

File No. 21 0443

Committee Item No. 1

Board Item No. \_\_\_\_\_

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date May 3, 2021

Board of Supervisors Meeting

Date \_\_\_\_\_

### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- Memorandum of Understanding (MOU)
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 - Ethics Commission
- Award Letter
- Application
- Form 700
- Vacancy Notice
- Information Sheet
- Public Correspondence

### OTHER (Use back side if additional space is needed)

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Completed by: Victor Young Date April 29, 2021

Completed by: \_\_\_\_\_ Date \_\_\_\_\_



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Sugary Drinks Distributor Tax Advisory
1-3 and 15-16

Seat # or Category (If applicable): Health equity seat Asian/Pacific Islander OR SFUSD Parent Advisory District:

Name: Dianna M Cavagnaro

[Redacted] SF, CA Zip: 94121

[Redacted] Occupation: COO

Work Phone: /a Employer: Ideas Events & Rentals

Business Address: 201 Mission Street, 12th Floor, SF, CA Zip: 94105

Business E-Mail: dianna@ideas-events.com Home E-Mail: [Redacted]

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [X] No [ ] If No, where registered:

Resident of San Francisco [X] Yes [ ] No If No, place of residence:

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As a single mother to a child at Frank McCoppin Elementary School in the Richmond District, and as a multiracial Asian American woman, I am applying to fill either the Asian/Pacific Islander Health Equity Seat or the SFUSD PAC Seat.
I have lived in San Francisco since 2007 and have invested a lot into the city at large, both through my career and with my volunteering. When I was pregnant, I had gestational diabetes - and I was forced to track and recognize the affects of sugar in my system. It was an interesting and informative time and would bring a unique insight to the committee. As a SFUSD mother, I believe that nutrition is of the utmost importance to our childrens education and growth, especially in our virtual classrooms. It's not an all or nothing stance on sugar, but I believe that life requires balance of all things, and I do believe this tax has the potential to transform lives if the money is spent thoughtfully. Being ethnically Filpina, Italian and French, my cultures revolve around food and how it not only feeds our bodies, but our spirits as well. I would be an asset to this committee as a well-rounded, well-versed and dymanic woman who wants to engage in her community and help bring positive and respectable change with these dollars. I would be thrilled to work with the Mayor and other leaders in this role and I thank you for your time and review.

**Business and/or professional experience:**

Please see attached resume for detail. My career spans vested engagements with intrinsically San Francisco companies and organizations, such as AIDS Walk SF, The Gap Foundation, The San Francisco Opera Guild, and the San Francisco Chamber of Commerce. With my background in operations and events, I have over 15 years of experience managing budgets and P&Ls, working in a team environment, public policy/advocacy/education measures, and weighing positives/negatives and ROI.

**Civic Activities:**

Currently, as a member of the Board of Directors for the SF/Marin Food Bank, I champion the mission of the organization - to bring food security to all in the Bay Area. It is a cause that bores deep into my heart and my experience on this particular Board would be a great asset to this committee as it highlights my civic passion for health, wellness and community care and would bring a breadth of knowledge to the table with discussions on how to use and spread these tax dollars. In addition, as Vice Presidenst of the CCCYO Young Professionals Board, I drafted and completed the Bylaws of the org, so I have a wealth of experience on correct processes and rules and regulations. I donate my events expertise to various SF based non-profits as well, and would be thrilled to invest my time on this committee.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes  No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (*Applications must be received 10 days before the scheduled hearing.*)

Date: 1/27/2021 Applicant's Signature: (required) Dianna M Cavagnaro

(Manually sign or type your complete name.  
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

**Please Note:** Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:  
Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Seat was Vacated: \_\_\_\_\_

# DIANNA CAVAGNARO

San Francisco, CA

[LinkedIn](#)

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## PROFESSIONAL SUMMARY

I am a trusted strategist, operational expert, and visionary leader with a proven track record of managing teams to execute high level campaigns and fundraisers. A highly personable and creative Executive with over 15 years of experience, I am adept at managing the operations of businesses and events of various scale, staff/client retention and growth, developing marketing communications campaigns, executive script and copy writing, content development, high-profile sponsor and vendor & donor procurement. My expertise includes: budget management, HR & Diversity, Equity and Inclusivity operations, business development, strategic revenue and sales growth, Board & employee engagement, streamlining operations, and brand strategy execution. I possess excellent business communication, organizational and interpersonal skills, have outstanding problem-solving skills, and am highly capable in forging strong relationships with high-profile stakeholders while being self-directed to execute tasks in an efficient manner.

