

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

June 10, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: May 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. Goals and Agenda for upcoming year/Annual Report to Council

Action

7. Agenda Items for the Next Board Meeting

Action

8. Unfinished business/items

Action

9. Adjournment

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.

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

May 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, Marjorie Freedman, Lisa Herrinton, Ali Obad, Dwayne Aikens, Lesley Latham

City Staff present: Michael Akanji, Neffertice Williams

Commissioner Freedman then motioned to adopt the meeting agenda as presented.

Commissioner Herrinton seconded the motion, and it passed unanimously.

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

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

Commissioner Aikens seconded the motion. The motion passed with Commissioner Obad abstaining, as he was not present at the last meeting.

3. Announcements

City staff member Michael Akanji announced that the annual presentation to the City Council, which was scheduled for May 28, has been postponed to a later date.

4. Open Forum

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. As of March 2024, the City has collected \$5,123,583.49 in Measure HH revenue over nine months, equating to an average monthly revenue of \$569,287.05. Extrapolating this average over

Sugar-Sweetened Beverage Community Advisory Board

the full year, the projected annual Measure HH revenue would be \$6,831,444.65, which is lower than the typical projected average.

The revenue for March is just over \$250,000, significantly lower than the average and about 26% of the highest-grossing month. This lower figure for March does not seem necessarily anomalous and might simply indicate that additional revenues will trickle in later. It is expected that the numbers for March will increase over the course of the rest of the year.

6. Follow up from meeting with Finance Department

Commissioner Obad updated the board on the meeting he had with Huey Dang from the Finance Department about the SSB tax collection. Commissioners Taylor and Herrinton were also present at the meeting. Huey Dang was receptive and open to questions, ensuring that companies are paying the tax and that follow-up efforts to collect taxes are ongoing.

Commissioner Freedman inquired about the proprietary nature of the information, especially concerning taxpayer details. Commissioner Herrinton confirmed that she felt confident the answers provided were adequate and that the city is actively working to maximize tax revenue.

7. Presentation from the Sugar Freedom Project

Molly DeVinney of the Sugar Freedom Project, an SSB grantee, presented findings from their Community-Based Participatory Action Research, with several of their community research leaders in attendance. From September 2022 to May 2023, they facilitated a project in East Oakland to identify public investment priorities for health and wellness using the SSB tax as a foundation. The project trained residents of East Oakland, all with loved ones experiencing diabetes, to develop their own research tools, protocols, and analyses.

Key goals of the project included training community members as researchers, learning about residents' awareness and perceptions of the SSB Tax, and gathering their ideas for how the tax revenues should be invested to promote health and wellness. The project also aimed to engage participants in civic activities and use a leadership development model to keep them involved.

The research focused on neighborhoods heavily targeted by soda corporations' marketing and those with the highest diabetes rates, which are predominantly low-income communities of color. Key findings showed that only 33% of participants were aware of the SSB Tax, and of those, only 25% approved of it, contingent on the effective use of revenues. Participants emphasized the need for consistent investment in healthy food access, health education, community spaces, economic support, and public safety.

Sugar-Sweetened Beverage Community Advisory Board

Molly recommended that the Board develop a short survey for collecting community input on revenue use each year to inform their official allocation recommendations to the City Council. They also suggested holding CAB meetings in city sites within priority neighborhoods and conducting more community engagement activities.

8. Retreat follow-up discussion

Commissioner Taylor recapped the annual CAB retreat held a few weeks earlier. The retreat focused on identifying top goals for the year and showcasing accomplishments to the public. Key points included increasing "boots on the ground" efforts, such as site visits and events, improving communication and information sharing, and enhancing visibility to ensure the public and City Council are aware of the CAB's work. Suggestions included using billboards and understanding the uses of the tax money more thoroughly. A fun "Chopped" cooking competition was organized by Neffertice Williams during the retreat.

Commissioner Freedman emphasized the need for stronger recommendations to the City Council and clarity in the CAB's requests. Commissioner Herrinton inquired about turning these discussion items into actionable next steps. Commissioner Taylor proposed eliminating random one-off subcommittees in favor of groups working on specific action items. Commissioner Herrinton highlighted the importance of shared documents for collaboration without violating the Brown Act.

9. Annual Report to Council

Michael Akanji reminded the Board that the SSB charter requires an annual information report to be presented to the City Council. Commissioner Herrinton updated the Board on the latest revisions to the document, noting that all members need to add three comments each. Although the report is close to completion, it still needs some work. Commissioner Taylor mentioned the need to ensure all the financial budget numbers are accurate and consistent.

10. Community Health Fair Updates

Staff member Neffertice provided updates on the health fair scheduled for June 1 at Lake Merritt. Approximately 25 community-based organizations are expected to participate. Neffertice requested commissioners to support and help obtain contributions from any community-based organizations aligning with the policy areas. She encouraged commissioners and audience members to sign up as volunteers.

Sugar-Sweetened Beverage Community Advisory Board

11. Agenda Items for the Board Meeting

Commissioner Taylor requested outlining our top three goals moving forward as well as finalizing the annual report to Council.

12. New and Unfinished Business

Commissioner Obad requested scheduling a further follow-up meeting with Huey Dang, and for commissioners to submit their questions for him.

13. Adjournment

The meeting was adjourned at 8:26 pm.