (status of tasks) (Kao)
7. **Action 2:** Add/Remove Subcommittees/ Members (Commissioner Hecht)
8. **Action 3:** For the good of the order (Commissioner Hecht)

### **Information Items**

1. Commission Work Plan – **Attachment 2**
2. Approved Meeting Minutes 05/16/2024 – **Attachment 3**
3. Commission Meeting Dates 2024 – **Attachment 4**
4. Subcommittee Roster 2024– **Attachment 5**
5. City Council Timeline 2024 – **Attachment 6**

***A Vibrant and Healthy Berkeley for All***

1947 Center Street, 2<sup>nd</sup> Floor, Berkeley, CA 94704 Tel: 510.981.5300 TDD: 510.981.6903 Fax: 510.981.5395  
E-mail: [publichealth@ci.berkeley.ca.us](mailto:publichealth@ci.berkeley.ca.us) - <http://www.cityofberkeley.info/health/>

6. Soda Tax Revenues – **Attachment 7**

**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

**THERE IS NO MEETING IN AUGUST/DECEMBER.** Please visit the City of Berkeley's Commission webpage <http://www.cityofberkeley.info/commissions> for meeting details and updates.

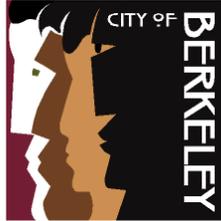
**AMERICAN DISABILITIES ACT DISCLAIMER:** This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (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, June 20<sup>th</sup>, 2024. 6:00 – 8:00 PM

### Meeting Location:

South Berkeley Senior Center  
2939 Ellis Street, Berkeley, CA 94703  
P: 510-981-5350

### **DRAFT MEETING MINUTES**

The meeting convened at 6:09pm.

#### **ROLL CALL**

**Present:** Commissioners Morales, Rodriguez, Mashama, Kao, Crawford.  
**Absent:** Commissioners Lopez.  
**Excused:** Commissioners Esonwune, Hecht, Chan.  
**Staff present:** Roberto Terrones.

**COMMENTS FROM THE PUBLIC** None.

#### **ACTION ON MINUTES**

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 06/20/2024 with edits.**

**M/S/C:** Commissioners Morales/Rodriguez.

**Ayes:** Commissioners Morales, Rodriguez, Mashama, Kao, Crawford.  
**Noes:** None.  
**Abstain:** None.  
**Absent from vote:** Commissioner Lopez.  
**Recused:** None.  
**Excused:** Commissioners Esonwune, Hecht, Chan.

The meeting adjourned at 7:25pm.

*A Vibrant and Healthy Berkeley for All*

**NEXT MEETING:**

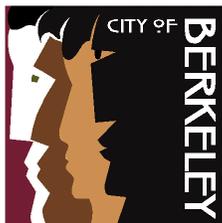
The next meeting is scheduled for **Thursday, July 18<sup>th</sup>, 2024**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Commission Secretary

**Minutes will be approved at the July 18<sup>th</sup>, 2024 regular meeting.**

**Sugar-Sweetened Beverage Product Panel of Experts Commission**  
**Proposed Work Plan –4/2024 – 3/2025**

Task	Activity	Actions Needed in Advance	2024										2025		
			April	May	June	July	Aug	Sept	October	November	December	January	February	Mar	
1)	Conduct periodic commission	Distribution of agenda	X	X	X	X		X	X	X		X	X	X	
2)	Discuss with fiscal about current revenues vs. projected revenues and discuss disbursement plan (quarterly)	Fiscal data requested and distributed		X				X		X			X		
3)	Annual grantee presentations to the commission	Grantees contacted and scheduled; Ask grantees to share how they disseminate re: SSB tax funds	X	X	X	X								X	
4)	Discuss with city staff internal activities funded by soda tax (e.g.	Schedule staff for discussion		X	X	X									
5)	Discuss Epi research related to health as well as evaluation data from grantees including BUSD & YRBS.	Schedule staff for discussion Email request for health status report that incl. chronic disease data, dental caries, and any health behaviors related to sugar/diet)		X											
6)	Discuss city beverage procurement implementation.	Send communication to Council to obtain beverage procurement data; Roberto will help get request into right template		X	X										
7)	Discuss creation of a system to evaluate city beverage procurement	Obtain information of current beverage procurement data			X	X									
8)	Discuss status of healthy checkout policy implementation	Arrange meeting with public health nutrition staff/get update from nutritionist (Angelica)		X											
9)	Discuss numbers of stores assessed and outcomes by public health environmental department.	Arrange meeting with public health environmental health department			X	X									
10)	Create a plan for educating the public re soda tax success	Gather information on options for educating the public; add'l steps TBD, depending on \$			X	X									
11)	Write report for council, press, etc.	Gather data and information for report						X							
12)	Discuss fiscal data from the prior 12 months of tax revenue (to determine grant funds for 2025-26)	Fiscal data requested and distributed											Policy committee →council		
13)	Prepare new proposal guidelines for 2025-2026 (18 mo)	Distribute past proposal guidelines as a template						X			Nov 15: Issue new RFP	Dec 20: proposals due			
14)	Plan workshop for assisting with grant writing for community groups	Promote and coordinate meeting for potential grantees						X	X						
15)	Review and recommend proposals for funding	Distribute past review criteria and letters for funding											Resolution	Funding recs due to council	



## Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, May 16<sup>th</sup>, 2024. 6:00 – 8:00 PM

### Meeting Location:

South Berkeley Senior Center  
2939 Ellis Street, Berkeley, CA 94703  
P: 510-981-5350

## APPROVED MEETING MINUTES

The meeting convened at 6:09pm.

### ROLL CALL

**Present:** Commissioners Morales, Rodriguez, Lopez, Esonwune, Hecht.  
**Absent:** Commissioners Mashama, Kao, Crawford.  
**Excused:** Commissioner Chan.  
**Staff present:** Roberto Terrones.

### COMMENTS FROM THE PUBLIC Two.

### ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 05/16/2024.

**M/S/C:** Commissioners Esonwune/Lopez.

**Ayes:** Commissioners Morales, Rodriguez, Lopez, Esonwune, Hecht.  
**Noes:** None.  
**Abstain:** None.  
**Absent from vote:** Commissioners Mashama, Kao, Crawford.  
**Recused:** None.  
**Excused:** Commissioner Chan.

The meeting adjourned at 7:14pm.

*A Vibrant and Healthy Berkeley for All*

**NEXT MEETING:**

The next meeting is scheduled for **Thursday, June 20<sup>th</sup>, 2024**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Commission Secretary

**Minutes will be approved at the June 20<sup>th</sup>, 2024 regular meeting.**

## 2024 Commission Meeting Dates

Please complete this form and email it to the  
[Commission Inbox](#)

Name of Commission: Sugar-Sweetened Beverage Product Panel of Experts Commission

Commission Secretary: Roberto Terrones

### Please Note the Commission Meeting Dates for 2024 Below

Please fill in meeting date below. If no meeting for the month is scheduled please note as "No Meeting."

### 2024 Meeting Dates

Month	Meeting Day and Date	Time
<b>January 2024</b>	Thursday 1/18/2024	6:00 pm
<b>February 2024</b>	Thursday 2/15/2024	6:00 pm
<b>March 2024</b>	Thursday 3/21/2024	6:00 pm
<b>April 2024</b>	Thursday 4/18/2024	6:00 pm
<b>May 2024</b>	Thursday 5/16/2024	6:00 pm
<b>June 2024</b>	Thursday 6/20/2024	6:00 pm

Month	Meeting Day and Date	Time
<b>July 2024</b>	Thursday 7/18/2024	6:00 pm
<b>August 2024</b>	No Meeting	
<b>September 2024</b>	Thursday 9/19/2024	6:00 pm
<b>October 2024</b>	Thursday 10/17/2024	6:00 pm
<b>November 2024</b>	Thursday 11/21/2024	6:00 pm
<b>December 2024</b>	No Meeting	

[commission@cityofberkeley.info](mailto:commission@cityofberkeley.info)

City Clerk Department

Please contact our office at (510) 981-6908 with any questions.

## SSBPPE Subcommittee Roster

<b>Subcommittee</b>	<b>Subcommittee Description</b>	<b>Members</b>
Ad-hoc Work Plan	<i>Revision of 2024 Commission work plan.</i>	Xavier Morales Michael Rodriguez Pat Crawford Peace Esonwune
Media	<i>Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.</i>	Xavier Morales Janice Kao Michael Chan Themba Mashama
Prevention Strategies and Outcomes	<i>Review and revise requests for proposals, increase knowledge of the community, and evaluation.</i>	Pat Crawford Kenneth Hecht Vivian Lopez Janice Kao
Sugary Drinks Policy	<i>Recommend policies for the City Council.</i>	Pat Crawford Michael Rodriguez