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## EMPLOYMENT EXPERIENCE

### CHIEF OPERATING OFFICER | IDEAS EVENTS & RENTALS

July 2019 - Present

- In the first 6 months:
  - Improved rental/event retail sales by 25% with a resulting increase of over \$50k+/month
  - Designed new showroom and brought Warehouse up to code to facilitate in-person client tours and visits
  - Reinvented the rental structure, including inventory acquirement and organization, marketing & branding, budgeting and sales, business development, scaling and execution
  - Built from the ground up and spearheaded HR Department, providing opportunities for employees to meet and exceed goals; created incentive program for goals met and positive customer feedback received
- Train, coach, mentor, and implement all staff in aligning the diversity goals of our company e.g. sourcing minority vendors, in the hiring process, etc.
- Manage all customer service complaints and claims with account managers; and triage all escalated issues
- Interact with internal and external customers in response to requests while ensuring operations and procedures are executed, promoting positive business relationships and alliances
- Foster a growth oriented, positive and encouraging environment while keeping employees and management accountable to policies, procedures and guidelines
- Support and identify opportunities to improve performance through process review and best practice evaluation
- Provide leadership and strategic vision, as well as bring operational, managerial and administrative procedures, reporting structures and operation controls to the company as a whole
- Planned and coordinated marketing and promotional activities for website, as well as all company branding (including giveaways) and marketing plans across all platforms to then analyze ROI
- Project manager responsible for system implementation including order management, sales and pricing modules.
- Built sales plans with leadership and with the sales team to set challenging and realistic goals for growth, performance and profitability
- Successfully maintained old, and forged new strategic partnerships and relationships with clients, vendors, banks, investors and all other professional business relationships, i.e. Facebook, Airbnb, Port of SF, SF Opera & Ballet, Hello!
- Spearhead the development, communication and implementation of effective growth strategies and processes
- Provide management to staff and leadership to the organization that aligns with the company's business plan and overall strategic vision while driving company results from both an operational and financial perspective
- Develop effective measurement tools to gauge the efficiency and effectiveness of internal and external processes
- Work with senior management team to create, implement and roll out plans for operational processes, internal infrastructures, budgeting, forecasting, resource allocation programs, reporting systems and company policies all designed to foster growth, profitably and efficiency
- Partner with executive team members in forming, growing and building a world class, industry leading organization

### VICE PRESIDENT, INVESTOR INITIATIVES & EVENTS | SAN FRANCISCO CHAMBER OF COMMERCE

September 2017 – June 2019

- As a member of the Senior Staff, conceived, conceptualized and executed all Chamber Initiatives & Events (over 250+ internal and external annually) to produce an impactful and relevant platform for membership (customers) that ultimately drove participation (up ~ 15%+) and revenue (up ~ 30%) over my 3 years there
- Responsible for managing budgets, overarching marketing plans, Board collaboration, and sponsorship/partnership fulfillment. Continually beat budgets and P&L via intense negotiations, sponsorships, partnerships and cost efficiencies

