

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Special Meeting

September 16th, 2019 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room #4

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

Board Members present: Esperanza Pallana, Justin Watkins, Laurie Lawson, Julia Liou

Board Members absent: Donna Carey, Tonya Love

City Staff present: Sharon Robinson, Maraskeisha Smith, Joe DeVries, Christa Griffin

A quorum was not present.

1. Welcome and Call to Order

Meeting was called to order at 6:38PM

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

No changes were made to the meeting agenda.

2. Open Forum

There were no speaker cards received for Open Forum.

3. Adoption of Prior Meeting Minutes: July 8, 2019

A quorum was not present; item was postponed.

4. Updated Informational Report from City Administrator's Office on the Results of the Oakland Budget Process and Impact on Measure HH Funding Allocation for Fiscal Year 2018-2019, Funding Allocation for Fiscal Years 2019-2021 and SSB Advisory Board Oversight

- Grant Awards
- East Oakland Healthy Retail

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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Maraskeisha Smith, Assistant City Administrator, City Administrator's Office debriefed the Board on adjustments to the budget as outlined in Exhibit 2. The Adopted Budget includes \$1M of unallocated funding to be allocated by the Board. The Budget also includes grant awards as outlined in the agenda packet. The official printed budget will be made available to the Board as soon as it is available. Speaker, Ciara Segura, Mandela Partners, talked about East Oakland Healthy Retail.

Two speakers spoke on this item:

Ciara Alana Segura, Mandela Partners

Molly Devinney, In-Advance

5. Board Fall Retreat Planning

The Board discussed preliminary planning for the annual Board retreat, including possible dates. Chair Pallana suggested it would be helpful to have a guided process and mentioned that the Facilitator last year was helpful. She will check if the Citizens Engagement Lab is available as meeting space for the retreat. Chair Pallana mentioned, it would be optimal if the contractors to provide evaluation and communications services were selected and could be present at the retreat. The Board discussed big topics for the retreat agenda that included: scope and timelines for contracted work, if contracts in place, how to partner with the Race and Equity Department around the equity analysis, the budget process for the coming year and how best to approach the unallocated \$1M under Board recommendation and a calendar/workplan for the Board.

6. Board Committee Updates

Julia Liou provided the committee update for Evaluation and Research. Committee members met with City staff and reviewed information Staff provided on the potential vendors in these areas. Staff will work to schedule interviews at end of September. She mentioned that once interviews conducted decision will be made soon and contract can move forward, hopefully, early to mid-October. Julia Liou noted that the committee is confident that they have a good group of vendors to select from.

Laurie Lawson provided the committee update for Communications. Committee members met with City staff and reviewed information Staff provided on the potential vendors in these areas. Three vendors were selected to be interviewed. Staff will schedule interviews with potential vendors. Chair Pallana added that it was a very exciting selection of folks that have quite diverse expertise and specific experience around SSBs.

7. Administrative Update

City staff provided an update on the community grants program, which is moving forward and includes the first round of 14 grants for \$2M and the second round of 12 grants for a little over \$2M (refer to list in the agenda packet). Over \$4M in community grants.

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The SSB team reduced because of the new City budget. Transitioning from a team of three to two. Christa Griffin is leaving the team and was thanked for the administrative support she provided. Working to make the transition as smooth and efficient as possible while adjusting to the increased work load with the new grants. Staff mentioned that it's critical to build out the infrastructure as quickly as possible and bring on contracted vendors to support work around evaluation, systems, impact study, marketing, etc.

8. Calendar for October-December 2019 Board Meetings

The Board discussed the meeting calendar for October through December.

- October 14
- November 18 (third Monday)
- Board retreat (TBD)
- December 9

October 14 agenda items:

- Update around selection of contractors-Communications, Evaluation and Research
- Budget update
- SSB tax revenues update from Finance Department
- Status Board vacancies
- Possible presentation from BANPAC on organizational health policies

9. Adjournment

Meeting was adjourned at 7:33PM