<b>2024</b>			<b>Thursday 12:00 PM</b>	<b>Thursday 12:00 PM</b>	<b>Monday 2:30 PM</b>	<b>Wednesday 11:00 AM</b>	<b>Thursday 5:00 PM</b>
<b>COUNCIL MEETING DATE</b>	<b>Reports Due to Dept. Director</b>	<b>Reports Due to CAO</b>	<b>Dept. Reports Due to Clerk Day 33</b>	<b>Agenda Committee Packet to Print Day 19</b>	<b>Agenda Committee Meeting Day 15</b>	<b>Final Agenda Meeting - (Print Agenda on wed.) Day 13</b>	<b>Council Agenda Delivery Day 12</b>
<b>Winter Recess [December 13, 2023 through January 15, 2024]</b>							
<b>Jan 16</b>	11/30	11/30	12/14	1/2 - Tue	1/4 - Thur	1/4 - Thur	1/5 - Fri
<b>Jan 30</b>	12/14	12/14	12/28	1/11	1/16 - Tue	1/17	1/18
<b>Feb 13</b>	12/28	12/28	1/11	1/25	1/29	1/31	2/1
<b>Feb 27</b>	1/11	1/11	1/25	2/8	2/13 - Tue	2/14	2/15
<b>Mar 12</b>	1/25	1/25	2/8	2/22	2/26	2/28	2/29
<b>Mar 19</b>	2/1	2/1	2/15	2/29	3/4	3/6	3/7
<b>Spring Recess [March 20 through April 15, 2024]</b>							
<b>Apr 16</b>	2/29	2/29	3/14	3/28	4/1	4/3	4/4
<b>May 7</b>	3/21	3/21	4/4	4/18	4/25 - Thur	4/25 - Thr	4/26 - Fri
<b>May 14</b>	3/28	3/28	4/11	4/25	5/1 - Wed	5/1	5/2
<b>May 21</b>	4/4	4/4	4/18	5/2	5/7 - Tue	5/8	5/9
<b>Jun 4</b>	4/18	4/18	5/2	5/16	5/21 - Tue	5/22	5/23
<b>Jun 25</b>	5/9	5/9	5/23	6/6	6/10	6/12	6/13
<b>Jul 9</b>	5/23	5/23	6/6	6/20	6/24	6/26	6/27
<b>Jul 23</b>	6/6	6/6	6/20	7/3 - Wed	7/8	7/10	7/11
<b>Jul 30</b>	6/13	6/13	6/27	7/11	7/15	7/17	7/18
<b>Summer Recess [July 31 through September 9, 2024]</b>							
<b>Sep 10</b>	7/25	7/25	8/8	8/22	8/26	8/28	8/29
<b>Sep 24</b>	8/8	8/8	8/22	9/5	9/9	9/11	9/12
<b>Oct 1</b>	8/15	8/15	8/29	9/12	9/16	9/18	9/19
<b>Oct 15</b>	8/29	8/29	9/12	9/26	9/30	10/2	10/3
<b>Oct 29</b>	9/12	9/12	9/26	10/10	10/15 - Tue	10/16	10/17
<b>Nov 12</b>	9/26	9/26	10/10	10/24	10/28	10/30	10/31
<b>Nov 19</b>	10/3	10/3	10/17	10/31	11/4	11/6	11/7
<b>Dec 3</b>	10/17	10/17	10/31	11/14	11/18	11/20	11/21
<b>Dec 10</b>	10/27	10/27	11/7	11/21	11/25	11/27	11/27 - Wed
<b>Winter Recess [December 11, 2024 through January 14, 2025]</b>							

VTO Affected Dates

Holiday Affected Dates

Religious Holiday Affected  
Date

Updated 11/30/2023

Reports not submitted by the deadlines listed will not be included on the agenda.



**City of Berkeley**  
**Soda Tax Revenue-FY 2024**  
**For the Months of July 2023 - June 2024**

Month	Amount
Jul-23	101,700.72
Aug-23	91,096.92
Sep-23	83,544.48
Oct-23	107,467.71
Nov-23	91,669.61
Dec-23	115,244.29
Jan-24	68,755.47
Feb-24	119,393.56
Mar-24	70,308.05
Apr-24	62,726.26
May-24	98,679.86
Jun-24	99,641.77
<b>Gross Revenue</b>	<b>\$ 1,110,228.70</b>

FY 2015	\$ 242,986.39
FY 2016	\$ 1,757,271.70
FY 2017	\$ 1,578,389.00
FY 2018	\$ 1,517,949.28
FY 2019	\$ 1,606,177.73
FY 2020	\$ 1,378,196.46
FY 2021	\$ 995,387.49
FY 2022	\$ 1,047,801.97
FY 2023	\$ 1,185,893.91
FY 2024	\$ 1,110,228.70
<b>Total</b>	<b>\$ 10,124,160.02</b>