- Reinvented look and feel of Chamber brand in-event to elevate overall public perception specifically focusing on DEI
- Created innovative programs and rejuvenated traditional events to bring in new participants and partners – focusing on millennials, the arts and culture and marginalized communities; and drove media buzz for the Chamber
- Sourced noteworthy speakers, entertainment and sponsors that were new to the Chamber e.g. StitchFix, Uber, LinkedIn, ThirdLove, Oracle, Humu, Salesforce, Golden State Warriors, Accenture, Hint, Google, Fivepoint, Postmates, Athena Alliance, The Unreasonable Group, Project Level, SF Symphony, SF Opera, Pocket Opera, Smuin Ballet, City & State Officials, Influencers, local artists
- Collaborated on Chamber branding, focusing on surveys and data to ensure relevancy and to hit goals
- Managed department and staff team, while spearheading strategic financial plans with 1+ year projections and set goals for overall department and cross-departmental engagements
- Fundraised, developed, produced and managed production schedules, timelines, meetings, committees, chairs/co-chairs & operations: logistics, permitting, vendor management, etc., for external and internal events and initiatives; and executed all sponsor benefits interdepartmentally to ensure sponsor satisfaction and ROI
- Worked with key stakeholders (Board of Directors, Executive Committee, Strategic Partners, Event Chairs, Sponsors, Community Partners and Executive Members) to ensure initiatives & events engage, retain and champion membership with the overarching goal to produce in-event and post-event customer membership sign-ups

***PREVIOUS TITLE:* DIRECTOR, PROGRAMS & EVENTS**

July 2016 – September 2017

**DIRECTOR OF SPECIAL EVENTS | SAN FRANCISCO OPERA GUILD**

March 2011 – June 2016

- Oversaw all activities related to fundraising and cultivation events (Opening Night Opera Ball, Fashion Shows, etc.) including sourcing vendors, negotiating contracts, contracting facilities services, securing permits, planning and organizing events
- Positioned organization to attain short and long-term goals by leading teams of cross-functional employees in the execution of diverse projects, including technical implementations, process overhauls, and personnel training. Managed contracts, vendors and procurement functions, as well as monitored budgetary requirements to impact bottom line
- Generated contracts, RFPs, annual plan execution, project parameters and marketing and brand strategy documents; outlined key resource requirements and timelines including pricing and position
- Successfully raised over \$2 million per annum, with incremental income growth year over year
- Ensured elite customer service, safety, crowd management and security for all event attendees: VIPs, Board of Directors, audiences, vendors, and volunteers
- Directed the activity of department team, 10-50+ volunteers and interns to ensure timely completion of assigned projects
- Partnered with Cross-departmental teams to implement creative PR, social media, marketing campaigns to raise events awareness and to impact bottom line regarding fundraising goals
- Imaginatively designed and published marketing materials, i.e. catalogs, announcements, posts; specialized invitations (personalized wine bottles with white glove delivery)
- Guided facilities operations and developed efficient action plans to bridge budget gaps, training gaps and other operational malfunctions
- Secured high profile sponsors for the organization through streamlining elite customer service & forged long-term relationships with key decision makers to deliver assigned programs
- Championed innovative ways for cost reduction and project delivery within or below the assigned budget and within allocated timeframe

***PREVIOUS TITLE:* SPECIAL EVENTS ASSOCIATE MANAGER & VOLUNTEER COORDINATOR**

November 2009 - March 2011

**PROJECT COORDINATOR | GAP FOUNDATION**

Fall 2009, Fall 2008

**COMMUNITY ORGANIZER; VOLUNTEER COORDINATOR | MZA EVENTS/ AIDS WALK SF**

Event Campaigns: 2009 & 2008

**OWNER | DMC EVENTS**

2010 – Present

**COMMUNITY ENRICHMENT EXPERIENCE**

**MEMBER, BOARD OF DIRECTORS | SF-MARIN FOOD BANK** March 2020 - Present

**MEMBER, ANNUAL FUNDRAISING GALA COMMITTEE | GLOBALSF** February 2020 - present

**VICE CHAIR, YOUNG PROFESSIONALS BOARD | SF CATHOLIC CHARITIES CYO** May 2010 – July 2013

**EDUCATION**

**BA, RELIGIOUS STUDIES; SPANISH & ENGLISH LITERATURE MINORS | University of Hawaii – Manoa** 2006



## DIANNA CAVAGNARO



Dianna Cavagnaro is a trusted strategist, operational expert and visionary leader. She has a proven track record of managing teams to execute high level events, campaigns and fundraisers.

