

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

December 9, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: November 18, 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. Presentation of Bay Area United Soccer Club

Action

7. Call to Action: Advocacy

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

November 18, 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, Dwayne Aikens, 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: October 14, 2024

Due to the absence of a quorum, the board members were unable to vote on adopting the minutes from the October 14, 2024 meeting. This item will be carried forward to the next meeting when a quorum is present.

3. Announcements

City staff member Michael Akanji reminded the board about the Mathematica evaluation of the SSB grantees, emphasizing the importance of board members providing their feedback and input to ensure the evaluation's success and impact.

4. Open Forum

Daniel Ettlinger, a board member of the Bay Area United soccer organization, participated in the meeting. He informed the board about a recent RFP submitted to lease a field near the Coliseum. Daniel sought the SSB board's support, highlighting how Bay Area United aligns with the board's mandate by promoting youth health and engagement. He expressed a strong desire to collaborate with the board in any capacity moving forward.

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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. Only three months of revenue have been reflected for the current fiscal year, with the following amounts for each month: July 2024 was \$941,473.99, August 2024 was \$514,338.38, and September 2024 was \$216,571.61, bringing the three-month total to \$1,672,383.98.

The average monthly revenue for these three months is \$557,461.33. Based on this average, the projected revenue for the entire fiscal year (12 months) would be approximately \$6,689,535.96.

As usual, these numbers do not reflect the final fee adjustments and should increase as the year progresses and additional income is received.

6. Discussion of Mathematica Evaluation report

Olivia Gronseth and Mandy Hu from Mathematica presented their evaluation of the SSB grantees. They described their methods, which involved reviewing background materials such as grant applications and progress reports, and conducting interviews with 30 grantees and non-grantee agencies. This helped them understand each grantee's program activities, successes, and challenges. They also worked with grantees to ensure that participant data was accurate.

Grantees were categorized based on their actual work, which sometimes differed from their initial application descriptions. Many grantees stated that SSB funds allowed them to start, expand, or strengthen their programs, and participants generally responded positively. Key success factors included dedicated, knowledgeable staff and specialized spaces for program activities.

When asked about the programs' impact on reducing SSB consumption, participants expressed varying views. However, many believed that the programs promoted healthier lifestyles, with youth-focused programs being particularly effective. Some parents reported changes in children's habits, such as choosing water over sugary drinks.

The evaluation also included a work plan to help the City and the Community Advisory Board assess grantees' performance, improve reporting processes, and standardize data collection methods to ensure more consistent and accurate reporting across all grantees.

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7. Agenda Items for the Board Meeting

Commissioner Aikens requested that Bay Area United provide more details on their proposal for the field. He also asked for a review of the by-laws.

Additionally, Board members suggested inviting someone from City Administration or the City Administrator's office to provide clarity on the ongoing fiscal situation and its impact on continued support for the grantees, helping them better address public inquiries.

8. New and Unfinished Business

There were no unfinished items.

9. Adjournment

The meeting was adjourned at 7:50 pm.