

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

May 9, 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, Nile Taylor

Absent: Lisa Herrinton

City Staff present: Michael Akanji, Joe DeVries

Commissioner Hammock moved to accept the agenda as presented. The motion was seconded by Commissioner Jones. The motion was passed.

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 Hammock.

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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3. Open Forum

No attendees asked to speak at the open forum.

4. Adoption of Prior Meeting Minutes: April 9, 2022

Chair Aikens noted that his name was incorrectly spelt in the minutes and asked for that to be remedied. Commissioner Taylor moved to approve the previous meeting minutes as amended. Chair Aikens seconded the motion. The motion carried.

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 and showed that projections are unchanged. Revenues are still on course to end up in the \$7.8 million range, based on the money that came in during the first 6 months of the year.

6. Presentation from Huey Dang from the Revenue Department

Huey Dang and Rogers Agaba from the Revenue Department were in attendance. Huey pointed out that the tax has fluctuated for several months, and a request has been placed with the vendor who manages the tax collection process in order to find out why. The third-party vendors handle all the questions and tax collections and coordinate with any policy changes. Huey pointed out that the tax is due on the 15th of each month, and that a 30 day lag often exists in terms of when the money is received.

He also pointed out the primary sources of tax revenue, with about 45% of the revenue comes from three major distributors, while another 27 businesses (large supermarket chains) are responsible for another 45% of soda tax revenue. About 150 to 160 distributors in total are remitting the tax.

Commissioner Obad asked about outbound distribution certificate, which certifies to the first distributor that the product is not being held for retail but will be sent to another city. Huey acknowledged the difficulty of taxing people who buy syrup at retail stores in towns like San Leandro in order to sell soda in Oakland.

Commissioner Breines mentioned that a reduction in tax revenue has occurred over time and wondered if this was due to missing out on tax revenue rather than a reduction in consumption.

Commissioner Taylor asked if there would be an opportunity for an audit in order to figure out why revenues have decreased. Huey Dang responded that it would be difficult because distribution to Oakland is taxed, while retailers going to buy from other cities aren't taxed. Board members agreed that action needs to be taken on this front.

Audience member Katie Ettman from SPUR suggested hearing from the third party vendor in charge of administering the tax, especially since they also administer San Francisco's soda tax and would be able to provide useful comparisons.

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7. Presentation from Molly DeVinney of the Sugar Freedom Project

The Sugar Freedom Project developed out of wanting to work in communities affected by SSB consumption. It is a project of InAdvance, and launched in 2017, shortly after Measure HH was passed. Their mission is to holistically engage East Oakland communities through grassroots organizing and health and policy education.

Molly showed a map of diabetes prevalence in Oakland, with large concentrations in East Oakland and parts of West Oakland more likely to suffer from the disease. She also showed map of voting patterns from Measure H, revealing that it passed largely due to support in North Oakland and the Oakland Hills, while it gained less than 50% in the parts of Oakland that would (in theory) benefit from it.

There was a lot of organizing at the outset to find out what communities in East Oakland knew about the tax and what solutions they would like to see. They partnered with many organizations in neighborhoods with high diabetes and obesity rates, such as ROOTS. Methods of community included sustained engagement through surveying, one on ones, small house meetings, workshops and training. Organizers are largely recruited from within the communities where the organizations are working, acting as key messengers to develop the capacity of residents connected to communities and popularize alternative food system. They have successfully got local corner stores to change inventory and stock healthy food and produce. Community based organizations have been supported to engage their community members in grassroots policy development.

The Sugar Freedom Project has recently advocated for an increase to the \$1 million food card program approved by council, and hope to secure greater funding in the midcycle budget. Commissioner Taylor asked about East Oakland and inherent distrust of system and sugar taxes in particular, and if there has been any change in resident attitudes due to SFP's activities. Molly confirmed that people in lower income communities feel as though they pay a disproportionate amount of tax for the services rendered. Our research partner, Mathematica, is working on measuring these attitudes but don't have data to back that up yet.

Chair Aikens asked about data collection for card recipient – demographic data to show that disenfranchised folks are benefiting from the food cards. Molly expressed willingness to support efforts to collect data but cautioned that recipients had expressed their happiness at how dignified the assistance process was, and wants to ensure that personal data is collected in a way that doesn't change this.

8. Updates and Discussion from Committees

Commissioner Taylor provided the plan for the Accountability Committee in terms of an audit taking place, and the importance of understanding where power lies. They intend to have progress reports and check ins – cross functional work with relationship building with city council. They expect to have a presentation for June's monthly meeting.

Chair Aikens' had a Marketing Committee update - a Oakland Drinks Water Campaign activity took place at Lake Merritt where 8 cases of water were handed out and conversations were had with

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the general public about soda consumption in Oakland. He also started an Oakland Drinks Water challenge on social media. He expressed his desire for more tabling events, and for stickers and promotional material.

Commissioner Wong gave a Strategic Partnerships update – the sub-committee met two times and discussed what the partnerships would look like – reaching out to schools, community based organizations and influential people. They are starting with professional and personal networks to find partnerships. They intend to put all contacts in sharable doc and create talking points for interactions. She asked other commissioners to look into their own personal and professional networks for contacts and strategic partners

9. Administrative Update

Michael Akanji informed the Board about the Summer Food Service Program, which commences at the end of May and runs through the end of July. The City of Oakland is serving over 35,000 breakfasts and 65,000 lunches to children at over 35 sites in Oakland. While the bulk of the funding comes from the State of California, SSBT funds have been used to supplement the meals to ensure better quality and larger portions.

He also provided an update on the RFP for \$3 million in Community Grants. A total of 45 grants were received, requesting over \$12.6 million in funding. The proposals are being reviewed to ensure that the most deserving proposals are rewarded, and Michael called on the Board members to actively participate in the review process. Commissioners Hammock, Obad and Taylor volunteered to participate.

10. Agenda Items for the Next Board Meeting

There will be a presentation from Oakland Lacrosse at the next meeting after Board members expressed desire to hear from previous grantees in the sports and physical fitness field. Commissioner Taylor expressed a desire for the Board to address serious pending issues instead of paying lip service. Commissioner Wong suggested a platform where all of the questions raised by the Board could be compiled in order to be addressed. Staff member Joe DeVries advised the Board to make motions in order for City Staff to investigate any particular issue and help make recommendations to City Council.

11. Adjournment

The meeting was adjourned at 8:30pm.