Dianna is a highly personable and creative Chief Operating Officer, Project Executive & Event Producer with over 15 years of experience in managing the operations of businesses and events of various scale, developing marketing campaigns, executive script and content writing, content development, copy writing, sourcing speakers, vendor and high-profile sponsor & donor procurement, and member retention and growth. She is exceptional at budget management, HR operations, business development, strategic revenue and sales growth, Board & staff engagement, streamlining operations, and brand strategy execution. With excellent business communication, organizational and interpersonal skills, tactical thinking and problem-solving abilities, Dianna has the adept capacity to forge strong relationships and partnerships with high-profile stakeholders. Self-directed, with outstanding problem-solving talents and the ability to execute tasks in an efficient and timely manner, she is equal parts leader, operations and HR specialist, expert planner, executive thinker, revenue driver, engagement champion, reinforcer of value, partner, logistician, innovator, collaborator, creative advisor, community liaison and customer service expert.

Currently the Chief Operating Officer at Ideas Events & Rentals, Dianna oversees the marketing, revenue, business strategy development, HR and operations of the company. Prior to her joining Ideas in August 2019, Dianna was the Vice President, Investor Initiatives & Events for the San Francisco Chamber of Commerce where she oversaw over 250 programs & events annually for the city's largest business advocacy organization. Previously, Dianna was the Director of Special Events at the San Francisco Opera Guild where she launched fundraising balls, galas and fashion shows that raised over \$2 million annually. Her career also involved campaigns with AIDS Walk San Francisco and the Gap Foundation. Dianna graduated from the University of Hawaii-Manoa with a degree in Religious Studies and minors in Spanish & English Literature.

She lives in San Francisco with her 7-year-old daughter. They enjoy discovering tide-pools, volunteering at the SF Marin Food Bank (of which Dianna is a member of the Board of Directors) and exploring unique restaurants across the Bay Area.

# DIANNA CAVAGNARO

San Francisco, CA



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## References

Juliana Bunim, Partner, Lighthouse Public Affairs

[juliana@lh-pa.com](mailto:juliana@lh-pa.com)

415-310-8180

Rodney Fong, President & CEO, San Francisco Chamber of Commerce

[rfong@sfchamber.com](mailto:rfong@sfchamber.com)

415-307-6106

Sarai Solis, Chief Production Officer, Ideas Events & Rentals

[sarai@ideas-events.com](mailto:sarai@ideas-events.com)

415-218-1204

## Sugary Drinks Distributor Tax Advisory Committee

### Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

While I do not have direct experience with public health programs, I am a member of the Board of Directors of the San Francisco/Marin Food Bank. I know the importance of providing a diversity of food and drink offerings, especially to those with the most need and the least options. I fight to help erase hunger from the Bay Area and strive to help provide health to all. In addition, I had gestational diabetes when pregnant, and lost over 75 lbs. in the past-year, so I know how drastically important it is to be aware of what a person intakes and the exercise we need that accompanies it. I also worked for the San Francisco Chamber of Commerce, where I oversaw over 250 programs & events annually for the city's largest business advocacy organization and had the ability to provide education and information on topics that ran the gamut from empowerment, to mental health needs, to work/life balance, technology and business and countless more ideas and subjects.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

The impact is felt differently across the board. Where access to inexpensive faster food in nutritive food deserts, the impact of sugary drinks and unhealthy options is much more prevalent. Education on how the impact of these beverages on not only oral health, but overall physical well-being is lacking, and we need to promote a balance in what is ingested by people of all ages. Everyone should have the opportunity to indulge in something sweet occasionally, but it should be balanced by the opportunity to purchase less-sugary beverage options – at the same price! To those with more whole food access and perhaps more money and education, they also need to know that presumably healthy drinks, like smoothies and juices, are chock-full of sugar. They need to acknowledge that it is not just soda that affects our insides, but anything with sugar, natural or synthetic, will impact our whole bodies and health today and in the future.

