

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

November 9, 2020 ■ 6:30pm-8:30pm

Zoom Teleconference

Board Members present: Justin Watkins, Pamela Alton, Raphael Brienens, Michael Hammock, Julia Liou

1. Welcome and Call to Order

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

The Meeting was called to order at 6:32pm.

There were no changes to the agenda.

During the Call to order, Dwayne Aikens was introduced as the newest member of the Board. He, along with Michelle Wong were scheduled to be appointed by the City Council on the following evening so although he could not vote, he was given the opportunity to join the conversation. Mr. Aikens recently served on the City Parks and recreation Advisory committee and also just joined the board of the Oakland Parks and Rec Foundation.

2. Open Forum

There were no Open Forum Speakers.

3. Adoption of Prior Meeting Minutes: October 12, 2020

Member Hammock made a motion to approve the minutes, it was seconded by Member Alston and they were approved unanimously.

4. Update from the City Administrator's Office on the Measure HH Revenue Status

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.

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Joe DeVries provided an overview of revenues over the past two years noting that they have continued to decline. In FY19 the City collected \$9.2 million. In FY20 the City budgeted for \$10.6 million but revenues actually dropped to \$8.9 million. The chart (attached) showed revenue decline each of the last six months of FY20, to be prudent the City budgeted \$9.2 again for FY21.

Informational

Action

In July and August, the revenue appeared to be on track but there was a significant decline in September that the City will need to track carefully. The decline could be due to the pandemic and a real decrease in consumption but also could be due to people purchasing their sugary beverages outside of Oakland. However, this is just speculation, there is no tracking data.

The drop in revenue from \$680,643 in August to \$228,904 in September is the largest monthly drop seen yet and fiscal staff do not see any collection issues so this will need to be monitored carefully.

Member Brienens noted that OUSD is no distributing food at 20+ sites that may account for the decline. Member Watkins thought with people at home the amount purchased would have at least stayed the same since people are not frequenting restaurants and Member Hammock speculated that people are going shopping less and that may account for the decline.

Chairperson Liou asked that monthly revenue reports be provided moving forward.

There was one public speaker: Katie Ettman from SPUR noted the monthly update info will be helpful.

5. Update on the process to distribute the remaining \$500K in funding from FY20

Joe DeVries reported that he met with HSD staff and they agreed to bring forward a proposal without needing to conduct a full RFP process since there are already good programs in place. The framework is to provide the Sugar Freedom Project the \$150k and then split the remaining funding between the Saba Grocers Association to continue their work providing debit cards to purchase produce at local stores, and the Mandela Partners proposal which also provides direct support to allow the purchase of produce as well. Both proposals also provide additional support to the corner stores. The goal is to bring the authorization to expand these projects to the City Council in January.

The Board asked that the proposals first come to the Board in December for review.

There was one public speaker: Ciara Segura with Mandela Partners spoke about her organization's work and the fact that East Oakland has been a food desert for a long time. Even so, there is an abundance of independent retailers in East Oakland that have been

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supporting the community for years. She provided an overview of their proposal to support those stores, improve product quality, and customer satisfaction.

Chairperson Liou asked if the Sugar Freedom Project funding would also go to Council in January and Joe DeVries confirmed that to be the case—December is coming up too fast to get a report and resolution scheduled.

6. Discussion about 2021 Strategic Planning Retreat

Chairperson Liou noted that there have been three strategic planning meetings thus far and they are a chance to look at what the Board has accomplished and to plan next steps as they move forward into the new year. Traditionally they have been in December and she wanted to pose the question to the board as to how they want to move forward this year. Typically, the group met on a Saturday morning and skipped the December meeting.

The group discussed using the second Monday in December in place of the usual public meeting but some were concerned there would not be enough time in a two-hour meeting to cover everything. The in-person retreats were longer but included time to get to know each other and were a more relaxed set-up with more discussion. Also, it was acknowledged that long Zoom meetings are difficult.

Among the topic areas, Chairperson Liou listed: time for the board to get to know each other (Icebreaker), the goals for the Board, strategic planning for future funding and scenarios in regard to the impact of the recession. Member Brienes added a desire for some guest speakers to speak about trends around the state, and what successes and failures have been happening. Also, discussing Grantee Evaluation and how to build more formal, quantifiable evaluation of where money is best spent. Chairperson Liou suggested Mathematica, who is about to be under contract to conduct evaluation, could present on some of these topics. Also, the group would like to revisit the Vision Statement that was agreed to last year.

Based on the number of good topics, and the short timeline leading up to December (with the Thanksgiving break) the group agreed to use January for a facilitated retreat and to receive updates on Marketing and Evaluation in December.

7. Board Updates

- **Committee Meetings**

Member Hammock reported back that he spoke with Nicolas Williams about his new staffer coming on board but had no other updates.

Member Watkins noted that with monthly finance updates to the board, there wouldn't be a need for a finance committee update

On the Wellness Policy Committee Member Watkins also noted that they need to meet first with Nicolas Williams and they want to look at wellness policies from other jurisdictions.

There were no Communications Updates.

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Chairperson Liou created an ad hoc planning committee that included new member Aikens along with the co-chairs to help plan the January retreat.

8. Administrative Update

Joe noted that the Mathematica and City Data Scopes of Work are now in hand and being reviewed. Staff are processing these contracts but with one critical person missing, it is moving slower than we would like.

9. Agenda Items for the Next Board Meeting

The Board agreed to hearing the new proposals for the remaining \$500K, the Finance Update, the Update from Colectivo, and Mathematica.

Member Brienes asked if the group needs to set the meeting calendar in December for the new year. The group agreed to stick with the current regular time slot of the second Monday of each month at 6:30.

10. Adjournment

The meeting adjourned 7:46pm.

See below for Attachment 1 regarding SSB Revenue

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Attachment
1—SSB
Revenue
Report

Fund 1030 Measure HH (SSBT) Revenue YTD		
Fiscal Year	Month	Revenue
FY19-20	Jul-19	\$1,030,148
	Aug-19	\$824,284
	Sep-19	\$830,988
	Oct-19	\$794,701
	Nov-19	\$852,715
	Dec-19	\$709,157
	Jan-20	\$614,077
	Feb-20	\$635,157
	Mar-20	\$748,123
	Apr-20	\$516,750
	May-20	\$643,201
	Jun-20	\$672,418
Total YTD		\$8,871,718

Fund 1030 Measure HH (SSBT) Revenue YTD		
Fiscal Year	Month	Revenue
FY20-21	Jul-20	\$734,484
	Aug-20	\$680,643
	Sep-20	\$228,904
Total YTD		\$1,644,030

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Detail Balances (OAKLAND OPERATIONS) - 1.1030.08721.41522.1003817.IP59

Balance Type: Actual Currency Type: Total

Period	Currency	PTD	PTD Converted	YTD	YTD Converted
P01-20	USD	(2,479.36)		(2,479.36)	
P02-20	USD	(999,844.85)		(1,002,324.21)	
P03-20	USD	(472,630.86)		(1,474,955.07)	
P04-20	USD	(995,843.15)		(2,470,798.22)	
P05-20	USD	(708,034.03)		(3,178,832.25)	
P06-20	USD	(845,968.41)		(4,024,800.66)	
P07-20	USD	(937,652.73)		(4,962,453.39)	
P08-20	USD	(470,475.34)		(5,432,928.73)	
P09-20	USD	(835,952.84)		(6,268,881.57)	
P10-20	USD	(229,960.11)		(6,498,841.68)	
P11-20	USD	(639,529.66)		(7,138,371.34)	
P12-20	USD	(1,733,347.06)		(8,871,718.40)	