

# Sugar-Sweetened Beverage Community Advisory Board

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

## AGENDA

November 13, 2023 ■ 6:30pm-8:30pm

### 1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

### 2. Adoption of Prior Meeting Minutes: October 9, 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 from the City Clerk on Form 700

Informational

### 7. SSB Grantee Presentation: Black Cultural Zone

Informational

### 8. Discussion on grant evaluation and future grantee funding

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. Discussion on by-laws and amendments     | Action |
| 10. Committee Updates                       | Action |
| 11. Agenda Items for the Next Board Meeting |        |
| 12. Adjournment                             |        |

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## MINUTES TO BE APPROVED

### Regular Meeting

October 9, 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 6:35 pm.

Board Members present: Dwayne Aikens, Nile Taylor, Courtney Jones, Marjorie Freedman.

City Staff present: Michael Akanji, Neffertice Williams, Segun Oladeji

Marjorie Freedman, a new member, had the opportunity to address the entire Board and introduce herself. Her introduction was warmly received.

Commissioner Taylor proposed a motion to reschedule the Committee Updates for the next meeting, as a majority of committee representatives were absent during this session. The motion was seconded by Commissioner Dwayne Aikens.

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

#### **2. Adoption of Prior Meeting Minutes: September 11, 2023**

A motion for the adoption of the minutes from the previous meeting held on September 11, 2023 was not made during this session. This matter will be addressed at the next board meeting in November, as there were insufficient Board members present to establish a quorum for the motion.

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## **3. Announcements**

City Staff member Michael Akanji shared that the Request for Proposal (RFP) for the Summer Food Service Program was on the brink of being released and would remain open until the end of December. He encouraged everyone to help spread the word to potential vendors.

In addition, Michael Akanji informed the board that the City had received a donation of \$55,000 in free dining credits from DoorDash. Half of these funds are immediately available, with the other half becoming accessible by January 2024. These free dining credits can be used for the purchase of food or groceries. Three organizations were selected to receive this funding: Good Hope Baptist Church, Mercy Brown Bag Program, and the Center for Independent Living.

City Staff member Neffertice Williams provided updates regarding preparations for next year's Community Health Fair. She also announced that an "Oakland Drinks Water" jingle was in the works, for which the city has engaged the services of a talented Oakland indigenous artist known as Savaugn.

## **4. Open Forum**

Community member Carmen Alvarez commended the Board for their work on drafting a Code of Conduct. However, she raised the important question of whether there would be any consequences or repercussions for Board members who violate the code.

In response, Commissioner Dwayne Aikens stated that the Board had not extensively discussed this matter and emphasized his inability to act as a policing authority over fellow board members.

Commissioner Taylor clarified that formal reports of violations could be made to the Ethics Commission, which would then assess the situation and potentially recommend sanctions.

## **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 revenue status of Measure HH. As per the latest report, the current fiscal year has seen the collection of revenue for two months, averaging around \$600,000 per month. This puts us well within the range of achieving our fiscal goal for the year, with estimated yearly revenue falling between 7 to \$7.5 million.

Michael also announced his intention to invite Revenue Analyst Huey Dang to address the Board and respond to any inquiries related to the budget and revenue.

Commissioner Taylor sought clarification on the revenue figures, to which Michael explained that the \$387,837.28 in revenue was intended for the 2022 fiscal year but was remitted in 2023.

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Commissioner Marjorie Freedman inquired whether Measure HH had a time limit or expiration date. In response, City staff member Michael Akanji clarified that the measure is determined by voters and explained that the funds are encumbered once budgeted, meaning they cannot be used for other purposes.

## 6. **Presentation - Mathematica**

The board received a presentation by Mathematica regarding their proposal to evaluate the SSB-funded grant programs. Mathematica, an Oakland-based organization with a national presence, was represented by Mindy Hu, a senior researcher, along with Cindy Alvarez and Cindy Hu. The presentation delved into the proposed tasks, including a core task similar to previous Mathematica evaluations and two new tasks.

