

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	<p>Date: January 15, 2021</p> <p>Time: 9:00 am – 1:00 pm</p> <p>Location: Virtual meeting</p>
MEMBERS PRESENT:	Dila Perera, Jen Hey (Moss), Tanika Thompson, Barbara Baquero, Rebecca Finkle, Adrián Lopez-Romero, Paul Sherman, Laura Flores Cantrell
MEMBERS ABSENT:	Christina Wong <i>Seat 1 – Vacant (Food Access Representative, Council appointment)</i> <i>Seat 4 – Vacant (Community Representative, Mayor appointment)</i>
GUESTS:	Office of Sustainability & Environment: Bridget Igoe, Alyssa Patrick, Sharon Lerman, and Robyn Kumar Department of Education and Early Learning: Cameron Clark Department of Neighborhoods: Sarah Morningstar City Budget Office: Seán Walsh, Akshay Iyengar

Meeting Notes

Regular Meeting 9:00 AM – 10:00 AM

T. Thompson and J. Moss, Co-Chairs, 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

Updates from the CAB co-chairs

T. Thompson and J. Moss provided updates on new [state bill request](#) to fund public health services and health equity initiatives through a statewide sugar sweetened beverage (SSB) tax.

- The co-chairs were invited but declined to participate in a listening session held by Senator June Robinson from Everett. The co-chairs are not providing comments on the bill on behalf of the CAB.
- The bill as currently written appear to not pre-empt Seattle’s SBT.

There was brief discussion about (1) whether the CAB is permitted to provide comment on a state bill and (2) even if permissible, does the CAB *want* to provide comment.

The CAB decided the co-chairs should continue to decline making any comment for/against the bill. Instead, the co-chairs will emphasize the following:

- The CAB appreciates but declines the opportunity to provide input on the legislation since doing so is outside the CAB's scope of work. The CAB will not support or oppose specific state legislation.
- Equity and how funds from this legislation are granted and used would be the main consideration of most CAB members.
- The inclusion of a community advisory board in Seattle's ordinance has been critical in maintaining an equity focus and engaging with community.
- Community engagement in these processes is critical. The CAB encourages legislators and advocates to gather input from residents who would be most affected by a statewide tax on SSBs.

Fresh Bucks New Retailer Selection Process

Presentation from the Office of Sustainability & Environment (Alyssa Patrick and Robyn Kumar)

A. Patrick and R. Kumar from provided a brief background on the [Fresh Bucks](#) program and its ongoing work in 2021 to shift the program from a voucher to an e-benefit system. Key points from their presentation are summarized below.

Fresh Bucks will transition to electronic benefit this summer. This change will decrease stigma associated with paper benefits, standardize the shopping experience, and reduce the invoicing burden on retailers. Customers will have a card loaded with benefits each month and retailers will receive auto-reimbursement within 2 days without needing to invoice the city.

As it shifts to this new system, the Office of Sustainability & Environment (OSE) will expand Fresh Buck's retail network to give customers more choice and help small businesses and local growers expand their customer base. Staff are in the process of developing a retailer selection and onboarding process that meets the following goals:

1. Ensure customers can continue to shop at farmers markets, farm stands and stores (see [existing partners here](#)) where they are used to spending their Fresh Bucks when the e-benefit goes live in June 2021.
2. Increase customer choice and access to high-quality produce by partnering with larger retailers (supermarkets/grocery store chains) that are accessible and preferred by Fresh Bucks customers and committed to providing a wide selection of produce.
3. Increase the number of small, independent grocers and farm stands where Fresh Bucks can be used, especially partners serving culturally specific foods and/or located in neighborhoods with limited access to fresh produce. Build relationships and provide support to help these vendors build capacity and expand customer base.
4. Support Washington-state growers through expanded partnership with farmers markets and prioritizing large retail partners committed to local procurement.

A. Patrick and R. Kumar presented their approach to developing separate selection processes for small and large retailers and outlined the draft selection criteria.

