

Sugar-Sweetened Beverage Community Advisory Board

HEARING ROOM 1, OAKLAND CITY HALL
1 FRANK H OGAWA PLAZA
OAKLAND CA 94612

AGENDA

January 13, 2025 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: December 9, 2024

Action

3. Announcements

Informational

4. Open Forum

Action

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

Informational

6. Follow up from City Council meeting

Action

7. Advocacy Plan

Action

8. Agenda Items for the Next Board Meeting

Action

To attend the meeting, please use the following Zoom link: [Zoom Meeting Link](#)

Public Comment:

The SSB Advisory Board values your participation in its meetings.

· For topics not on the agenda, please sign up for Open Forum and await your turn.

· To address agenda-specific matters, approach the Committee when called, state your name, and share your comments.

· Please keep remarks concise and relevant to the subject. Only matters within the SSB Board's jurisdiction will be addressed. Time limitations are at the Chair's discretion.

In accordance with Oakland's chemical allergy policy, kindly avoid wearing strongly scented products during meetings. If you require assistance to engage in Sugar-Sweetened Beverages Community Advisory Board meetings under the American Disabilities Act, please contact Michael Akanji at 510-238-6454. A 48-hour advance notice will allow for reasonable accessibility arrangements. For questions about the agenda or related materials, contact our office at the above number.

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9. Unfinished business/items

10. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

December 9, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

The meeting was called to order at 6:30 pm.

Board Members present: Nile Taylor, Dwayne Aikens, Ali Obad, Lesley Latham

City Staff present: Michael Akanji

Commissioner Lesley Latham motioned to approve the agenda as submitted.

Commissioner Dwayne Aikens seconded. Vote: All in favor. The agenda was adopted.

2. Adoption of Prior Meeting Minutes: November 11, 2024

With quorum available for the first time in several meetings, Commissioner Nile Taylor proposed approving the minutes for July, August, September, October, and November 2024, as no corrections were noted. Commissioner Dwayne Aikens motioned to approve the minutes, and Commissioner Ali Obad seconded. The motion was carried with all in favor, except Commissioner Lesley Latham, who abstained.

3. Announcements

City staff member Michael Akanji announced that another member had resigned, leaving the board with only four members. He appealed to the remaining members to encourage others to apply for the vacant positions.

Akanji also shared that the City Council had debated a measure to amend the resolution establishing the Sugar Sweetened Beverage Advisory Board. If passed, the amendment would eliminate the requirement for the Council to consider the board's recommendations before allocating SSB revenue. This proposal was part of efforts to address fiscal challenges in balancing the city's budget.

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4. Open Forum

Coach Yonus Davis of the Yonus Davis Foundation spoke about his work coaching community football players and celebrated their championship win this year. He expressed gratitude to the board for their support.

Several participants from the Bay Area United soccer program also attended to share information about their program and its impact on the community.

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

City staff member Michael Akanji provided an update on the current status of Measure HH revenue. Revenue for the first three months of the 2024-25 fiscal year totaled \$2,010,466.73, with the following monthly breakdown: \$941,742.03, \$515,996.37, and \$552,119.93. The monthly revenue average was calculated to be \$669,952.78. If this trend continues, the projected total annual revenue for the fiscal year would be approximately \$8,039,433.32.

6. Presentation of Bay Area United Soccer Club

The Bay Area United Soccer Club shared their mission, programs, future goals, and how the Board can assist. Established in 2014, it focuses on youth empowerment through sports and nutrition, welcoming players of all ages, skill levels, and ambitions. They've successfully provided soccer camps every weekend for over 300 youth, and currently serve 400-500 participants. Their commitment to health is evident, with Coach Azaam prohibiting players from consuming energy drinks, sugary sports drinks, fast food, or soda.

Looking ahead, the club plans to expand its programs and integrate more health initiatives, including a dedicated program to empower young girls through soccer and address gender disparities in sports. They aim to collaborate with local organizations for resources and support, while hosting nutrition workshops, providing healthy snacks, and organizing community health events. One of their primary goals is to secure Oakport Park as their permanent home, creating a stable, revitalized community hub.

The club's 2025 goals include launching the girls' soccer program, covering field rentals, equipment, staffing, league participation, and referee fees. They also aim to enhance field conditions and expand access to their programs. Their vision for the future is to blend sports, health, and education, making the club a central part of Oakland's youth development. They want to expand affordable, high-quality sports opportunities for underserved communities, develop statewide partnerships for health and wellness, and become a model for youth empowerment, healthy living, and community building.

The Bay Area United Soccer Club presenters requested that the SSB Advisory Board advocate for their nutrition and health programs, support the development of the girls' soccer program, and assist in securing Oakport Park as their permanent home. They also

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asked for collaboration in providing resources for equipment, field maintenance, and community events, and encouraged the board to allocate sugar tax funds to support their health and wellness programs.

7. Call to Action/Advocacy

Chair Taylor provided context on the history of the Sugar Sweetened Beverage Tax, explaining how it was passed in 2016 after a concerted campaign. She highlighted the transformative work being done with the annual \$1.5 million allocated to community-based organizations and urged Board members to become more involved in addressing the ongoing issues. Commissioner Obad highlighted the need to help grantees understand the citywide implications of the issue, pointing out that it affects the broader community. Commissioner Aikens emphasized the importance of community engagement and suggested organizing a day of action. He also warned that the Council's actions could lead to a loss of trust and reluctance to support future community taxes. Commissioner Latham raised a concern about the Advisory Board's role and questioned whether there were any legal avenues to explore in order to safeguard the funds. Commissioner Obad further pushed for a clear, one-time commitment from the city to ensure that future generations and Board members wouldn't face similar challenges. Chair Taylor expressed skepticism about a non-binding commitment, believing it would not be effective in preventing recurrence in the future. She urged all members to attend the City Council meeting on December 17, where the matter was scheduled for debate and vote. She also supported the idea of engaging the community through letter-writing campaigns.

8. Agenda Items for the Board Meeting

Chair Taylor suggested revisiting the City Council budget discussions during the next Board meeting. She emphasized the importance of staying informed about the budget and its potential impact on the SSB Tax and related community initiatives.

9. New and Unfinished Business

There were no unfinished items.

10. Adjournment

The meeting was adjourned at 7:56 pm.