

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

May 10, 2021 □ 6:30pm-8:30pm

AGENDA

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:35 pm.

Members Present: Liou, Watkins, Hammock, Breines, Wong, Aikens, Alston.

2. Open Forum

Prim Parivar spoke about his experience as an East Oakland store owner with the Saba program. He has been able to provide fresh produce to his customers and saw firsthand the benefit of the gift card program helping families in need, many of whom lost their jobs or income during the pandemic. He supports the Board's position to continue funding these types of initiatives.

Ana Garcia spoke in support of the SSB community programs as well. She noted how important it is to educate the community about the impact of consuming sugar-sweetened beverages on health. She believes that people will make different decisions and family health will improve if they have this information.

Marina Munoz spoke about how families struggle to make ends meet. She is from Mexico and has four children and has been in Sobrante Park for 20 years. She speaks with her

Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

- If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.
- If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.
- If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.

Sugar-Sweetened Beverage Community Advisory Board

community members and people want to eat healthy, organic food free from pesticides but due to a lack of resources, it is not accessible to people in her community. See sees the direct benefit of SSB community programs on bringing those resources to the community and supports their continuation.

3. Adoption of Prior Meeting Minutes: April 12, 2021

The April minutes were approved unanimously.

4. Update from the City Administrator's Office on the Measure HH Revenue Status and the FY2021-23 Budget

Joe DeVries provided the revenue update which showed consistent lower revenues with a year end projection of \$8.5 million at most. Member Breines asked about the current projection and whether the projection is \$8.1 or \$8.5. Joe DeVries clarified that with the low collections its hard to say exactly, in some months the City saw some late collections that helped pushed things up slightly. Still, he does not believe the total will get to \$8.5 million.

Next the discussion switched to the current budget proposal. Joe DeVries shared the comparison between the Mayor/Administration's Budget proposal versus the SSB Board's recommendation. He noted that today is the Council's first budget hearing. The Projections show \$8.18 million in year one and \$7.87 million in year 2. Of note, the Mayor's proposal allocates \$1 million in year 1 to community programs but increases that amount to \$2 million in year two which is in alignment with the prior allocation two years ago but is considerably less than the %60 allocation the Board is recommending.

Member Breines asked for confirmation about the OPRYD funding being for programming not maintenance. Joe confirmed this. Member Watkins asked about how OPRYD would make up the reduction in year two. Joe noted that OPRYD facilities that have been closed will be reopening and therefore able to make revenue through facility rentals.

Members discussed their various meetings with City Council Members and the Mayor about the allocation and noted that the meetings were good but many were wanting to see what the Mayor's budget would look like before committing to anything.

Katie Ettman from SPUR spoke, she asked for a copy of the chart that was shared and also asked about the city's overall deficit. Joe DeVries noted that the proposed budget is a

Sugar-Sweetened Beverage Community Advisory Board

balanced budget but that the city's finances are definitely fragile right now. He also noted that the advocacy efforts by the Board helped a lot and created some momentum.

Member Aikens spoke about the need to strengthen partnerships and collaboration with the departments that are receiving funding. Member Wong concurred and noted that the most recent presentations have been about the financial situation, but it would be beneficial to refocus the upcoming presentations on program.

Last, members discussed which Council Offices they reached and whether they would need assistance reaching out to them through staff.

5. Discussion about May 18th City Council Meeting/Presentation of Funding Proposal

Joe DeVries gave some background on the resolution from two years ago that required a special fund be established for the revenue from this tax (Fund 1030) and also requires a presentation on the Board's recommendation to the City Council before they can appropriate any funding. The report on May 18th is an opportunity to advocate publicly for this recommendation. The Board discussed participating in that meeting and encouraging community partners to do so as well.

Molly DiVinney spoke about her group's upcoming meeting with CM Gallo in which residents will articulate their position. They feel that the City needs to deliver on their promises to voters and see that this funding is used in a manner that was intended by the voters.

Blythe Young with the American Heart Association also spoke in support of the Board's recommendation and sent a letter to the City Council as well.

6. Final recommendation and vote on the Colectivo SSB Marketing campaign

The Board voted unanimously to approve the final Colectivo Marketing Campaign as had been discussed last month in detail.

7. Discussion and possible action on the Evaluation process for the SSB work

The group discussed the need for the evaluation to move forward. The last scope provided by Mathematica included a broader look at the impact of the tax measure overall—not just the community grant programming. The ad hoc group will look at the scope and then the administration can move forward with the contract.

Sugar-Sweetened Beverage Community Advisory Board

8. Board Updates

- **Committee Meetings**
- **Strategic partnerships: Meetings with City Council Members:**

Member Aikens noted the focus has been on meeting with Council Members but will shift to OPRYD and other departments as the budget process winds down.

- **Wellness Committee**

Member Watkins also noted that the focus has been on Council, so the Wellness Committee has not moved forward.

9. Administrative Update

Joe DeVries announced that he has clearance to begin recruiting to fill the vacant staff position.

10. Agenda Items for the Next Board Meeting

The group agreed to hear a revenue update, Budget update, a final presentation from Colectivo, and a presentation on programming from OPRYD.

11. Adjournment

The meeting adjourned at 8:34.