

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

March 11, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: February 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. Grantee Presentation – Health Initiatives for Youth

Informational

7. Grantee Presentation – Kids Cooking for Life

Informational

8. Staff Presentation on 2024/25 Community Grants

Informational

9. Annual Report to Council

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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10. Retreat Planning and Discussion

Action

11. Agenda Items for the Next Board Meeting

12. Unfinished business/items

13. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

February 12, 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: Dwayne Aikens, Nile Taylor, Ali Obad, Marjorie Freedman, Lisa Herrinton, Courtney Jones, Lesley Latham

City Staff present: Michael Akanji, Neffertice Williams

Commissioner Taylor proposed a change to the meeting agenda, suggesting that after agenda items for the next meeting, new and unfinished business be added. Commissioner Herrinton motioned to adopt the meeting agenda with edits, which was seconded by Commissioner Aikens. The motion passed unanimously.

2. Adoption of Prior Meeting Minutes: January 8, 2024

Commissioner Latham motioned to approve the minutes. Commissioner Obad seconded the motion, and it passed unanimously, with an abstention from Commissioner Jones.

3. Announcements

City Staff Michael Akanji informed the commissioners of the upcoming presentation scheduled for February 27th before the city council's Life Enrichment Committee to secure authorization for the implementation of the summer food service program. Additionally, he announced that the SSB Board retreat has been confirmed for April 27th at the Oakland Lacrosse facility.

City Staff Neffertice Williams played the "Oakland Drinks Water" jingle by rapper Savaugn to the Board members. Savaugn plans to perform the entire song at the Health Fair scheduled for June.

4. Open Forum

Ayisa, co-owner of Jalisco Market located on 98th Avenue & Edes, discussed the success and effectiveness of the SABA Grocers' Fresh 5X program. He highlighted his store's participation as one of the pilot programs and expressed appreciation for the partnership with SABA.

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Yonus Davis, organizer of one of the SSB-funded athletics programs, extended his thanks to the Board for their ongoing support. He shared news of new partnerships, including dental screenings with Asian Health Services and boxing sessions at an Oakland gym. He also mentioned initiating discussions with LiftUs, an organization focused on weightlifting for children.

Jamal, owner of Nawa Market situated on 55th and Foothill, clarified recent concerns regarding his store featured in a newsletter. He explained that SABA had assisted them in acquiring a refrigerator to expand their produce offerings, emphasizing the positive impact of this support.

Carmen from SABA Grocers addressed a recent letter sent by an SSB Board member to a City Council member. She reiterated the commitment of SABA Grocers to collaborate with the Board and reaffirmed their dedication to working towards shared goals, including the continued success of the Fresh 5X program.

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

City staff Michael Akanji provided an update on the current status of Measure HH revenue. As of December 2023, the City has successfully collected revenue for up to six months, amounting to approximately \$3.946 million. This translates to an average monthly revenue of \$657,740. If this trend continues, projections for the SSBT should be met.

Commissioner Obad reiterated his interest in meeting with a representative from the Revenue Department to gain further insights into the campaign aimed at increasing tax payments from Oakland businesses. Michael assured him that such a meeting would be arranged once the ongoing letter-writing campaign is concluded.

6. Grantee Presentation – Roots Community Health Center

A representative from Roots Community Health Center, Danny, the program coordinator, presented on their SSBT-funded programs. Founded in Oakland, California, Roots Community Health Center's mission is to uplift those impacted by systemic inequities and poverty. They achieve this through various initiatives including medical and behavioral health care, health navigation, workforce enterprises, housing, outreach, and advocacy.

One of Roots' programs, named Food Matters, focuses on educating the community and raising awareness about the health impacts of consuming Sugar-Sweetened Beverages (SSBs). Specifically, their SSB program aims to provide access to health education and fresh produce to local neighborhoods in Deep East Oakland. They operate pop-up markets every 2nd and 4th Friday from 2pm to 4pm at 105th & Edes Ave.

Roots' SSB team creates "Spa Waters," fresh fruit-flavored beverages, promoting healthier lifestyles and reducing the risk of chronic diseases. Their pop-up markets offer fresh produce and some dairy options, responding to community requests for items such as carrots, green onions, garlic, bananas, and various other nutritious vegetables.

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Roots addresses challenges including nutrition stability, education and awareness, infrastructure development, and policy advocacy. About 90% of their recipients live in the 94603 zip code, which is disproportionately affected by SSB consumption, with Latino and African American communities being the primary recipients.

Successes of the program include increased food access, healthier eating habits, community engagement, and reducing food waste. However, challenges such as resource constraints, quality control, equity and access, and addressing root causes persist.

Roots has established partnerships with local organizations such as Healthy Black Families and the Black Cultural Zone to further their impact. Commissioner Aikens expressed appreciation for the demographics served and the emphasis on food quality. Commissioner Herrinton sought and received clarification on the sources of food, which are approximately half from Mandela Partners and half from the Alameda County Food Bank.

7. Discussion on Grantee Funding and Policy Implementation

Commissioner Taylor addressed two issues from the previous meeting. Firstly, the RFP process itself was to be discussed and fleshed out at the upcoming retreat in April, covering process updates and changes. Secondly, the upcoming grant cycle, scheduled to end in June 2024, required attention. In order for new grantees to be chosen via an RFP process, it needed to have been released already to allow for all necessary steps to take place before June. Therefore, establishing a timeline for grant funding for the upcoming cycle was crucial.

Michael clarified the timeline involved in the RFP process, from release to city council approval, contract execution, and funds disbursement. City staff anticipated receiving renewal proposals from existing grantees shortly. Hence, it was important to determine by the end of March which groups would be funded for the coming year and how much of the available funding should be allocated.

The Board agreed that opening the RFP in 2025 would be realistic. Commissioner Taylor highlighted that grantees had been ranked in tiers based on city staff's endorsement and recommendation, inviting other Board members to share their thoughts on these tier rankings. Commissioner Herrinton suggested exploring a mechanism to fund organizations that haven't been funded before, possibly through a competitive process less comprehensive than an RFP. She emphasized the need to determine the decision-making process for the future.

Commissioner Freedman emphasized the importance of incorporating the Mathematica evaluation results before committing to a two-year cycle. Commissioner Obad inquired about the possibility of joint or collaborative proposals from current grantees.

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Overall, Commissioners generally agreed on a one-year extension, with further discussion planned for the next meeting.

8. Committee Reports

Under the leadership of Commissioner Aikens, the Community Engagement team announced plans to set a calendar date to commence preparations for the community health fair.

The Advocacy team, under Commissioner Taylor, has been actively gathering information about the RFP process and grant recipients, ensuring equity in understanding the timeline. Additionally, they are developing talking points for conversations with city council members. Commissioner Taylor emphasized the importance of having a team member present at every Life Enrichment committee or city council meeting to advocate effectively.

9. Retreat Planning and Discussion

Commissioner Taylor initiated planning for the upcoming retreat by confirming the date and location. She encouraged Board members to engage in an email discussion to determine agenda items for the retreat, which would subsequently be submitted to city staff. Additionally, they deliberated on the duration of the retreat, agreeing on the number of hours it would last. Board members committed to sharing their input by the end of the month to facilitate planning and preparation.

10. Agenda Items for the Board Meeting

Commissioner Herrinton inquired about the status of the informational annual report intended for submission to the Council and requested if a draft could be provided for review.

Commissioner Aikens sought updates regarding the health fair and expressed interest in viewing the video recorded at last year's health fair.

11. New and Unfinished Business

There was no new or unfinished business brought up.

12. Adjournment

The meeting was adjourned at 8:36 pm.