

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

April 8, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: March 11, 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. Follow up from meeting with Finance Department

Informational

7. Grantee Presentation – Youth Employment Partnership

Informational

8. Grantee Presentation – Lifelong Medical Care

Informational

9. Discussion on 2024/25 Community Grants

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. Annual Report to Council

Action

11. Retreat Planning and Discussion

Action

12. Agenda Items for the Next Board Meeting

Action

13. Unfinished business/items

14. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

March 11, 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, Michelle Wong, Ali Obad, Marjorie Freedman, Lisa Herrinton, Courtney Jones, Lesley Latham

City Staff present: Michael Akanji, Neffertice Williams

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

2. Adoption of Prior Meeting Minutes: February 12, 2024

Commissioner Herrinton motioned to approve the minutes from the previous meeting.

Commissioner Aikens seconded the motion, and it passed unanimously, with Commissioner Wong abstaining.

3. Announcements

City Staff member Michael Akanji informed the board about the upcoming Community Health Fair scheduled for June 1, 2024, and also mentioned that Black Cultural Zone, an SSB grantee, would be hosting events at Liberation Park, including a community skate starting on March 17.

Board members also discussed a recent meeting they had with the Sugar Freedom Project and City Staff regarding communications and funding for Measure HH. Commissioner Freedman emphasized the importance of ensuring public awareness and understanding of all uses of Measure HH funds. Commissioner Herrinton expressed a desire for better comprehension of fund utilization, while Commissioner Jones highlighted the significance of data gathering in this context.

4. Open Forum

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There was no open forum participation

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. He reported that as of January 2024, the City has successfully collected revenue for up to seven months, totaling \$4,146,201.82. This equates to an average monthly revenue of \$592,314.55. He expressed confidence that if this revenue trend continues, projections for the SSBT should be met.

He also referenced an upcoming meeting between Board members and the Finance department to further discuss revenue collection related to Measure HH, and reminded board members of the rules surrounding quorum to ensure transparency and adherence to procedural guidelines.

6. Grantee Presentation – Health Initiatives for Youth

Executive Director of HIFY, Cindy Rios, reported on their programs funded by the SSBT. HIFY, founded in 1992 in San Francisco, initially focused on addressing youth vulnerabilities during the HIV/AIDS epidemic and has since expanded its scope to tackle broader youth behavioral health issues in Oakland and San Francisco. Cindy highlighted the challenges faced by low-income communities of color, including higher rates of obesity and diabetes-related hospitalizations due to limited access to healthy foods.

HIFY's program, FOOD! in Context, addresses these challenges by empowering youth with knowledge and skills related to food, nutrition, and overall well-being. The program emphasizes food and body positivity while educating youth about nutritional needs, food content, kitchen safety, and budgeting for meals. Through 12 innovative sessions, students explore various aspects of food in their lives, supported by hands-on experiences like budgeting exercises with Safeway gift cards, cooking nutritious meals, and receiving cooking essential kits.

The program has been implemented at several schools including Rudsdale Continuation School, Oakland Technical High School, Fremont High School, Life Academy, and Street Academy Alternative, primarily serving Latino and African American populations. Participants have reported feeling more confident in making informed food and beverage choices, and the program is on track to meet its goals in reaching the projected number of youth. However, challenges such as scheduling conflicts with work or extracurricular activities have been noted, impacting some students' ability to attend the full 12-session series.

7. Grantee Presentation – Kids Cooking for Life

Lara Rajninger from Kids Cooking for Life (KCL) presented an overview of their SSB-funded programs, emphasizing their mission to combat childhood obesity through cooking education. KCL's hands-on cooking classes have actively promoted nutrition education, behavior changes,

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and healthier lifestyles among youth for the past 15 years. The communities they serve are predominantly immigrant communities, with approximately 85-90% of students coming from families below 30% of the Area Median Income.

KCL's mission actively aligns with Oakland SSB's goal of improving healthy lifestyle choices and reducing chronic conditions such as obesity, diabetes, and tooth decay. The classes are tailored for students from low socio-economic backgrounds and provide fresh ingredients, essential tools, and equipment for each session. KCL's flexible approach allows them to teach in any setting with a sink, ensuring accessibility.

