

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

December 11, 2023 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: November 13, 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. Q&A with Revenue Analyst Huey Dang

Informational

7. SSB Grantee Presentation: Acta Non Verba

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. Committee Updates | Informational |
| 10. SSB Board Leadership Elections | Action |
| 11. Agenda Items for the Next Board Meeting | Action |
| 12. Adjournment | |

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

November 13, 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.

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

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

2. Adoption of Prior Meeting Minutes: October 9, 2023

The adoption of minutes from the previous meetings held on September 11, 2023, and October 9, 2023, was not brought forward for a motion during this session. Due to insufficient attendance of Board members who had participated in these meetings and were eligible to vote, a quorum could not be established. This matter is scheduled to be addressed at the board meeting in December, where we anticipate the presence of a sufficient number of members for a proper consideration and vote on the adoption of the minutes.

3. Announcements

City staff Michael Akanji informed the board about the upcoming SSB Leadership election, highlighting the vacancies in roles such as the Chair position held by Dwayne Aikens, the Vice-chair position held by Nile Taylor, the second vice chair, financial transparency chair (currently occupied by Lisa Herrington), and Communications chair (currently occupied by Courtney Jones).

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Emphasizing adherence to the bylaws, Michael explained that the 1st vice chair would automatically ascend to the position of chair. Encouraging active participation, he urged all board members to submit their nominations, announcing that the election would be held in the upcoming board meeting. He also discussed the Oakland Summer Food Service Program's search for vendors to support next year's program, encouraging board members to reach out to potential vendors. Finally, he shared that the Mathematica evaluation, previously approved by the SSB advisory board, is scheduled for presentation to the city council on December 12 for their approval. Michael underscored the significance of the board's endorsement in facilitating the evaluation's progression through the city council approval process.

4. Open Forum

Darrel Davis from Rockridge Mobile Health highlighted the importance of spreading the message about oral health, emphasizing the need to engage schools and the broader community in this effort.

Coach Bilal discussed the positive impact of boxing on reducing street crime in Oakland, seeking potential assistance from SSBT in obtaining grants to create more opportunities for youth and divert them from the streets.

Carmen Alvarez, representing the Saba Grocers Initiative, sought assistance from the board in ensuring that the promised funds from the 2021-2023 budget cycle reach Saba Grocers.

Ali Sayd expressed hope that the board would support sponsoring physical training and sports in addition to promoting healthy food. He emphasized the importance of small groups having the flexibility to operate independently without being tied to a larger entity with an EIN number.

In response, City staff member Michael committed to engaging in a conversation whenever readiness permits to discuss the matters raised by members of the community.

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. Based on the latest report, the average revenue collection over the past three months has been around \$597,617.73. This trajectory positions us well to achieve the fiscal year goal for SSBT revenue, with a projected yearly revenue of \$7.2 million. Michael announced that he has extended an invitation to Revenue Analyst Huey Dang to address the board and address any inquiries regarding the budget and revenue during the advisory board meeting in December.

Responding to Commissioner Ali Obad's question about businesses reportedly not complying with the sugar tax, Michael Akanji highlighted confidentiality considerations when releasing specific tax

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details. However, he assured the board that efforts are underway to compile all pertinent information into a comprehensive and transparent file for easier understanding.

6. Presentation from City Clerk (FPPC Form 700 or Statement of Economic Interests)

City Clerk Asha Reed, along with Assistant City Clerks Britney Davis and Krystal Sams, delivered a presentation aimed at raising awareness and ensuring compliance among Board members regarding the timely submission of the Statement of Economic Interests, commonly referred to as Form 700. This public document informs both public officials and the general public about potential financial interests that could give rise to conflicts of interest, encompassing investments, business entities, rental properties, and more.

Stressing the importance of adhering to deadlines, they clarified that Form 700 must be filed within 30 days of assuming office, with an annual statement submission deadline set for April 1st each year (excluding weekends and holidays). In cases of leaving office, the form should be filed within 30 days of resignation or the expiration of terms.

The presenters outlined the filing options, which include electronic submission or in-person filing at the clerk's office on the second floor. They highlighted the consequences of late submissions, noting potential penalties of up to \$10 per day, with a maximum of \$100. Late filings may also be reported to the California Fair Political Practices Commission, leading to potential prosecution. Additionally, failure to file may result in removal from the board, underscoring the critical importance of timely and accurate compliance with Form 700 requirements.

7. Grantee Presentation - Black Cultural Zone.

The presentation was delivered by Stephen Ajani, the Director of Programs for Black Cultural Zone, who emphasized the organization's unapologetic commitment to centering Black culture, arts, and economics. The presentation outlined their multifaceted approach, organized into three main categories: Real Estate, Economic Development, and Community Engagement.