Questions and Discussion Points:

- *How many stores is OSE planning to select?*
 - OSE is planning to select to 11 new stores (3 large stores and 8 small stores).
- *If a chain store is selected, will all store locations be able to accept Fresh Bucks?*
 - Yes, if all the stores in the chain use the same point-of-sale system.

- *How will OSE promote this opportunity to small retailers?*
 - OSE will work with partnering community-based organizations that lead efforts to enroll Fresh Bucks customers. It will also promote the opportunity through social media and ethnic media sources.
- *In your selection process, have you considered a way to account for differences in quality and availability of produce across larger retailer locations? (Previous research in Seattle/King County has shown this is an issue.)*
 - No, OSE has not come up with an exact way to address that but will take note of this and is open to suggestions from the CAB.
- *Smaller grocers face higher overhead costs and have less volume of fresh produce due to potential low sales. Will there be a system to support a change to the supply demand and potential losses?*
 - OSE is working to provide capacity support funds that could be used toward those issues. Hoping to select stores that already provide fresh foods so that we know the has some capacity to be partner in this work.

B. Baquero research at UW focuses on small retail interventions to increase access to healthy food and is happy to provide some feedback in a follow-up meeting with Fresh Bucks staff.

CAB members were invited to send additional comments and feedback to A. Patrick and R. Kumar by January 22.

Healthy Food Fund and Prenatal-to-Three Grant Program

Updates from the Department of Neighborhoods (DON) and Department of Education and Early Learning (DEEL)

Sarah Morningstar (DON) provided updates on Healthy Food Fund (HFF) planning efforts.

- DON staff is working on two major bodies of work: (1) extending the contracts of existing food access grantees with 2021 HFF dollars and (2) designing a new HFF RFP that will be released later this year and funded by 2022 dollars.
- Most of the work so far has been focused on that first body of work:
 - DON staff have been in conversations with 17 Food Access Opportunity Fund awardees to extend contracts for 6-9 months in 2021. The awardees have been receptive to the opportunity to extend contracts, and DON staff is estimating that most awardees will be contract by the end of January.
 - Seattle Foundation – Neighbor 2 Neighbor program has contracted with DON and will grant 7 grassroots organizations \$7500 for food equity work in under-invested communities affected by poverty and racial disparities.
 - United Way King County (UWKC) and DON have agreed to extend awards for 26 Community Food Fund grantees through 2021. UWKC was excited for the opportunity to extend the projects, as many address emergency food relief in underserved communities.
 - DON staff is also working on project forms that will be used to collect information from grantees. This includes the monthly status report form and project information sheet, which a few CAB members reviewed and suggested some light edits. Staff is really paying to attention to how these forms can collect meaningful and useful information about the good work happening in the community without being a burden on grantees. For example, with the monthly status report form, DON staff plan to offer a few options

for filling in this information, including a phone call option where the grantees can provide their updates during a conversation while DON staff fill out the form.

- Re: the design of a new HFF RFP: DON is in the first stages of scoping out a landscape analysis that will help inform the design of the 2021 Healthy Food Fund RFP. OSE staff have been joining the conversations. We hope to start this work in February and so should have more information to share next month.

Cameron Clark (DEEL) provided updates on Prenatal-to-Three (PN-3) Grant Program planning efforts.

- DEEL has been meeting with Best Starts for Kids to discuss alignment opportunities with King County's PN-3 investments and their community RFP approach/practices. Next, they are organizing meetings with community-based organizations.
- DEEL will establish a "design team" collaborative of community groups and city staff to help design the RFP. DEEL is in the process of hiring a PN-3 Advisor to lead this work. The goal is to have the RFP ready to launch in late spring or early June.
- The BSK meetings focused on best practices for structuring grants and processes. They learned that they must be very transparent and specific about how much money is available. Grants really need to incorporate family support and resource support to provide basic resources.
- DEEL is very conscientious that the resources supporting this PN-3 Grant Program are one-time SBT funds. BSK recommended being cautious about what will get funded with one-time funds, although this issue was not yet raised by the CBOs.
- DEEL is focusing on its partnership role with grantees and working towards being a good thought partner and relationship builder.
- A lingering question is the size of grants. Does CAB still have preference for larger grants? What is the threshold for larger grants?

