

# Sugar-Sweetened Beverage Community Advisory Board

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

## AGENDA

September 11, 2023 ■ 6:30pm-8:30pm

### 1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

### 2. Adoption of Prior Meeting Minutes: July 10, 2023

Action

### 3. Announcements

Informational

### 4. Open Forum

Action

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

Informational

### 6. Discussion of City Council's Adopted Measure HH budget

Action

### 7. Committee Updates

Action

### 8. Planning for the upcoming year - SSBCAB Calendar

Action

#### Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

*In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.*

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9. Agenda Items for the Next Board Meeting

Action

10. Adjournment

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

July 10, 2023 ■ 6:30pm-8:30pm

#### **1. Welcome and Call to Order**

- Roll Call, Introductions
- Agenda Review and Adoption

The meeting was called to order at 6:39 pm.

Board Members present: Dwayne Aikens, Nile Taylor, Ali Obad, Lisa Herrinton, Courtney Jones, Michelle Wong.

City Staff present: Michael Akanji, Segun Oladeji

Commissioner Herrinton moved to adopt the meeting agenda as presented. It was seconded by Commissioner Jones. The motion passed unanimously.

#### **2. Adoption of Prior Meeting Minutes: June 10, 2023**

Commissioner Taylor made a correction to the minutes. It should say June was declared as Oakland Drink Water month, as opposed to Oakland being declared Oakland Drinks Water month. Commissioner Taylor moved to adopt the meeting minutes with the specified amendment. It was seconded by Commissioner Herrinton. The motion passed with no objections. Commissioners Jones and Wong abstained.

#### **3. Announcements**

Staff member Michael Akanji invited the Board members to the Commissioner Appreciation Mixer taking place on July 31 to honor all the city's board and commission members. He also announced that all six members present had been reappointed to the SSB Advisory Board for another three-year term, to be approved by Council at their July 18 meeting. He also encouraged members to

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recommend any qualified members of the Oakland community to apply to join the Board. He also announced that there would be no August meeting due to a recess.

## **4. Open Forum**

There were no comments from members of the public.

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

City staff member Michael Akanji presented an update on the current revenue status of Measure HH. According to the latest report, 11 months' worth of revenue has been collected for the 2022/23 fiscal year, with an average monthly amount \$606,640.33, equating to an annual projection of \$7,279,683.96. With some additional 2023 revenue coming in at the beginning for the next fiscal year, we are firmly on course to achieve our fiscal goal for the year, set between 7.5 and 7.8 million dollars.

## **6. Presentation from Mercy Brown Bag Program**

Janice Roberts, Director of the Mercy Brown Bag Program, presented an overview of their program, shedding light on the remarkable work undertaken by their organization. Established over four decades ago in the Fruitvale district, their focus is on aiding older adults with limited resources who face food insecurity throughout Alameda County. Their team of 8 to 9 individuals supports nearly 9,000 seniors across a network of 69 different locations. The roots of Mercy Brown Bag Program trace back to 1982, when a group of residents at the Mercy retirement Center began collecting food and groceries from local merchants, and their cause survives till this day.

Mercy received \$67,500 from SSB funding for each of the two program years. This funding is crucial in sustaining their vital services, especially in light of the projected growth of Oakland's senior population, estimated to encompass about 30% of the city by 2030. Alarming, seniors happen to be the fastest growing segment of homelessness both in the United States and California.

Mercy Brown Bag employs three distribution methods:

Bulk deliveries – Dispatching provisions to 70 locations across Alameda County, including low cost senior housing and senior centers, with a large portion concentrated within Oakland.

Mobile Food Pantry – Bringing fresh and nutritious food and vegetables to seniors, often setting up at farmers markets. This empowers seniors with a sense of dignity and agency.

Grocery Store at Mercy retirement Center – Approximately 2,500 seniors receive monthly groceries through this on-site grocery store.

Commissioner Aikens expressed interest in volunteer opportunities for board members, while Commissioner Taylor inquired about support for unhoused seniors. Janice clarified that the

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program operates under federal regulations that do not require income verification or means testing. She also highlighted collaborative efforts with organizations like Meals on Wheels and the Alameda County Food Bank.

Crucially, the funds received from Sugar-Sweetened Beverage (SSB) funding play a pivotal role in securing costly food items that are often unavailable at traditional food banks, with an emphasis on protein, a vital dietary component for seniors. They also strive to be culturally sensitive in tailoring diets to meet the diverse needs of their recipients. More than 90% of their beneficiaries are people of color. In June alone, the program served 3,271 adults in Oakland, distributing a staggering 5,487 bags of groceries, each weighing over 20 pounds. At a conservative estimated cost of \$10 per bag, this translates to an impressive distribution value of approximately \$55,000 in just one month.

Mercy Brown Bag's dedication to alleviating hunger among seniors and its ability to adapt to evolving circumstances are testaments to its invaluable contribution to our community.

## **7. Discussion of City Council's Adopted Measure HH budget**

Michael presented the recently ratified budget by the City Council for the fiscal years 2023 to 2025. The budget unveiled noteworthy changes, particularly in administrative and staffing arrangements. These changes involved the transfer of certain SSBT-related positions from the Human Services Department to the City Administrators Office.

Furthermore, the presentation highlighted the continuation of the \$1.5 million annual allocation to the Community Grants program. Additionally, SABA grocers received a direct annual allocation of \$500,000, a decision that sparked a spirited discussion among board members.

Several Board members expressed their discontent with this allocation, voicing concerns that it appeared to deviate from the recommendations previously put forth by the Board. This led to an exchange between Chair Aikens and a representative from SABA Grocers who was present in the audience. At this point, Commissioner Aikens chose to leave the meeting.

In light of this spirited section, Commissioners Taylor and Jones urged their fellow board members to take the time to thoroughly study the budget, with the discussion to be continued at the September meeting.

## **8. Committee Updates**

Speaking for the Strategic Partnerships committee, Commissioner Herrinton reported on the committee's initiatives. They are planning to release a news article or press release highlighting the positive outcomes resulting from community grants. Additionally, they are exploring opportunities for meaningful communication with the City Council to garner increased community support.

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For the Marketing committee, Commissioner Obad shared updates about efforts to collaborate with billboard companies to display "Oakland Drinks Water" marketing campaigns across the city. This will involve a placement of 10 billboards strategically located throughout Oakland.

## **9. Agenda Items for the Next Board Meeting**

Commissioner Taylor recommended allocating time to review subcommittee objectives and establish goals for the upcoming year. Additionally, there was a suggestion to continue exploring strategies for managing the board's relationship with the City Council. It was also proposed to develop concrete plans for meeting with individual City Council members. Commissioner Jones requested further discussion concerning funding for SABA Grocers.

## **10. Adjournment**

The meeting was adjourned at 8:04 pm.