Lara shared some success stories from KCL, showing how students both gained culinary skills and developed a deeper appreciation for healthy foods and mindfulness in eating. Programs were actively delivered to approximately 336 students, with an indirect outreach impact estimated to reach 1,200 to 2,000 individuals, including families and communities.

KCL actively engages students from grades 4 to 8, focusing on fine motor skills, nutritional education, and mental well-being. The program offerings include traditional cooking classes, teacher training, and virtual sessions.

They are excited about the opportunity to continue actively making a real difference in the lives of the youth in Oakland by promoting active participation in healthy eating habits and culinary education.

8. Staff Presentation on 2024/25 Community Grants

City Staff Michael Akanji presented information to the board regarding the 2024/25 Community Grants.

He shared that out of 26 grantees, 20 had submitted proposals for renewal, highlighting the remarkable work they had done. City staff had extensively evaluated grantee performance since July 2022, and renewal proposals were assessed by staff, with tiered rankings sent to the commissioners for feedback.

The staff proposed funding at a level to sustain current programming while exploring opportunities for resource sharing and cost-saving measures. Additionally, due to some grantees not submitting applications, surplus funding was available. Options discussed included allocating the surplus to next year's RFP or distributing it among deserving grantees to enhance impactful programming.

Michael also introduced the "Adopt a Grantee Program," where each commissioner would be paired with a grantee based on their interest or professional background. The goal of this program would be to facilitate a deeper understanding and connection between commissioners and

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grantees, enabling tailored support and feedback to maximize impact and foster continued collaboration.

The commissioners were generally supportive of the Adopt a Grantee program. They also emphasized that any additional funds remaining from community grants should be spent in the 2024/25 term rather than being rolled over to the 2025 RFP.

9. Annual Report to Council

Michael Akanji reminded the Board about the requirement in the SSB charter for an annual information report to be presented to the City Council. This report is meant to summarize the accomplishments and activities related to SSB initiatives over the past year. While Michael had prepared last year's report, he suggested that the Board take the lead in spearheading this year's report.

He proposed forming an ad hoc committee within the Board to oversee the creation of the report. The role of City Staff would be limited to scheduling the report for presentation to the council. However, he stressed that the leadership and content creation for the report should come from the Board members themselves.

The Board agreed that the report should be presented before June, necessitating scheduling by April. Commissioners Taylor, Aiken, Latham, and Herrinton volunteered to be part of the ad hoc committee.

10. Retreat Planning and Discussion

Commissioner Taylor outlined the agenda for the upcoming retreat scheduled for April 27. She mentioned that the Request for Proposals (RFP) is already on the agenda. She suggested focusing on several key points during the retreat.

Firstly, she proposed discussing the funding allocation and ensuring clarity on where all the money has been allocated. This includes understanding if the funds were directed towards purposes related to the SSB tax and creating distinct "buckets" to categorize expenditures.

She also highlighted the need to define the Board's ask for the City Council regarding budget and allocation. This involves ironing out details and specifying the information and data required to support their requests. She suggested discussing what type of data or research, including anecdotal data, could be used to bolster their proposals.

She also mentioned the importance of fleshing out the timeline during the retreat. This includes understanding the SSB timeline alongside the parallel timeline related to when the city budget is passed. Having a clear timeline will help in planning and aligning strategies effectively.

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Commissioner Herrinton also emphasized the need to specify the exact data required as the retreat approaches in order to ensure that the Board has all the necessary information and resources at hand.

Commissioner Freedman added to the discussion by suggesting exploring other impacts that could benefit the community, such as promoting healthy options at checkout lines.

11. Agenda Items for the Board Meeting

Commissioner Freedman proposed including a follow-up discussion from the recent meeting with the Finance Department regarding revenue collection. This would allow the Board to review and discuss any updates, progress, or actions related to revenue collection discussed during the meeting with the Finance Department.

12. New and Unfinished Business

There was no new or unfinished business brought up.

13. Adjournment

The meeting was adjourned at 8:29 pm.