



Sugar-Sweetened
Beverage Product
Panel of Experts
Commission

**Sugar-Sweetened Beverage Product
Panel of Experts Commission**
Thursday, May 15th, 2025, 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 04/17/2025 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.

Presentation

Berkeley Unified School District, Benjamin Goff: Healthy Berkeley – Garden and Cooking Program Updates.

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 1:** Update on coordinating with newly awarded grantees (Crawford)
3. **Discussion 2:** Feedback from Commissioners and finalization of Healthy Checkout in Berkeley stores (Crawford)
4. **Discussion 3:** Develop template for grantee presentations to the Commission (Crawford)
5. **Action 1:** Work Plan Review and Submission (Kao) – **Attachment 2**
6. **Action 2:** Add/Remove Subcommittees/ Members (Crawford)

Information Items

1. Commission Work Plan – **Attachment 2**
2. Approved Meeting Minutes 03/20/2025 – **Attachment 3**
3. Commission Meeting Dates 2025 – **Attachment 4**
4. Subcommittee Roster– **Attachment 5**
5. City Council Timeline 2025 – **Attachment 6**
6. Soda Tax Revenues – **Attachment 7**

A Vibrant and Healthy Berkeley for All

1947 Center Street, 2nd Floor, Berkeley, CA 94704 Tel: 510. 981.5300 TDD: 510.981.6903 Fax: 510. 981.5395
E-mail: publichealth@berkeleyca.gov - <https://berkeleyca.gov/safety-health/public-health>

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
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, April 17th, 2025. 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 6:04pm.

ROLL CALL

Present: Commissioners Morales, Rodriguez, Mashama, Kao, Lopez, Crawford, Esonwune, Hecht, Chan.
Absent: None.
Excused: None.
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 03/20/2025.

M/S/C: Morales/Mashama.

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

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- 1. Motion to approve the SSBPPE Commission recommendation funding in the amount of \$905,292 for Community-Based Organizations and \$905,292 for the Berkeley Unified School District, with corresponding funding amounts for each listed organization, and subject to the final review and approval of the Commission Chair.**

M/S/C: Hecht/Rodriguez.

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

The meeting adjourned at 7:43pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, May 15th, 2025**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Commission Secretary
Minutes will approved at the May 15th, 2025 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	Marc
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 Remaining: BUSD, BYA, Ecology Center	X	X	X	X								X
4)	Discuss with city staff internal activities funded by soda tax (e.g. Media)	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: Proposed Work Plan –4/2024 – 3/2025

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Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, March 20th, 2025. 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 6:10pm.

ROLL CALL

Present: Commissioners Morales, Rodriguez, Mashama, Crawford, Esonwune, Hecht, Chan (6:19).
Absent: Commissioners Kao, Lopez.
Excused: None.
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 02/20/2025.

M/S/C: Hecht/Morales.

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

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- 1. Motion to create the Ad-Hoc Application Review Subcommittee, and add Commissioners Morales, Hecht, and Esonwune as members; and, Commissioners Kao, Lopez, Crawford as alternates.**

M/S/C: Rodriguez/Hecht.

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

- 2. Motion to appoint Commissioner Hecht to represent the SSBPPE Commission on the 3/25 Council Meeting.**

M/S/C: Esonwune/Morales.

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

The meeting adjourned at 7:43pm.

NEXT MEETING:

The next meeting is scheduled for **Thursday, April 17th, 2025**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Commission Secretary
Minutes were approved at the April 17th, 2025 regular meeting.

2025 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."

2025 Meeting Dates

Month	Meeting Day and Date	Time
January 2025	Thursday 1/16/2025	6:00 pm
February 2025	Thursday 2/20/2025	6:00 pm
March 2025	Thursday 3/20/2025	6:00 pm
April 2025	Thursday 4/17/2025	6:00 pm
May 2025	Thursday 5/15/2025	6:00 pm
June 2025	Thursday 6/19/2025	6:00 pm

