

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

October 14, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: August 12, 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. Call to Action: Advocacy

Action

7. Discussion of Mathematica Evaluation report

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

August 12, 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, Marjorie Freedman, Ali Obad, Lesley Latham

City Staff present: Michael Akanji

Chair Taylor announced that due to the absence of a quorum, no votes would be taken on any matters of substance.

2. Adoption of Prior Meeting Minutes: June 10, 2024

Due to the absence of a quorum, the board members were unable to vote on adopting the minutes from the June 10, 2024 meeting. This item will be carried forward to the next meeting when a quorum is present.

3. Announcements

City staff member Michael Akanji announced that the 2024-25 budget was approved, which includes some funding allocations for SSB Advisory Board grants. More details about the timing and availability of funds will be provided in the near future. Additionally, the budget proposal includes a plan to move the SSB department from the City Administrator's Office back to the Human Services Department.

4. Open Forum

There was no open forum participation.

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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. The fiscal picture for the 2023-24 year is nearly complete, with \$6,681,293.59 recorded so far. June's numbers were not complete, but based on the first 11 months, the average monthly revenue is approximately \$587,086. Therefore, the total annual revenue is expected to fall between \$7 million and \$7.2 million.

6. Call to Action/Advocacy

Chair Taylor reiterated the three primary goals established at the retreat earlier this year: increasing the visibility of the SSB tax, ensuring the board remains engaged with grant recipients through direct involvement, and closely tracking where the funds have been allocated. Given recent developments, she proposed that the board pivot its focus towards advocacy efforts.

She suggested maintaining a strong presence by ensuring at least one Board representative attends City Council and Life Enrichment Committee meetings, keeping the issue visible and preventing it from fading into the background. Additionally, she proposed submitting an end-of-year report to the City Council to both highlight the work being done by grant recipients and lay the groundwork for a proposal ahead of the next budget cycle.

Commissioner Freedman expressed agreement with the plan to continue attending City Council meetings and speaking at public forums and emphasized the importance of raising public awareness and getting the community involved. Commissioner Obad suggested that each Board member individually contact City Council members and encouraged both Board members and grantees to remain hopeful.

Chair Taylor also recommended sending letters to the City Council in addition to attending meetings in person. Commissioner Latham supported this idea, requesting a basic template letter to ensure consistency, which can be personalized by board members.

An email and spreadsheet will be created, detailing upcoming meeting dates so that board members can sign up for meetings they are able to attend.

7. Agenda Items for the Board Meeting

Chair Taylor requested updates from board members who may have attended recent City Council meetings and also asked for updates on the current status of the SSB grant allocations.

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8. New and Unfinished Business

There were no unfinished items.

9. Adjournment

The meeting was adjourned at 7:15 pm.