3. Please describe your experience in community-based outreach.

As previously mentioned, I worked at the SF Chamber of Commerce as the VP of Events & Programs, so I know the breadth it takes to connect with the community at all levels. I worked very closely with our communications and public policy teams to ensure that our members and the greater SF community received relevant information in a timely manner – and could participate in all that the Chamber had to offer. In addition, during my time at AIDS Walk San Francisco, I acted as a community organizer, focusing on engaging businesses and individuals throughout the various neighbor corridors. My goals were to encourage participation, prior to the event with donations and day of with volunteering and walking individually or as a corporate/personal team; to promote the cause and event; and to educate the community of why this walk was still important and integral.

4. Please describe how your work or life experience will inform the work of the committee.

I am a single mother to a child at Frank McCoppin Elementary School in the Richmond District, and I am a multiracial Asian American woman. I have lived in San Francisco since 2007 and have invested a lot into the city at large, both through my career and with my volunteering. When I was pregnant, I had gestational diabetes - and I was forced to track and recognize the effects of sugar in my system. It was an interesting and informative time and would bring a unique insight to the committee. As a SFUSD mother, I believe that nutrition is of the utmost importance to our children's education and growth, especially in our virtual classrooms. It's not an all or nothing stance on sugar, but I believe that life requires balance of all things, and I do believe this tax has the potential to transform lives if the money is spent thoughtfully. Being ethnically Filipina, Italian and French, my cultures revolve around food and how it not only feeds our bodies, but our spirits as well. I would be an asset to this committee as a well-rounded, well-versed, and dynamic woman who wants to engage in her community and help bring positive and respectable change with these dollars. I would be thrilled to work with the Mayor and other leaders in this role and I thank you for your time and review.





San Francisco Board of Education  
**Parent Advisory Council**

April 16, 2021

To Whom It May Concern,

This is to certify that Dianna Cavagnaro has been confirmed as the official nominee from the Parent Advisory Council (PAC) to the San Francisco Board of Education (BOE) to the Sugary Drink Distributor Tax Advisory Committee (SDDTAC). Dianna was approved by unanimous vote of the PAC at our April 7, 2021 meeting. We are pleased and excited to have Dianna serving as a representative for students and families on the SDDTAC.

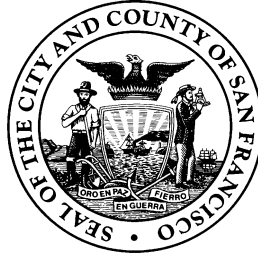
Please let us know if you have any questions and please keep us informed of next steps, meeting dates and times, etc.

Thank you very much,

On behalf of the PAC,

Michelle Jacques-Menegaz, Coordinator  
Parent Advisory Council to the San Francisco Board of Education

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

## VACANCY NOTICE

### SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

#### Replaces All Previous Notices

NOTICE IS HEREBY GIVEN of the following vacancies and term expirations (**in bold**), appointed by the Board of Supervisors:

**Seat 1**, succeeding Vanessa Bohm, term expiring December 31, 2020, must be held by a representative of a nonprofit organization that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

**Seat 2**, succeeding John Maa, term expiring December 31, 2020, must be held by a representative of a nonprofit organization that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

**Seat 3**, succeeding Joi Jackson-Morgan, term expiring December 31, 2020, must be held by a representative of a nonprofit organization that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

**Seat 4**, succeeding Roberto Ariel Vargas, term expiring December 31, 2020, must be an individual who is employed at a medical institution in San Francisco and who has experience in the diagnosis or treatment of, or in research or education about, chronic and other diseases linked to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

**Seat 5**, succeeding Jonathan Butler, term expiring December 31, 2020, must be an individual who is employed at a medical institution in San Francisco and who has experience in the diagnosis or treatment of, or in research or education about, chronic and other diseases linked to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

**Seat 6**, succeeding Aaron Kunz, term expiring December 31, 2020, must be a person who is under 19 years old at the time of appointment and who may be a member of the Youth Commission, nominated by the Youth Commission and appointed by the Board of Supervisors, for a two-year term ending December 31, 2022. (Note: If the person is under legal voting age and unable to be an elector for that reason, the person may hold this seat, but upon reaching legal voting age, the person shall relinquish the seat unless he or she becomes an elector, in which case the person shall retain the seat.)\*

**Seat 15**, succeeding Janna Cordeiro, term expiring December 31, 2020, must be a parent or guardian of a student enrolled in the San Francisco Unified School District at the time of appointment, nominated by the San Francisco Unified School District's Parent Advisory Council, and appointed by the Board of Supervisors, for a two-year term ending December 31, 2022.