Their intention is to assess the alignment between the SSB grantees' intended activities and the actual programs and services provided, evaluate the achievement of program objectives, and compare the characteristics of priority populations described in the grant RFP with those of program participants. They outlined research questions that would guide their work, which will draw on existing data sources, submitted grantee applications, reports, statements of work, and include qualitative staff interviews to gain insights into program challenges, successes, and opportunities. Their evaluation scope also extends to programs funded separately from community grants, with the outcome being concise, easy-to-understand profiles that summarize common themes across grantees and offer recommendations to enhance services.

Ultimately, Mathematica's work is expected to serve as the groundwork for future evaluations of community grants in 2024 and beyond.

Commissioner Jones emphasized the importance of collecting data that includes program participants, while Commissioner Taylor highlighted the significance of understanding the demographics of the individuals being served. Commissioner Freedman raised a question concerning organizations funded by sources beyond SSB funds, seeking clarity on how to track, trace, or distinguish specific funds to determine their impact on achieving specific objectives.

Staff member Neffertice Williams added that the City receives data in the form of quarterly reports, which could prove valuable for the evaluation process.

Commissioner Taylor announced that the Board would not hold a vote on this issue and would instead distribute the information to absent members to ensure their full participation.

## 7. **Discussion on grants evaluation and future grantee funding.**

Commissioner Taylor provided an update on the current grant cycle, which runs from July 2022 to June 2024, and awards an annual allocation of \$1.5 million for community grant funding. Presently, there are 26 grant recipients out of 46 applicants, none of whom received the full requested amount. With the current cycle nearing its end, it's crucial to determine a plan for the next round

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of funding. The Board holds power in evaluating current grantees and shaping the future funding decisions.

The Board members discussed ideas and strategies for the upcoming round of funding, including surveying current grant recipients to submit new scopes, accomplishments, and funding requirements. There was an emphasis on seeking more community input and conducting impact assessments. The decision to renew funding for existing grantees or have them undergo a new Request for Proposal (RFP) process was also explored. Extending all grants by one year and revisiting the situation in 2025 was another proposed option. It was also noted that some organizations had not had the opportunity to apply initially, and those who did not receive funding are waiting for a new opportunity in 2024.

Commissioner Aikens requested an RFP process that includes mini-grants for smaller entities that may not be able to apply for larger grants.

Commissioner Jones highlighted missed opportunities, emphasizing the need to address barriers to participation for smaller organizations in the RFP process. She also stressed the importance of reviewing the outcomes of current grantees before considering renewals.

Commissioner Freedman proposed allocating funds to appoint a neutral party to provide technical assistance for smaller organizations in completing the RFP.

City Staff member Neffertice Williams urged the Board to be hands-on in selecting reviewers who are knowledgeable and dedicated to the process to ensure the selection of the best applicants. She pointed out that about 80% of the current recipients were also recipients in 2019, and they have been contributing positively to the community. She also emphasized the importance of considering the impact of the COVID-19 pandemic, which prevented some grantees from carrying out in-person programming until recently.

## **8. Discussion on by-laws and amendments**

This meeting marked the official second reading of the by-law amendments. Commissioner Taylor informed the Board that the final reading would occur at the November 13 meeting, followed by a vote. She announced new additions and presented these updates to the Board. It was emphasized that the by-law amendments remain open for corrections until the final reading, and Board members were encouraged to provide any additional input they may have.

## **9. Agenda Items for next Board meeting**

The board will address the outcome of the votes on grant funding continuation and on which options to adopt from the Mathematica proposal. The meeting will feature the final reading and approval vote for the by-laws and Code of Conduct, as well as a review and vote on the minutes from the September meeting. Additionally, a

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grantee from the SSB Community Grants program will present, offering insights into program achievements, and various committees will provide updates on their ongoing work.

## **10. Adjournment**

The meeting was adjourned at 8:39 pm.