

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

January 13th, 2019 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room #2

1 Frank H. Ogawa Plaza, 1st floor • Oakland California

Board Members present: Esperanza Pallana, Laurie Lawson, Julia Liou, Donna Carey, Justin Watkins, Tonya Love, Pamela Alston and Raphael Breines

City Staff present: Sharon Robinson and Joe DeVries

1. Welcome and Call to Order

- Roll Call, Introductions & Welcome New Board Members
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:33pm.

New Board members Pamela Alston and Raphael Breines were welcomed by Chair Pallana and other Board members. Sharon Robinson introduced Mike Hammock, who was seated in the hearing room, as another incoming Board member that will be sworn-in. There were no announcements. No changes were made to the meeting agenda.

2. Open Forum

There were no speakers.

3. Adoption of Prior Meeting Minutes: November 18, 2019 and December 7, 2019

Donna Carey made a motion to approve the meeting minutes and Julia Liou seconded the motion. Pamela Alston abstained to approve the November and December minutes. The motion passed and the minutes were approved.

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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4. Nomination of New Advisory Board Chair, Vice Chairs, Financial Transparency Officer and Communications Chair

Tonya Love nominated Julia Liou as Board Chair. The nomination was seconded by Chair Pallana. Julia Liou accepted the nomination. There were no further nominations for Board Chair. The motion passed unanimously and Julia Liou was approved as the Chair. Chair Pallana handed Chair role for the meeting to Julia Liou. Tonya Love nominated Donna Carey as Board Second Vice-Chair. The nomination was seconded by Julia Liou. Donna Carey accepted the nomination. There were no further nominations for Second Vice-Chair. The motion passed unanimously and Donna Carey was approved as the Second Vice-Chair. Julia Liou nominated Justin Watkins as the Financial Transparency Officer. The nomination was seconded by Donna Carey. Justin Watkins accepted the nomination. There were no further nominations for Financial Transparency Officer. The motion passed unanimously and Justin Watkins was approved as the Financial Transparency Officer. Julia Liou nominated Laurie Lawson as the Communications Chair. Justin Watkins seconded the nomination. Laurie Lawson accepted the nomination. There were no further nominations for Communications Chair. The motion passed unanimously and Laurie Lawson was approved as Communications Chair. Newly elected Chair Liou thanked Esperanza Pallana for her leadership as the Board Chair.

5. SSB Advisory Board's Recommendations for \$1Million Allocation Under Board Discretion

Chair Liou stated that the Board must decide how they want to allocate the \$1Million under its discretion. There was a discussion at the retreat in December around this item. The Chair asked Esperanza Pallana to provide more information about the idea to fund special initiatives. Esperanza Pallana stated that the idea discussed was to launch a RFP to identify Community Development Financial Institutions (CDFI), which are non-profits that are mission driven, to provide different financial tools such as grants for technical assistance (e.g., business planning, financial feasibility and market analysis) and financial products such as credit enhancements that are grant-like funds that are not obligated to be paid back; risk can be offset. She mentioned there are several CDFIs in Oakland and projects in Oakland that need support.

Chair Liou stated that there was discussion that some portion of funds would go toward financial effort and additional funds could go toward integration of healthy polices for organizations that receive SSB funding. She mentioned that BANPAC provided a presentation that identified technical assistance they can provide to organizations to implement wellness policies that support reduction of SSBs in the organization. Chair Liou mentioned that they wanted to bring this opportunity to the full Board for further discussion.

Tonya Love made a motion to do a RFP for CDFI programs and earmark \$700K. Donna Carey seconded the motion. The motion passed unanimously. Justin Watkins made a motion to determine next steps for allocating \$300K for organizational wellness policies in partnership with BANPAC. Laurie Lawson seconded the motion. The motion passed unanimously.

6. Informational Report from the Wellness Policy Ad-Hoc Committee

Tonya Love stated that the Committee has identified a plan of action to recruit the City Parks Department to be the first City Department to implement the wellness policy. She mentioned that this approach was

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discussed with the Oakland Parks, Recreation and Youth Development (OPRYD) Director when he attended the Board retreat. The Director liked the idea and wanted to discuss it further. Tonya Love reported that she and Justin have a meeting scheduled with Nicholas Williams, Director OPRYD, and Bay Area Nutrition and Physical Activity Collaboration (BANPAC) on January 29 to further discuss this plan of action. She further reported that the next step, now that the Board has made an allocation to BANPAC, would be to get a meeting with BANPAC to determine what it would mean to work in partnership with them. Tonya will include City staff, Sharon Robinson, in the meeting with BANPAC personnel to work out details around the funds allocation. Chair Liou requested a report back on this work at the February meeting.