**Seat 16**, succeeding Derkik Aoki, term expiring December 31, 2020, must be a person with experience or expertise in services and programs for children five years old and under, for a two-year term ending December 31, 2022.

Reports: By March 1<sup>st</sup> of each year, the Advisory Committee shall submit to the Board of Supervisors and the Mayor a report that (a) evaluates the impact of the Sugary Drinks Distributor Tax on beverage prices, consumer purchasing behavior, and public health; and (b) makes recommendations regarding the potential establishment and/or funding of programs to reduce the consumption of sugar-sweetened beverages in San Francisco. Within ten days after the submission of the report, the City Administrator shall submit to the Board of Supervisors a proposed resolution for the Board to receive the report.

Sunset Date: December 31, 2028.

Additional information relating to the Sugary Drinks Distributor Tax Advisory Committee may be obtained by reviewing Administrative Code, Chapter 5, Article XXXIII, Sections 5.33-1 through 5.33-6, at <http://www.sfbos.org/sfmunicodes>, added by Proposition V (2016).

Interested persons may obtain an application from the Board of Supervisors' website at [http://www.sfbos.org/vacancy\\_application](http://www.sfbos.org/vacancy_application) or from the Rules Committee Clerk, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689. Completed applications should be submitted to the Clerk of the Board. All applicants must be U.S. citizens, and, unless otherwise stated, residents of San Francisco.

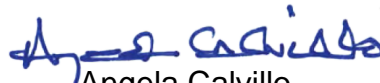
Interested persons may also obtain more information from the Sugary Drinks Distributor Tax Advisory Committee website at <https://sfdph.org/sddtac>.

\* Youth interested in applying to Seat 6 may also obtain more information from the Youth Commission website at <http://sfgov.org/youthcommission> or by contacting Director Kiely Hosmon at (415) 554-6464.

**Next Steps:** Applicants who meet minimum qualifications, and have received a letter of nomination (for seats 6 and 15), will be contacted by the Rules Committee Clerk once the Rules Committee Chair determines the date of the hearing. Members of the Rules Committee will consider the appointment(s) at the meeting and applicant(s) will be asked to present their qualifications. The appointment(s) of the individual(s) who are recommended by the Rules Committee will be forwarded to the Board of Supervisors for final approval.

*Please Note: Depending upon the posting date, a vacancy may have already been filled. To determine if a vacancy for this Advisory Committee is still available, or if you require additional information, please call the Rules Committee Clerk at (415) 554-5184.*

*Further Note: Additional seats on this body may be available through other appointing authorities, including the Office of Economic and Workforce Development (seat 7), Board of Education (seats 8 and 9), Department of Public Health (seats 10 through 12), Department of Children, Youth and Their Families (seat 13), and Recreation and Park Department (seat 14).*

  
Angela Calvillo  
Clerk of the Board

vy:jec:ams

DATED/POSTED: October 16, 2020

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## SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

### Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

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2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

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3. Please describe your experience in community-based outreach.

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4. Please describe how your work or life experience will inform the work of the committee.

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San Francisco  
BOARD OF SUPERVISORS

Date Printed: August 9, 2018

Date Established: January 1, 2017

Active

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**SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE**

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**Contact and Address:**

Christina Goette  
Department of Public Health  
San Francisco, CA

Phone: (628) 206-7630

Fax:

Email: christina.goette@sfdph.org

**Authority:**

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Business and Tax Regulations Code, Article VIII, Sections 550 through 560; Administrative Code, Chapter 5, Article XXXIII, Sections 5.33-1 through 5.33-6; Proposition V (2016)

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**Board Qualifications:**

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The general purpose of the Advisory Committee is to make recommendations to the Mayor and the Board of Supervisors on the effectiveness of the Sugary Drinks Distributor Tax in Business Tax and Regulations Code Article 8.