Workshop 10:00 AM – 1:00 PM

Overview

T. Thompson provided an overview of the next few hours and stated goals of the workshop, i.e.:

1. Continue to build our relationships.
2. Reflect on 2020 – identify what worked well in 2020 and how can we improve our work together in the future.
3. Identify any activities that will support our 2022 budget recommendations.
4. Align our thinking about equitable grantmaking and CAB recruitment to guide our future input on the SBT-funded grants programs and CAB member appointments.

Team Building

J. Moss facilitated a team building activity.

CAB's 2021 Calendar & Key Activities

B. Igoe presented a one-page calendar to help orient the CAB to key activities/milestones in 2021.

2021 CAB Schedule

X Indicates milestone reached
 Highlighted items are new
 Italicized items are tentative

KEY ACTIVITIES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CAB Maintenance												
Lead planning workshop	X											
Provide input on CAB recruitment materials and process												
Participate in CAB recruitment ¹												
2020 Annual Report												
Review outline/approach for 2020 Annual Report												
Review 2020 progress report briefings from City departments ¹												
Provide input on draft report												
Release 2020 Annual Report												
2022 Budget Recommendations												
Develop approach for 2022 Budget Recommendations												
Review revenue and budget update from City Budget Office												
Draft budget recommendations												
Transmit budget recommendations to Mayor and City Council												
Review and respond to Mayor's 2022 Proposed Budget												
Track Progress and Advise on SBT Programs/Services												
Provide input on DEEL/DON community grants programs												
Provide input on Fresh Bucks new retailer selection process												
<i>Farm to Table briefing</i>												
<i>**Briefings TBD</i>												
Other...												

- Five positions on the CAB have terms that expire on 8/31/2021 and will need new appointment or re-appointment.
- City departments present annual progress reports on SBT-funded programs and services. These reports become chapters in the 2020 SBT Annual Report. The information can also help inform the CAB's 2022 budget recommendations.

2020 Reflections

B. Baquero facilitated a reflection exercise to get CAB members thinking about what worked well in 2020 and contributed to CAB achievements and being an effective CAB and where there are opportunities and improvements in 2021. CAB members were invited to think about the following questions:

- *What made us work well as a **team**? What habits or ways of interacting worked well for us?*
- *What did not work for you?*
- *What made our **meetings** effective/worthwhile?*
- *What got you to take time out of your busy days to participate?*
- *What concerns you have for 2021?*
- *What could make our meetings even better.*
- *What about our **process to develop budget recommendations** worked well last year, or what could make the process even better this year?*
- *What could we do in 2021 to make us an even more effective team?*

Original responses are included in the appendix and summarized in the table below:

What worked
<ul style="list-style-type: none"> • Group dynamics and CAB's way of working together <ul style="list-style-type: none"> ○ <i>Respectful and inclusive communication and participation during meetings!</i> ○ <i>Taking time to hear from everyone</i> ○ <i>more equitable participation across the board; lots of participation</i> ○ <i>Collaboration!</i> • Alignment between food access and early learning

- *Very intentional raising of early learning*
- *We were considerate of both educational and food access needs*
- *ADRIAN! [Having both Early Learning seats filled]*
- **CAB was organized and made good use of time**
 - *Good use of time, well-planned meetings*
 - *Agendas are organized*
 - *Updates from CBO and city offices*
 - *Good staff support*
 - *Sub-groups worked on projects between meetings*
 - *Made it through in spite of COVID and adapted to different formats*
- **CAB values**
 - *Returning to CAB values throughout the budget rec process*
 - *budget recommendations very thoughtful about equity*
 - *Worked to respond to needs of community during pandemic, making quick decisions*

Where can we improve?

