

Sugar-Sweetened Beverage Community Advisory Board

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

AGENDA

August 12, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: June 10, 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. Call to Action: Advocacy

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

June 10, 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, Ali Obad

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: May 13, 2024

Due to the absence of a quorum, the board members were unable to vote on adopting the minutes from the May 13, 2024 meeting.

3. Announcements

City staff member Michael Akanji announced that the Life Enrichment Committee would be listening to the informational report from the board and voting on SSB grant renewal proposals. He urged board members, grantees, and community members to attend.

4. Open Forum

Mohammed Nasri, secretary of Bay Area United Academy, a local Oakland-based non-profit soccer organization, expressed interest in potentially benefiting from the SSB tax. The organization has over 350 participants. Several other members of the organization were in attendance..

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. Although the latest figures are through April 2024, only about \$60,000 of April revenue is

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currently accounted for, making it a nine-month revenue figure of \$5,413,324.92, equating to a monthly average revenue of \$601,480.55. Extrapolating this average over the full year, the projected annual Measure HH revenue would be \$7,217,776.56, which is in line with the typical projected average.

6. Goals and Agenda for upcoming year/Annual Report to Council

Chair Taylor confirmed that the report had been completed and submitted for review and highlighted the efforts of Commissioner Herrinton in ensuring its completion. The main goals and focus points for the upcoming year were reiterated:

- Increase the visibility of the tax, emphasizing an annual report to the public on the state of the tax, including grant recipients, CBOs, internal agencies, and the impact of their work. Ensure the report is clear and includes hyperlinks to mentioned organizations.
- Engage with the community through a "boots on the ground" approach, working alongside CBOs and grant recipients to understand their impact.
- Implement a "follow the money" initiative by distributing a questionnaire to recipients to gather information about their programs, including implemented actions and demographics.

Taylor also pointed out the need for board members to develop relationships with the city council to enhance their understanding of the work being done around the tax. Commissioner Freedman inquired about the previous directive for each board member to adopt a grantee, which Michael Akanji clarified.

7. Agenda Items for the Board Meeting

Chair Taylor requested an opportunity to speak with the Budget Director for a better understanding of the budget. Chair Obad sought clarification on the reduction of the SSB grants program in the proposed city budget. Michael Akanji noted the need to hold elections to replace outgoing board officials, especially the Vice Chair, due to outgoing members. Chair Taylor also asked for agenda items to discuss progress on the goals for the upcoming year and a follow-up on the presentation to the Life Enrichment Committee.

8. New and Unfinished Business

There were no unfinished items.

9. Adjournment

The meeting was adjourned at 7:01 pm.