The Advisory Committee shall consist of the following 16 voting members:

(a) Seats 1, 2, and 3 shall be held by representatives of nonprofit organizations that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of Sugar-Sweetened Beverages, as defined in Business and Tax Regulations Code Section 552, appointed by the Board of Supervisors.

(b) Seats 4 and 5 shall be held by individuals who are employed at medical institutions in San Francisco and who have experience in the diagnosis or treatment of, or in research or education about, chronic and other diseases linked to the consumption of Sugar-Sweetened Beverages, appointed by the Board of Supervisors.

(c) Seat 6 shall be held by a person who is under 19 years old at the time of appointment and who may be a member of the Youth Commission, nominated by the Youth Commission and appointed by the Board of Supervisors. If the person is under legal voting age and unable to be an elector for that reason, the person may hold this seat, but upon reaching legal voting age, the person shall relinquish the seat unless he or she becomes an elector, in which case the person

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San Francisco  
BOARD OF SUPERVISORS

shall retain the seat.

(d) Seat 7 shall be held by a person appointed by the Director of the Office of Economic and Workforce Development or any successor office.

(e) Seats 8 and 9 shall be held by persons appointed by the Board of Education of the San Francisco Unified School District. If at any time the Board of Education declines to appoint a member to Seat 8 or 9 and leaves the seat vacant for 60 days or longer, the Board of Supervisors may appoint a member of the public to fill the seat until such time as the Board of Education appoints a member.

(f) Seat 10 shall be held by an employee of the Department of Public Health who has experience or expertise in the field of chronic disease prevention or treatment, appointed by the Director of Health.

(g) Seat 11 shall be held by a person with experience or expertise in the field of oral health, appointed by the Director of Health.

(h) Seat 12 shall be held by a person with experience or expertise in the field of food security or access, appointed by the Director of Health.

(i) Seat 13 shall be held by an employee of the Department of Children, Youth & Their Families, appointed by the Director of that Department.

(j) Seat 14 shall be held by an employee of the Recreation and Park Department, appointed by the General Manager of that Department.

(k) Seat 15 shall be held by a parent or guardian of a student enrolled in the San Francisco Unified School District at the time of appointment, nominated by the San Francisco Unified School District's Parent Advisory Council, and appointed by the Board of Supervisors. If at any time the Parent Advisory Council declines to nominate a member to a vacant seat for 60 days or longer, the Board of Supervisors may appoint a member of the public to fill the seat until the seat becomes vacant again.

(l) Seat 16 shall be held by a person with experience or expertise in services and programs for children five and under, appointed by the Board of Supervisors.

Appointing authorities shall make initial appointments to the Advisory Committee by no later than September 1, 2017. The initial term for each seat on the Advisory Committee shall begin September 1, 2017, and end on December 31, 2018.

San Francisco  
BOARD OF SUPERVISORS

Any member who misses three regular meetings of the Advisory Committee within any 12-month period without the express approval of the Advisory Committee at or before each missed meeting shall be deemed to have resigned from the Advisory Committee 10 days after the third unapproved absence. The Advisory Committee shall inform the appointing authority of any such resignation.

The City Administrator shall provide administrative and clerical support for the Advisory Committee, and the Controller's Office shall provide technical support and policy analysis for the Advisory Committee upon request. All City officials and agencies shall cooperate with the Advisory Committee in the performance of its functions.

Report: Starting in 2018, by March 1 of each year, the Advisory Committee shall submit to the Board of Supervisors and the Mayor a report that (a) evaluates the impact of the Sugary Drinks Distributor Tax on beverage prices, consumer purchasing behavior, and public health, and (b) makes recommendations regarding the potential establishment and/or funding of programs to reduce the consumption of Sugar-Sweetened Beverages in San Francisco. Within 10 days after the submission of the report, the City Administrator shall submit to the Board of Supervisors a proposed resolution for the Board to receive the report.

Sunset: December 31, 2028.

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