- **Community engagement**
 - *Refreshed efforts to ensure community voices infuse our work*
 - *Limited ability to connect with grantees, CBOs to do deeper engagement work and gain insight from feedback*
 - *more ongoing accountability to CBOs*
 - *more communication to stakeholders directly about what the SBT is doing*
- **CAB engagement**
 - *Time spend with city representatives. We need more of that*
 - *Identify & utilize skills of all board members*
 - *Not having all seats filled*
 - *Review information before meetings and be prepared with questions and/or feedback*
- **Miscellaneous**
 - *Bring in public health speaker and discuss how this fits within CABs work?*
 - *concern: budget ##*
 - *CBO and CBOs are the same acronym! This is not a CAB problem, just a bit confusing*

Actions/Ideas

- **Community engagement**
 - *Disseminate timely, simple email updates to communities (constant contact), e.g. quarterly. This can be forwarded out to networks. [Strategic communications; promoting CAB/SBT work; enhance community engagement]*
 - *Provide a way for community groups to send us their feedback*
- **Advising City departments**
 - *Have CAB members attend City dept planning meetings*
 - *How to sustain meaningful conversations with City staff so that we are not rushed*
 - *Identify and utilize relationships with community organizations as we provide feedback to departments on their program/services*
- **CAB engagement**
 - *Identify + utilize CAB experiences/skills*
 - *Consider establishing CAB sub-groups: dept planning meetings, community engagement, etc. "cross-train CAB members" so they can learn about issue areas outside their expertise*
 - *Advocate for filling CAB vacancies*

Equitable Grantmaking

R. Finkle led the CAB in an activity to review and discuss materials related to equitable grantmaking. The purpose of the activity was to clarify and/or affirm [the CAB's past recommendations on RFP processes](#) and discuss key features of an equitable grantmaking process. This activity is intended to prepare the CAB to provide input to City departments that are designing new community grant programs funded by the SBT.

First the CAB worked in small groups to review its [2018 recommendations on RFPs funded by the SBT](#). A compilation of suggested edits and comments is available [here](#).

Then, the CAB worked in small groups to review application materials from three City grant programs and note strengths, gaps, and opportunities from each program. Original notes are included in appendix and summarized in the table below:

	Strengths	Gaps	Opportunities
<i>*CAB was short on time, so these lists are not exhaustive*</i>			
Food Access Opportunity Fund	<ul style="list-style-type: none"> Leads with CAB's operating principles Offered information sessions Eligibility requirements - inclusive list of "organizations" including for-profit (small business development), community-led and committed to food access, food justice, and health equity, 	<ul style="list-style-type: none"> Budget template seemed complicated 	<ul style="list-style-type: none"> Give more priority to "Staff/volunteers reflect the cultures and languages of the community being served" ?? (10% of possible score)
Environmental Justice Fund	<ul style="list-style-type: none"> Layout is easy to understand and well put together Project examples are nice to have List of who should and should not apply was laid out nicely 	<ul style="list-style-type: none"> Targeted Audience did not include individuals affected by COVID Not all community members have internet and/or computers or tech knowledge to join community engagement (application mentioned virtual engagements) 	<ul style="list-style-type: none"> Opportunities were listed for those who were not eligible for this specific funding
Equitable Development Initiative	<ul style="list-style-type: none"> Starts with values listed out clearly Capacity-building support for partner organizations Award will be determined based on 	<ul style="list-style-type: none"> Interview process for applicants who go to phase 2 of Review. what are measurable outcomes? Many double negatives in the 	<ul style="list-style-type: none"> Support for community organization while writing the application (TA)

	Strengths	Gaps	Opportunities
	<i>*CAB was short on time, so these lists are not exhaustive*</i>		
	<p>the needs of the organizations</p> <ul style="list-style-type: none"> • Planning funds will be available for program development and design • Distinctive features and eligibility intention and then guidelines • Total funds available - how will they be allocated • asking whether the org has lived experience • Shared categories of work to help provide scope of fund • does ask who is leading the orgs and if reflective of community • Non-duplicative services 	<p>scoring of weaker aspects - clearer scoring</p>	

CAB Recruitment

CAB appointments are ultimately the decision of the Mayor and City Council, but there is an opportunity to start implementing an open call process to recruit new CAB members.

