

BERKELEY UNIFIED SCHOOL DISTRICT

TO: Board of Education
FROM: Josh Daniels, Director
DATE: December 10, 2014
SUBJECT: Referral of Additional Individuals to the City Council for Appointment to the Sugar Sweetened-Beverage Product Panel of Experts

BACKGROUND

On November 4, 2014, Berkeley voters approved Measure D with 76% support. In doing so, Berkeley became the first city in the nation to levy a tax specifically on sugary drinks.

Measure D calls for the creation of a Sugar Sweetened-Beverage Product Panel of Experts (POE) to advise the City Council on how to use General Fund revenue “to make recommendations on how and to what extent the City should establish and/or fund programs to reduce the consumption of sugar-sweetened beverages in Berkeley and to address the effects of such consumption.” Each member of the POE should satisfy at least one of five criteria. One of those criteria is to “[h]ave experience in school-based food and nutrition programs and be referred by the Berkeley Unified School District.”

Since it appears that the City intends to move quickly in creating and appointing POE members, it is important that the District move quickly as well to identify individuals with experience in school-based food and nutrition programs whom the District would like to refer. However, it is important to note that a referral from the District does not guarantee that the City Council will appoint that person (or persons) to the POE as there are likely to be many interested applicants.

Therefore, in the interest of speed, it is recommended that the Board, on behalf of the District, refer the following additional individuals to the City Council as possible appointees to the POE:

- Beth Sonnenberg
- Kyle Cornforth
- Mia Villanueva
- Keira Armstrong
- Josh Room
- Cheryl Chinn
- Kim Sanders

The Board can make future referrals if additional individuals are identified.

POLICY/CODE

Not applicable

FISCAL IMPACT

None

BOARD MEMBER RECOMMENDATION

Approve the list of additional individuals and direct the Superintendent to send a letter to each member of the City Council with this agenda item attached.