

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

March 14, 2022 ■ 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 6:30 pm.

Board Members present: Dwayne Aikens, Pamela Alston, Raphael Breines, Michael Hammock, Michelle Wong, Ali Obad, Courtney Jones

City Staff present: Michael Akanji

Michael Akanji announced that a candidate for the final Board seat had been identified and submitted for consideration. He also announced that Mathematica are almost done conducting their evaluation of past SSB grantees and will submit their results in mid-April

2. Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meeting

Commissioner Breines made the motion to adopt a continuing resolution as per AB 361. The motion was seconded by Commissioner Alston.

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

3. Open Forum

Dan Ashbrook, from Meals on Wheels, an organization that has received SSB funds in the past, expressed that he was in attendance to listen and learn as he does on occasion.

4. Adoption of Prior Meeting Minutes: February 14, 2022

Commissioner Alston moved to approve the previous meeting minutes. Chair Aiken moved to second the motion. The motion carried. Commissioners Obad and Jones abstained.

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

Staff member Michael Akanji presented the revenue update to the Board. He pointed out that monthly revenues have generally stayed consistent. The revenues of \$515,000 in February are in line with monthly averages. SSBT revenues remain would be just short of the \$8,188,920 that was initially projected.

6. Presentation from Katie Ettman of SPUR

Katie Ettman, Food and Agricultural Policy Manager at SPUR, shared the history of soda taxes in Oakland and the larger Bay Area. SPUR is a nonprofit thinktank that works to create an equitable, sustainable community through research, education and advocacy. There are six active soda taxes across the United States, and four of those are imposed by Bay Area cities in the Bay Area (Albany, San Francisco, Berkeley and Oakland). She described the differences and similarities between Oakland's soda tax and those enacted by other localities.

She also updated the Board on developments at the state level, and specifically the preemption tactics being used by the beverage industry to prevent the legislature from enacting a soda tax statewide. There is currently a moratorium on any new soda taxed until 2031. However, it was determined by the judiciary that this preemption is not applicable to charter cities.

7. Update from the Marketing Campaign

Michael shared the different sites that had agreed to partake in the promotional campaign for the reduction of sugar consumption. Chair Aikens iterated the importance of public facing events to educate and inform the public. Commissioner Obad suggested that the parking lot of his supermarket would be an ideal location for a promotional event.

Sugar-Sweetened Beverage Community Advisory Board

Several commissioners suggested that a program manager be brought in to work with community based organizations.

8. Board Retreat Planning Discussion

Michael presented the tentative schedule developed with the event facilitators to the Board. Commissioner Breines mentioned that the Board leadership had met with the facilitators to develop an agenda. Commissioner Wong called for committee assignments to be reviewed at the retreat. She also called for a visioning session. Commissioner Hammock called for the scheduled tour of the Arroyo Viejo rec center to be focused due to the huge size of the facilities. Commissioner Obad expressed a desire for City Council members to be invited to speak to the Board. Commissioner Wong asked that a pre-meeting packet be prepared for each member at the event. After discussing different times, the Board agreed that the meeting would go from 9am until 2pm.

9. Administrative Update

Michael announced to the Board that the RFP for Reducing Consumption of Sugar Sweetened Beverages Community Grants Program was on the verge of being published. It will award \$3 million in grants to organizations working to reduce SSB consumption and address its impacts.

10. Agenda Items for the Next Board Meeting

Lisa Herrinton expressed a desire to learn more about OPYRD's programming, and if SSB funds were merely being used to support general activities. Chair Aiken requested for recipients of the SABA Grocers Food Card program to share testimonials about the program.

11. Adjournment

The meeting was adjourned at 8:14pm.