B. Igoe is drafting recruitment materials and invited input from the CAB on key qualifications, experience, skills, and expertise that they would like to see in CAB candidates. Here is the brainstormed list:

- Lived experience with poverty, racism, health disparities
- Someone on the ground working directly targeted community
- Community experience - even if an academic
- Demonstrated commitment to addressing inequity
- Youth - someone who is young to sit on CAB
- Experience with grant writing/RFP
- Integrity - motivation for being on the CAB is to participate in this work (dedicated to the work, determined)
- Collaborative
- Ability to self reflect, especially on issue of systemic racism
- Compassionate/empathetic
- Community member who really can bring early learning perspectives

- Team player
- Humility
- Inclusive
- Critical thinking
- Evaluation or scientific (balance community/evidence-based)
- Vision, leadership - helps us to see the big picture
- Respectful
- FUN!
- Strategic thinking/advocacy/communication - political savvy and experience working across community and government
- Diligent

The meeting adjourned at 1:00 pm.

-END-

Appendix

2020 Reflection Jamboards

BB

2020 Reflections - Board 1 of 2

What worked?

- Worked to respond to needs of community during pandemic, making quick decisions
- Respectful and inclusive communication and participation during meetings!
- Returned to CAB values throughout the budget rec process
- Made it through in spite of COVID and adapted to different formats!
- Presentations from departments and grantees
- We were considerate of both educational and food access needs
- Good use of time, well-planned meetings
- budget recommendations very thoughtful about equity
- more equitable participation across the board
- Amazing support from Bridget
- Alignment between food access and early learning
- Lots of participation
- Very engaged Board
- very intentional raising of learning
- ADRIAN!
- Taking time to hear from everyone
- Updates from CBO and city offices
- our agendas are organized
- Sub-groups to work on specific projects
- Collaboration!

Where can we improve?

- CBO and CBOs are the same acronym! This is not a CAB problem, just a bit confusing
- more communication to stakeholders directly about what the SBT is doing
- Not having all seats filled
- Time spend with city representatives. We need more of that
- more ongoing accountability to CBOs
- Identify & utilize skills of all board members
- concern: budget ##
- Review information before meetings and be prepared with questions and/or feedback
- Limited ability to connect with grantees, CBOs to do deeper engagement work and gain insight from feedback
- refreshed efforts to ensure community voices infuse our work
- Bring in public health speaker and discuss how this fits within CABs work?

BB

2020 Reflections - Board 2 of 2

Actions or Ideas

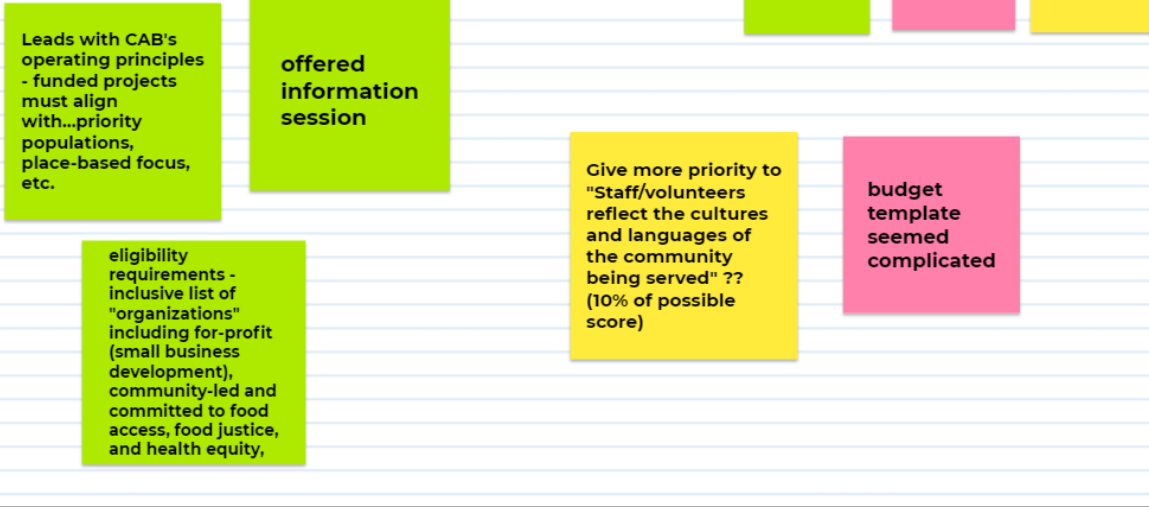
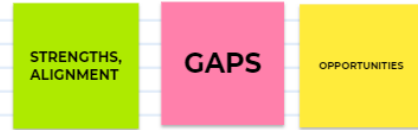
- Disseminate timely, simple email updates to communities (constant contact), e.g. quarterly. This can be forwarded out to networks. [Strategic communications; promoting CAB/SBT work; enhance community engagement]
- Provide a way for community groups to send us their feedback
- Identify and utilize relationships with community organizations as we provide feedback to departments on their program/services
- Identify + utilize CAB experiences/skills
- How to sustain meaningful conversations with City staff so that we are not rushed
- Identify a CAB member to attend dept meetings (monthly)
- Consider establishing CAB sub-groups: dept planning meetings, community engagement, etc. "cross-train CAB members" so they can learn about issue areas outside their expertise
- Advocate for filling CAB vacancies
- Have CAB members attend City dept planning meetings