Under Real Estate, Stephen highlighted the development of Liberation Park at Eastmont Mall, featuring a 119-unit building with plans for an integrated market. In terms of Economic Development, the focus was on Akoma Market, supporting food vendors and providing business counseling to entrepreneurs with the goal of fostering growth and multiple selling opportunities.

The Community Engagement aspect was showcased through the Community Messengers Program, which aims to connect with neighbors and distribute resources. Over the past three years, the program has distributed over 100,000 meals and free protective equipment to more than 12,000 households. Each messenger is tasked with getting to know about 40 of their neighbors and serving as a resource for them.

Stephen shared that the Black Cultural Zone hosts approximately 150 events each year, using funds from SSB grants to sponsor initiatives such as the Akoma Market Shop and Skate. This event features a refit fresh tent providing free water, healthy snacks, and free skating opportunities. Additionally, Stephen mentioned Healing Hubs at Liberation Park, occurring every other month,

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offering services such as massage therapy, lessons on healthy lifestyles, stress management, and meditation.

8. Discussion on Grant Evaluation and Future Grantees Funding.

City staff Michael Akanji provided an update on the process for the renewal of grantees. He shared a solicitation letter designed to be sent to the grantees, allowing them to justify their continued funding without undergoing an exhaustive RFP process. Given the recent conclusion of the COVID-19 pandemic and the earnest efforts of some groups just starting their work, the goal is to ensure continuity and leverage the results of the impending Mathematica evaluation. Michael proposed soliciting concise proposals of no more than 10 pages to be submitted by the end of the year, urging Board members to help recruit qualified reviewers for a comprehensive evaluation that serves the community well.

City staff Neffertice William emphasized the importance of qualified reviewers with knowledge of the program. She informed the board about receiving regular biannual reports from the grantees and encouraged the use of these reports, as well as reports from site visits, during the selection process. Neffertice also suggested scheduling visits to the grantees' sites and highlighted that presentations by grantees at board meetings provide insights into the success of their programs.

Commissioner Dwayne Aikens sought clarification on the 10-page limit for the renewal process. Michael responded, explaining the need for flexibility and detailed information on consequential activities undertaken with the grants. Neffertice assured the board of providing a comprehensive list of the renewal process and advised having at least 20 reviewers, including commissioners.

Commissioner Freedman inquired about joining site visits, and Michael responded affirmatively, emphasizing the need to schedule visits with organizations to avoid disruption. Commissioner Wong sought clarity on the reviewers' timeline commitment, and Neffertice explained that reviewers might evaluate 3 or 4 proposals each, emphasizing the importance of knowledgeable and well-informed reviewers.

Commissioner Obad questioned the board's role in fund allocation without an RFP process, and Commissioner Taylor clarified that it was the previous board that voted for some organizations to receive funding without an RFP process.

Commissioner Aikens proposed involving previous board members as reviewers due to their connections with organizations and the community. He also emphasized finding ways for smaller groups without 501(c)(3) status to partner with organizations possessing such status for funding. Additionally, he suggested creating a flyer for social media to attract more reviewers.

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9. Discussion on by-laws and amendments

This meeting marked the official third and final reading of the proposed by-law amendments. Commissioner Taylor briefed the board on the adjustments introduced by Commissioner Wong. Following this, Commissioner Taylor moved the motion for the adoption of the amended by-laws and code of conduct, which received unanimous approval from all board members.

10. Committee Updates

Commissioner Taylor provided an update on the committees, acknowledging the need for adjustments given the changes in membership, plans, and circumstances. She urged members to engage in communication throughout the month, proposing potential new committees for a vote at the upcoming December meeting. Commissioner Taylor specifically suggested the creation of a committee focused on maintaining effective interactions with the city council and developing talking points.

Commissioner Aikens encouraged members to submit ideas for subcommittees, mentioning his plan to create a poll for individuals to select their top three preferences.

Building on this, Commissioner Freedman proposed aligning the committees with the upcoming leadership elections, ensuring that elected leaders have a strategic role in leading corresponding committees.

In agreement, Commissioner Obad recommended consolidating the number of subcommittees, proposing a reduction from five to three, to enhance efficiency and effectiveness.

11. Agenda Items for next Board meeting

The next Board meeting will cover key items, including a Revenue Department update, new committee presentations, a discussion on future grant funding, leadership elections, and a presentation from an SSB grantee.

12. Adjournment

The meeting was adjourned at 8:46 pm.