

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

February 10, 2025 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: January 13, 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. Advocacy Plan and next steps

Action

7. Agenda Items for the Next Board Meeting

Action

8. Unfinished business/items

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. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

January 13, 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, Ali Obad, Lesley Latham

City Staff present: Michael Akanji

The agenda was reviewed and adopted with all members in favor.

2. Adoption of Prior Meeting Minutes: December 9, 2024

Commissioner Latham pointed out that her vote to approve the minutes at the last meeting was recorded incorrectly and requested a change for the record. No other corrections were noted for the December 9, 2024, meeting minutes. Commissioner Latham motioned to approve the minutes as amended, and Commissioner Obad seconded. The motion carried unanimously.

3. Announcements

City staff member Michael Akanji provided an update on the ongoing discussions regarding the future of the Sugar Sweetened Beverage (SSB) Community Grants Program. The City Council recently decided to delay a final decision while exploring potential solutions to preserve aspects of the program. Michael encouraged the Board to continue its advocacy efforts to ensure the program's future.

4. Open Forum

There were no public comments or participants in the open forum.

5. Follow up from City Council meeting

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Commissioner Latham expressed appreciation for the strong turnout at the City Council meeting and highlighted the ease of online participation. Commissioner Obad attended the meeting and voiced concerns about the program, stressing that SSB-funded programs should remain intact. He has engaged with Council members, including Interim Mayor Jenkins and the newly sworn-in officials, to advocate for program preservation.

Chair Taylor acknowledged the strong attendance at the meeting but also pointed out the ongoing risk of cancellation for many city programs. Commissioner Aikens praised the Board's collective effort in drafting a support letter, emphasizing the importance of amplifying community voices. He also stressed the need for better public education on local government processes to empower residents to advocate effectively.

6. Advocacy Plan

With City Council meetings approaching, Chair Taylor urged everyone to keep attending and lobbying, and to keep sharing updates on social media. Commissioner Aikens suggested the advocacy plan should focus on sharing personal stories from the community, such as how kids how children have reduced soda consumption due to SSB-funded programs. Commissioner Obad emphasized that the City Council should not spend the SSB tax funds without public consultation, and that it's the Board's responsibility to remind them that these funds are meant to support community health and wellness. He stressed that without active advocacy, the Council may not consider the broader implications of these funds.

City staff member Michael Akanji encouraged the Board to use facts, figures, and data when engaging with stakeholders. City staff has detailed information about the programs, including participant data, photos, videos, and spreadsheets that can serve as supporting evidence to bolster the Board's advocacy efforts.

Chair Taylor suggested organizing individual or group meetings with Council members to strengthen the message. She and Commissioner Obad agreed to work together on securing these face-to-face meetings, drawing Commissioner Obad's success at arranging such opportunities. Chair Taylor also proposed leveraging the Oakland Drinks Water social media account to amplify the advocacy message. The Board will continue encouraging community members to attend City Council meetings, with Commissioner Aikens leading this initiative.

Commissioner Latham will collaborate with Michael Akanji to identify impactful stories from the funded programs that can be shared with the public, deepening the community's connection to the advocacy efforts.

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

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Michael Akanji provided an update on the current status of Measure HH revenue. For the first five months of the 2024-25 fiscal year, the revenue has totaled \$2,437,878.74, with an average of \$609,469 per month. If the partial month is excluded, the monthly average is \$592,338, projecting an estimated total of approximately \$7.1 million for the year.

8. Agenda Items for the Board Meeting

Commissioner Obad suggested inviting past grantee organizations to a future meeting, not just when they require funding, but also to discuss strategies for saving and effectively utilizing the funds. Chair Taylor recommended following up on the Board's past actions and discussing next steps.

9. New and Unfinished Business

There were no unfinished items.

10. Adjournment

The meeting was adjourned at 7:24 pm.