7. Board Committee Updates

- **New Board Members Board Committee Selections**

The Chair referred everyone to review the Board committee chart included in the agenda packet. She asked that Board members think about committees they may be interested to support as well as identify if there are any committees that should be included. Esperanza Pallana requested that they add a CDFI RFP Ad-Hoc Committee.

- **Communications:** Donna Carey agreed to step off the committee and new member Pamela Alston agreed to join the committee. Tonya Love agreed to step off the committee and new member Raphael Breines agreed to join the committee.
- **Research and Evaluation:** No changes.
- **Wellness Policy:** Donna Carey agreed to join the committee
- **CDFI RFP:** Tonya Love, Justin Watkins and Laurie Lawson agreed to join this committee

Two speakers made public comments regarding item #5:

Prem Prayar, Sugar Freedom Project

Pranaya Pariyar

8. Administrative Update

- **SSB Board Workplan/Calendar**

- City staff requested that Board members update the draft workplan both individually and through their committees. Staff will send the document link to the Board so members can provide any updates to the workplan by February 5 for inclusion in the agenda packet.

- **Race and Equity Analysis**

- City staff advised that Darlene Flynn (Director, Race and Equity) is available to present information about the City's Race and Equity analysis and assist the Board to determine scope of work for Board's race and equity analysis. She recommended that Darlene come in February and reschedule Oakland Parks, Recreation and Youth Development presentation for March. All members agreed to have Darlene Flynn present at the February meeting and reschedule OPRYD for March.

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- **Marketing, Evaluation and Impact Study Contractors**
 - Staff reported that all vendors have been selected and notified.
 - **Marketing:** Colectivo, LLC will be the vendor for this work and staff are working to execute the contract. Staff advised that she will arrange a meeting with the Colectivo team and members of the Communications committee to discuss scope of work and timeline. Staff will follow-up regarding Board member Carey's request to have Colectivo staff come to the March meeting to provide information about the company and proposed scope of work.
 - **Evaluation and Impact Study:** Mathematica Policy Research was selected as the vendor for this work. Staff reminded the Board that Mathematica is already doing a study in other cities, including Oakland, and would expect this study to provide more Oakland specific research and information.
- **Follow-up Informational Report from the Finance Department at the November 18, 2019 Meeting:**

The following questions were raised by Board members in response to the informational report provided by the Finance Department. City staff provided responses to the Board's questions on behalf of the Finance Department.

SSB Tax Revenue Report

Q: What additional analytic information is available from Muni Services to show if the sources of funds are trending any differently, about the same, or anything stand out over time? Essentially, what type of analytics is Muni Services able to provide around the tax revenues?

A: There is no additional analytic data available from Muni Services. The City will be able to verify trends over time. Are there specific questions you have that the City may be able to provide?

Adopted Budget-Fund 1030

Q: Were there any amendments made to the Budget that was adopted by the City Council in June that impact Fund 1030/Measure HH? If so, please explain.

A: No changes were made to Fund 1030. Access the posted Budget at oaklandca.gov/budget. Additional information around the adopted budget may be found in the Legislation section (pages I-12 and I-13) of the Adopted Budget.

Staff mentioned that Finance Department staff are willing to be a resource/partner as the Board thinks about funding recommendations for the mid-cycle budget adjustments process.

Staff advised that the Board must start work on the SSB Board annual report for submission to the Life Enrichment Committee (LEC) on April 14 and the City Council on April 21.

Two additional ad-hoc committees were established:

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Financial transparency. Members: Julia Liou and Raphael Breines
OPYRD Collaborations: Raphael Breines and Michael Hammock

Board members will work to schedule meetings with City Council members as follows:

D1: Raphael Breines and Pamela Alston

D2: Tonya Love and Julia Liou

D3: Esperanza Pallana and Justin Watkins

D4: Esperanza Pallana and Julia Liou

D5: Laurie Lawson and Justin Watkins

D6: Michael Hammock and Esperanza Pallana

D7: Tonya Love and Donna Carey

Council President Kaplan: Esperanza Pallana and Donna Carey

9. **Agenda Items for the February 10, 2020 Board Meeting**

- Race and Equity Analysis presentation
- Annual report/funding recommendations
- Committee updates
- Proposed items for March meeting: Presentation from statewide reduce SSBs lobbyists, Oakland Parks, Recreation and Youth Development presentation, and Colectivo introduction.

10. **Adjournment**

The meeting was adjourned at 8:05pm.