Equitable Grantmaking Jamboards:

RF

FOOD ACCESS OPPORTUNITY FUND (FAO Fund)

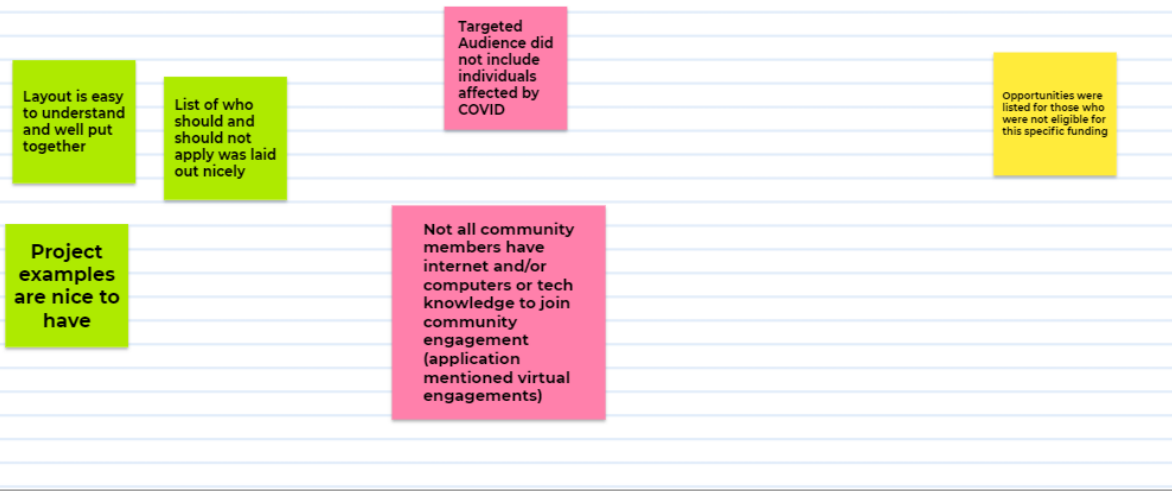
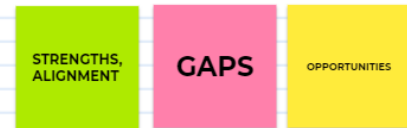
What strengths, gaps, opportunities can we learn from this fund and apply to the HFF?



RF

ENVIRONMENTAL JUSTICE FUND (EJ Fund)

What strengths, gaps, opportunities can we learn from this fund and apply to the HFF?



Equitable Development Initiative (EDI Fund)

What strengths, gaps, opportunities can we learn from this fund and apply to the HFF?