Month	Meeting Day and Date	Time
July 2025	Thursday 7/17/2025	6:00 pm
August 2025	No Meeting	
September 2025	Thursday 9/18/2025	6:00 pm
October 2025	Thursday 10/16/2025	6:00 pm
November 2025	Thursday 11/20/2025	6:00 pm
December 2025	No Meeting	

commission@cityofberkeley.info

City Clerk Department

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

SSBPPE Subcommittee Roster

Subcommittee	Subcommittee Description	Members
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

Ad- Hoc Application Review Subcommittee

Members: Commissioners Morales, Hecht, Esonwune

Alternate: Commissioners Kao, Lopez, Crawford

CITY CLERK DEPARTMENT 2025 COUNCIL MEETING TIMELINE

COUNCIL MEETING	THURSDAY 12:00 PM - Day 33 - DEPT. REPORTS DUE TO CLERK	MONDAY 5:00 PM - Day 22 - COUNCIL MEMBER REPORTS DUE TO CLERK	THURSDAY 12:00 PM - Day 19 - AGENDA COMMITTEE PACKET TO PRINT	MONDAY 2:30 PM - Day 15 - AGENDA COMMITTEE MEETING	WEDNESDAY 11:00 AM - Day 13 - FINAL AGENDA MEETING (PRINT AGENDA ON WED.)	THURSDAY By 5:00 PM - Day 12 - COUNCIL AGENDA DELIVERY
Winter Recess [December 11, 2024 through January 20, 2025]						
Jan 21	12/19	12/30	1/2	1/6	1/8	1/9
Feb 11	1/9	1/21 (Tue)	1/23	1/27	1/29	1/30
Feb 25	1/23	2/3	2/6	2/10	2/12	2/13
Mar 11	2/6	2/18 (Tue)	2/20	2/24	2/26	2/27
Mar 18	2/13	2/24	2/27	3/3	3/5	3/6
Mar 25	2/20	3/3	3/6	3/10	3/12	3/13
Spring Recess [March 26 through April 14, 2025]						
Apr 15	3/13	3/24	3/27	4/1 (Tue)	4/2	4/3
Apr 29	3/27	4/7	4/10	4/14	4/16	4/17
May 6	4/3	4/14	4/17	4/21	4/23	4/24
May 20	4/17	4/28	5/1	5/5	5/7	5/8
Jun 3	5/1	5/12	5/15	5/20 (Tue)	5/21	5/22
Jun 17	5/15	5/27 (Tue)	5/29	6/2	6/4	6/5
Jun 24	5/22	6/2	6/5	6/9	6/11	6/12
Jul 8	6/5	6/16	6/19	6/23	6/25	6/26
Jul 22	6/19	6/30	7/3	7/7	7/9	7/10
Jul 29	6/26	7/7	7/10	7/14	7/16	7/17
Summer Recess [July 30 through September 8, 2025]						
Sep 9	8/7	8/18	8/21	8/25	8/27	8/28
Sep 16	8/14	8/25	8/28	9/2 (Tue)	9/3	9/4
Sep 30	8/28	9/8	9/11	9/15	9/17	9/18
Oct 14	9/11	9/22	9/25	9/29	10/1	10/2
Oct 28	9/25	10/6	10/9	10/14 (Tue)	10/15	10/16
Nov 4	10/2	10/14 (Tue)	10/16	10/21 (Tue)	10/22	10/23
Nov 18	10/16	10/27	10/30	11/3	11/5	11/6
Dec 2	10/30	11/10	11/13	11/17	11/19	11/20
Winter Recess [December 3, 2025 through January 26, 2026]						

VTO Affected Dates	Holiday Affected Dates	Religious Holiday Affected Date
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Reports not submitted by the deadlines listed will not be included on the agenda.



City of Berkeley
Soda Tax Revenue-FY 2025
For the Months of July 2024 - June 2025

Month	Amount
Jul-24	88,874.27
Aug-24	87,682.02
Sep-24	98,960.91
Oct-24	67,105.85
Nov-24	98,608.25
Dec-24	84,944.49
Jan-25	104,623.13
Feb-25	70,139.88
Mar-25	106,890.45
Apr-25	
May-25	
Jun-25	
Gross Revenue	\$ 807,829.25

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
FY 2025	\$ 807,829.25
Total	\$ 13,228,111.88