

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

October 9, 2023 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: September 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. Presentation – Mathematica

Informational

7. Discussion on grant evaluation and future grantee funding

Action

8. Discussion on by-laws and amendments

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.

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9. Committee Updates

Action

10. Agenda Items for the Next Board Meeting

Action

11. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

September 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 6:34 pm.

Board Members present: Dwayne Aikens, Nile Taylor, Ali Obad, Courtney Jones, Michelle Wong, Lisa Herrinton.

City Staff present: Michael Akanji, Segun Oladeji

Commissioner Taylor moved to adopt the meeting agenda as presented. It was seconded by Commissioner Aikens. The motion passed unanimously.

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

Commissioner Jones moved to adopt the meeting minutes as presented. It was seconded by Commissioner Herrinton. The motion passed with no objections.

3. Announcements

Chair Aikens addressed a previous incident involving a representative from SABA Grocers during the last meeting. He took full responsibility for his actions and extended a formal apology to both City staff and the SABA Grocers representative for any inconvenience or concerns caused.

Staff member Michael Akanji brought to the Board's attention a recent proposal received from Mathematica for the evaluation of SSB community grants which will require valuable input from the commissioners. Additionally, Michael shared news about the collaboration with an indigenous Oakland artist named Savaugn, whose song "Drink More Water" is being embraced as a jingle for the Oakland Drinks Water campaign.

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Mr. Akanji also informed the Board that Commissioner Taylor has been actively working on drafting a Code of Conduct, which will be incorporated into the By-Laws.

Chair Aikens announced his involvement in the upcoming Downtown Oakland Senior Center Food Festival on October 13, where he will be hosting a table to engage with the community and promote our initiatives.

4. Open Forum

There was no Open Forum participation

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

The most recent monthly financial report was not available due to the absence of the usual sender, who was on vacation. Nevertheless, it was confirmed that we are on track to achieve \$7.5 million in revenue for the last fiscal year.

In response to the discussion of revenue collection, there have been ongoing dialogues with a third-party agency responsible for auditing vendors and wholesalers to ensure adherence to tax regulations. To facilitate this process, a proposal was made to establish a subcommittee, tasked with engaging with the agency to determine the scope and extent of the audit. Furthermore, there is an intent to arrange a meeting between the agency and the advisory board to foster a unified understanding of this initiative.

It was confirmed that the vendor is currently receiving a fee equivalent to 2.1% of the taxes collected. The commissioners reached a consensus that the Accountability Committee will take the lead in addressing and resolving this matter.

6. Committee Updates

Commissioner Taylor proposed using the calendar as a tool to assess subcommittee objectives and identify areas that may require adjustment or new goals. With much of the recent focus centered on budget matters, now that this phase has concluded, it is a good time to consider refreshing subcommittee objectives. Additionally, Commissioner Herrinton raised the question of whether subcommittees should be restructured in response to changes in the Board's composition.

Chair Aikens emphasized the importance of each committee meeting in the forthcoming month to evaluate its relevance and preparedness to present updates at the upcoming October meeting. Commissioner Herrinton also stressed the need for committees to report on their achievements from the past year.

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Commissioner Wong suggested the idea of streamlining committees due to a reduction in the number of participants.

Commissioner Obad, speaking for the Marketing Committee, provided insight into plans for launching a billboard advertisement on the 880 Freeway in January.

Speaking for the Strategic Partnerships Committee, Commissioner Herrinton pointed out that the grantees are the primary strategic partners, and the key focus lies in keeping them engaged and well-supported.

Commissioner Taylor reminded the board of the importance of initiating advocacy efforts with the City Council to secure increased grantee funding ahead of the fiscal year, emphasizing that this should remain the primary focus of the committees.

Commissioner Herrinton underscored the significance of presenting the various functions and importance of the distinct funding categories within the SSB grant recipients and the diverse tasks they are funded to undertake.

Commissioner Jones brought up the concept of intersectionality in marketing the grants to organizations. This involves not only advocating for current grantees but also ensuring that information is readily available for organizations who engaged in valuable work, but lack the knowledge or resources to apply for these funds.

7. Planning for the upcoming year - SSBCAB Calendar

There were three crucial topics to address: the calendar, evaluation services, and the by-laws.

Calendar

Commissioner Taylor presented the most recent calendar updates and emphasized the need for revisions that accurately reflect the Board's relationship with the city council. She pointed out that crafting a compelling narrative, starting the advocacy process, and assigning responsibilities are pivotal tasks, with a specific emphasis on intersectionality. This involves showcasing the work of other organizations to ensure the public is informed about their initiatives. She asked that starting in October, commissioners should begin the process of assigning responsibilities.

As an action item, commissioners were encouraged to recruit and encourage qualified individuals to apply for the advisory board.

Commissioner Wong proposed a potential realignment of the Strategic Partnership committee into the Marketing domain, as publicizing the communication and impact of the grantees' work is essential to build a strong case for increased funding.

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Commissioner Obad discussed aiding community organizations' efforts to provide for community members during the holidays, such as organizing turkey and ham giveaways. In addition, Commissioner Aikens suggested the creation of an advocacy action plan and expressed his intent to attend council meetings to voice his concerns.

Commissioner Wong emphasized the importance of developing a unified advocacy plan, ensuring that everyone contributes as a united front, rather than working as individuals.

Evaluation

The Request for Proposal (RFP) by the Human Services Department in 2019 selected Mathematica, who has previously submitted evaluations for prior rounds of funding for the SSB community grantees. They have also submitted their proposal and scope of work for the latest SSB grant round, spanning from 2022 to 2024. Mathematica addressed the board on this matter last year, and their continued engagement requires reauthorization.

Staff member Michael Akanji presented his recommendation to the Board, advocating for Option 2.1 from the array of available options. He urged Board members to thoroughly study the document before deciding on the adopted Scope of Work. Commissioner Herrinton expressed her confidence in Mathematica, citing the value of their previous report and highlighting that their cost is reasonable. She encouraged further discussions to select the specific tasks to be included.

Commissioner Herrinton made a motion to continue working with Mathematica, seconded by Commissioner Obad, and it received unanimous approval. Following further deliberation, commissioners will decide which optional tasks to incorporate into their Scope of Work. Michael Akanji informed the Board that Mathematica would be invited to the October meeting to discuss their proposal.

By-Laws

Commissioner Taylor introduced amendments to the by-laws, which include a proposed code of conduct. The by-laws must undergo three readings before they can be voted on. The next reading is scheduled for the October meeting, and changes can be made until the third reading.

8. Agenda Items for the Next Board Meeting

City staff member Michael Akanji shared that a representative from Mathematica will be in attendance to elaborate on their proposal.

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Additionally, there will be another reading of the addendum to the by-laws, which includes the code of conduct.

The meeting will also feature subcommittee meetings with subsequent presentations.

9. Adjournment

The meeting was adjourned at 8:01 pm.