

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

December 14, 2020 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

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

The meeting was called to order at 6:31pm.

Board Members present: Pamela Alton, Raphael Brienens, Michael Hammock, Julia Liou, Laurie Lawson, Dwayne Aikens, and Michelle Wong

City Staff present: Joe DeVries

During the roll call, Michele Wong was introduced and welcomed as the newest member of the Board. Michelle has been in Oakland for 20 years and currently works at Kaiser with patients with complex needs. The work of the SSB attracted her as she sees the importance of promoting healthier life styles in Oakland.

There were no changes to the agenda.

2. Open Forum

There were no Open Forum Speakers

3. Adoption of Prior Meeting Minutes: November 9, 2020

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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Member Hammock made a motion to adopt the November Minutes, Member Alston seconded and the minutes were approved. Members Aikens, Wong, and Lawson abstained.

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

Joe DeVries provided an update (attached) on the City's SSB Revenue Collection. The collection rate is much better than reported last month due to late collections from earlier months in the fiscal year. However, the revenue collection is averaging 19% less than FY20 which has already seen a decline from FY19. This forecast does mean resetting expectations about what will be available in the next fiscal year and will need to be discussed in light of the Board's strategic planning conversation.

Member Alston asked if we look at the broader pattern, can we use this as a marker that consumption is down? Joe DeVries said the data certainly supports that, both from this year and the past two years.

Member Aikens asked if online sales (which increased during the pandemic) would cause the drop, and asked if the City still collects when purchases are made online from outside of Oakland. Joe DeVries said he would inquire with fiscal staff and report back.

Next, Joe presented an update on the City's current budget deficit, noting that the first quarter revenues were much worse than anticipated even though the City was conservative in those estimates. Currently the City is seeing a projected \$62 million shortfall in the current year. Approximately half of this shortfall is due to a revenue decline and the other half primarily due to overruns in OPD Overtime costs in the summer.

He noted that at the recent City Council Finance Meeting, it was made clear that everything is on the table to address the current deficit. All hiring has been frozen, other cuts have been implemented, and the city is facing its worst fiscal crisis since the great Recession.

It is likely the City Council will look back at current funding recommendations from the SSB Board and consider pulling portions of that funding back to support vital services. Joe recommended the Board, as part of their strategic thinking, consider how they can influence what will be a difficult process in the coming month or two.

Chairperson Liou asked for a bit more clarification on the funding available. Joe explained there are three funding buckets with a total of approximately 2.27 million available:

- a. \$270,000 set aside for evaluation of the program. The City has been reviewing the scope of work for both Mathematica and City Data Services but no contracts have been finalized.

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- b. \$500,000 that the Board will hear presentations about tonight from groups providing direct access to food in Oakland communities. Assuming the Board supports these three proposals, they still need to go to the City Council for authorization.
- c. \$1.5 million that the Board already recommended to extend the contracts of the original 14 grantees that received funding last year. This already was authorized by the City Council in July but due to the year-end fiscal processes, none of these contracts have been finalized, no funds have gone out and reductions could be proposed here as well.

The recommendation is that the Board take a look at all of these possibilities and provide the Council input on how the board would support reductions.

5. Discussion and Recommendation on the proposals for the remaining \$500K in funding from FY20

Three groups submitted their proposals that aligned with the Board direction to focus the remaining \$500,000 on access to fresh produce and food in neighborhoods that are considered food deserts. \$150,000 to Sugar Freedom Project which the board had already voted on and then \$175,000 each to Mandela Partners and Saba Grocers.

Chairperson Liou noted that access to food is critical during these times and supported the proposals. Member Aikens had some questions about staffing costs and if the grantees are prepared for when grant funds end to sustain their programs. Member Wong stated her support and noted how important the work of the Sugar Freedom Project is in building an infrastructure and connecting people to food access. Member Brienies asked about the breakdown between the food cards and staffing and if the balance between the two was reasonable.

Francis Calpaturo with the Sugar Freedom Project spoke about their project and the importance of partnering with Saba and Mandela to help shift the narrative around food access in East Oakland. He noted two thirds of the budget goes directly to the people in the community that are doing the work, building resident capacity.

Amani Ali spoke on behalf of Mandela Partners' proposal about their partnership with corner stores and grocery stores in Oakland. They have an App that customers can use to get a discount on EBT products at the stores they are working with.

Lina Ghana with Saba spoke about how their proposal builds on their prior work as well as their recent Cares Act project working directly with corner stores, building out their infrastructure and connecting customers. They have expanded to working with 26 different stores in Oakland's most vulnerable neighborhoods.

A motion was made to recommend all three proposals to the City Council and it passed unanimously.

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6. Update from Colectivo on the Reducing SSB Campaign

Kimberly Wells presented an update on the campaign effort. Her team is moving into the Market Research/Concept Testing process. This is where they will share concepts with the intended audience to identify the best idea. There is flexibility after market research but it will show what ideas resonate the most. They will use this to fine tune messaging, visuals, etc.

Her team will use online surveys, phone calls, and some focus groups to conduct this effort. The outreach will be done in December and early January and the analysis will be wrapped up by the end of January.

Member Aikens had some suggestions about how to connect with a broader audience including East Oakland Collective, Castlemont, St. Louis Bertrand, and the East Oakland Youth Development Center. Kimberly liked these ideas and will follow up on these leads. Member Hammock notes the holidays mean a lot of places are closed and Kimberly acknowledged that a lot of the work would wait until January. Member Brienese asked about the scope and funding, and Kimberly confirmed that her scope does include implementation and her team will be thoughtful about identifying free channels to stretch the dollars further.

In closing Kimberly put out an offer to have Board members participate in a focus group as well so they can experience the process from that perspective. Member Alston encouraged members to do this as she did and found it really helpful.

Kimberly will return to the board with an update in February.

7. Discussion about 2021 Strategic Planning Retreat

Chairperson Liou explained that the Retreat Work Group framed some broad ideas of what to bring forward, recognizing the context of the City's budget being a significant factor. First, is a review and reflection on 2020 and its successes and milestones. Second, doing an analysis of what is coming up as opportunities and threats. Third, review the groups goals and objectives, including some scenario planning based on the budget. Last, developing a calendar for the year.

Member Aikens suggested as homework, each member create a list of two strengths, weaknesses, opportunities, and threats and look at other SST cities and see what trends exist in those areas. He added that members should come to the meeting with their list to review at the meeting. He also said he could create a grid to be sent out ahead of time.

Regarding a facilitator, Joe DeVries had not identified one yet and noted the Zoom scenario makes it a bit challenging, he also asked if the group still wants to conduct the

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retreat on the standing Monday night meeting time. The group agreed to start the meeting early on the same Monday January 11th at 5pm and extend to 8:30.

Member Wong asked about staff support as to what the City Council will support regarding our recommendations. Member Hammock noted there are two new Council Members who will need to be briefed on the work. Chairperson Liou pointed out that the budget process will really start in April, so there is time now to develop recommendations and set up meeting to brief Council Members.

Member Aikens also recommended that each member look at the 14 current grantees and scale/rate them ahead of time to have a recommendation to Council based on that prioritization. The group supported this idea and asked that the Quarterly Progress Reports be shared with them as part of the packet to develop that priority list.

Member Lawson suggested the group use the same facilitator as last year and Member Brienens agreed to provide that contact info to Joe.

8. Board Updates

N/A

9. Administrative Update

N/A

10. Agenda Items for the Next Board Meeting

N/A

11. Adjournment

The meeting was adjourned at 8:32pm.