

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

January 8, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: December 11, 2023

Action

3. Announcements

Informational

4. Open Forum

Action

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

Informational

6. Discussion on grant evaluation and future grantee funding

Action

7. Committee Reports

Informational

8. Retreat Planning and Discussion

Action

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

9. Agenda Items for the Next Board Meeting

Action

10. Adjournment

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

December 11, 2023 ■ 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: Dwayne Aikens, Nile Taylor, Ali Obad, Marjorie Freedman, Michelle Wong, Lisa Herrinton

City Staff present: Michael Akanji, Neffertice Williams

Commissioner Taylor motioned to adopt the meeting agenda, and Commissioner Herrinton seconded it. The motion passed unanimously.

2. Adoption of Prior Meeting Minutes: November 13, 2023

Because there weren't enough Board members present who could vote, a quorum couldn't be established for the motion to adopt minutes from the meetings on September 11, 2023, and October 9, 2023. During those sessions, the motion wasn't brought up.

Commissioner Freedman then made a motion to approve the minutes from all three meetings. Commissioner Taylor seconded the motion, and it passed with one abstention.

3. Announcements

City Staff Michael Akanji announced that the Mathematica evaluation is slated for a vote at the upcoming City Council's Life Enrichment Committee meeting. He urged all commissioners to attend this crucial meeting to offer their support and advocate for the issue.

In addition, Commissioner Obad provided an update, revealing that the groundbreaking for the Oakland Drinks Water billboards is scheduled for January.

Sugar-Sweetened Beverage Community Advisory Board

4. Open Forum

Samara Alcutt, a CCAC fellow under Americorps volunteering with the City, introduced herself as a recent graduate in food and nutrition. She expressed her keen interest in food and health-related issues and conveyed her excitement about being part of the meeting.

Community member Michael Jenkins, founder of the Lift Us Foundation, shared their mission to empower young Oaklanders through a focus on physical and strength education, nutrition health, and the development of skills such as college visits and career coaching. Jenkins proudly announced their recent success as national champions in a weightlifting tournament in North Carolina. He expressed enthusiasm about meeting the board and discussed potential opportunities for impactful public-private partnerships to promote generational health.

Coach Bilal from the International Boxing Institute made a second appearance, highlighting the challenges of limited resources. The institute has conducted workshops and programs, with a primary focus on crime prevention and addressing feelings of isolation. Coach Bilal emphasized the importance of fostering a sense of identity, sharing that their brand new facility currently serves approximately 25 to 30 youth.

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

City staff Michael Akanji presented an overview of the current Measure HH Revenue Status.

As of October 2023, the City has successfully collected revenue for four months, totaling \$2,693,212.54. This equates to a monthly average of \$673,303.14. Extrapolating this figure over the entire year indicates a trajectory toward approximately \$8.079 million. Current projections suggest that the revenue is expected to remain stable, in line with initial estimations.

6. Q&A with Revenue Analyst Huey Dang

Due to a family emergency, Huey Dang couldn't attend, and Michael Akanji presented the contents of his letter to the board. Huey shared that the Measure HH Revenue is stable, projecting around \$7 million this year. He updated the board on an outreach program with Avenue Insights & Analytics, LLC, targeting businesses subject to the tax. They identified 425 potential businesses, mainly supermarkets and convenience stores. Despite initial educational efforts, responses were below expectations. A third notice, emphasizing the need for responses, is planned, along with emails and phone calls. They're also contacting distributors to cross-check against the potential taxpayer businesses, intending to do so next month. The campaign's purpose is to inform businesses of their responsibility for the Sugar Sweetened Beverage tax.

Sugar-Sweetened Beverage Community Advisory Board

7. Grantee Presentation – Acta Non Verba

Presenting for Acta Non Verba were Tyler Longenbaugh and Jia Weng Wang, both youth program coordinators. They provided insight into their work and the challenges faced by their community, emphasizing the significant impact of SSB grants on sustaining their initiatives.

The Acta Non Verba Urban Youth Farm Project is based in the 94621 zip code, specifically on 83rd & E St. In this area, the median income is \$48,373, while it is \$28,589 for African American families. The life expectancy in the zip code is 74.3 years, in contrast to the nearby zip code of 94619, where it is 80.1. They pointed out that many zip codes in Oakland are labeled as "food deserts."

The organization focuses on two key pillars: the farm pillar, which provides a context for their work within the community by offering green and healthy spaces for youth, and the youth development pillar, which provides content within the spaces provided by the farm pillar.

Acta Non Verba operates urban farms near the A's stadium, at Tassafaronga, and in West Oakland. The BeetBox program supplies locally grown organic produce from local farmers, benefiting 185 households and distributing 30 free bags to the Tassa community. Their youth camp enriches the lives of 250 Oakland kids through various activities such as field trips, swimming lessons, field games, science experiments, and art projects. Additionally, after-school programs cater to K-3rd students in the Tassafaronga neighborhood, focusing on social skills development, literacy, and academic success. They also provide vocational training in food safety, climate justice, and child welfare for teens in the community, with a direct pathway into camp leadership roles.

Acta Non Verba pays their staff an Oakland living wage, and youth staff receive hourly compensation rather than stipends. They distribute 30 tons of produce annually to the community, sourced from local farmers.

Looking ahead, Acta Non Verba aims to purchase a permanent hub, having recently acquired a new farm. Their future plans include acquiring land for overnight camps to further expand their impactful initiatives.

8. Discussion on Grant Evaluation and Future Grantees Funding.

Commissioner Aikens talked about the draft letter from City Staff to be sent to grantees, seeking comments and feedback. Commissioner Taylor raised the possibility of extending the next grant cycle to three years to allow grantees more time for program administration. She also suggested reassessing funding buckets and continuing efforts to increase allocation from the City Council. Commissioner Herrinton emphasized the need for consistency between the proposal and evaluation templates.

Sugar-Sweetened Beverage Community Advisory Board

City staff Neffertice Williams clarified that the initial one-year grant cycle for SSB grants was extended to two years, citing challenges in city administration causing delays in fund disbursement. Commissioner Obad expressed concern that grant applicants without professional grant writers might have reduced chances of securing funds.

Commissioner Taylor stressed the importance of making timely decisions while ensuring thoroughness. Several commissioners proposed the idea of small or mini grants for specific events, allowing a broader pool of grantees.

City Staff Michael Akanji highlighted the proposed grant timeline, with the current cycle ending in June 2024. He emphasized the need to assess and continue vital programs without gaps. Organizations not funded in this cycle could enter the general pool for the next cycle or when a new RFP is released. Commissioner Taylor underscored the importance of clear communication with organizations that missed funding previously.

Commissioner Herrinton noted the time-consuming RFP process, suggesting a decision by January/February. The discussion revolved around determining the number and criteria for big, medium, and small grants. Commissioner Freedman emphasized funding organizations directly addressing SSB consumption reduction as a priority.

9. Committee Updates

Commissioner Taylor proposed the formation of two subcommittees. The first subcommittee would concentrate on community engagement, covering aspects such as marketing, mobilizing the community, promoting attendance at city council and board meetings, collaborating with grantees, and advocating for their work's impact on the community. The second subcommittee would focus on accountability, ensuring that pertinent questions are posed, and the right data and points are collected, including information to be shared with the city council. Additionally, it would monitor past tax revenue and collections.

She emphasized that advocacy to the city council should be led by board leadership and be a shared responsibility of all board members, rather than being the sole responsibility of a single committee.

She challenged the Board members to respond with their votes by the end of the week on their choice of committee.

The motion was proposed by Commissioner Aikens and seconded by Commissioner Taylor. The motion passed.

Sugar-Sweetened Beverage Community Advisory Board

10. SSB Board Leadership Elections

Recognizing the commendable work of the outgoing Chair in the past two years, the following officers were elected for the upcoming year.

Former first Vice Chair Nile Taylor was nominated and unanimously approved to be promoted to the position of Chair.

Commissioners Herrinton and Obad were nominated and unanimously approved as first and second Vice Chairs, respectively.

Commissioner Freedman was nominated as Communications Chair, and Commissioner Jones (in absentia) was nominated as Transparency Chair. Both nominations were unanimously approved.

11. Agenda Items for next Board meeting

Commissioner Aikens proposed discussing committee assignments and breakout groups for the next board meeting. Commissioner Herrinton echoed Commissioner Freedman's earlier point about shifting the focus towards SSB reduction, emphasizing the need for discussions on this matter.

12. Adjournment

The meeting was adjourned at 8:38 pm.