

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Special Meeting (Retreat)

January 11, 2020 ■ 5pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- A special moment of silence and reflection on behalf of Sharon Robinson
- Agenda Review and Adoption

The Special Meeting was called to order at 5:14pm.

Board Members present: Pamela Alston, Justin Watkins, Raphael Breines, Julia Liou, Laurie Lawson, Dwayne Aikens, Michelle Wong, Ali Obad

During the introductions, Ali Obad gave some background on himself as the newest member. He is a West Oakland native, went to McClymond's High and has been providing access to food at his grocery store in East Oakland for many years. He truly believes in serving the community.

The Board took a few moments to honor and reflect on Sharon Robinson who passed away on Christmas Eve.

2. Open Forum

Lina Ghanem with Saba Grocers spoke briefly about their report on Cares Act funding and invited the Board to an upcoming event celebrating their work (virtually).

Discussion

Dan Ashbrook with SOS (Meals on Wheels) introduced himself and thanked the board for the community grant funding which allowed them to serve meals to more people which has been critical during the pandemic.

Discussion

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.

Sugar-Sweetened Beverage Community Advisory Board

Kevin Kelly with the Oakland Lacrosse Club spoke about their work in District 5 and their expansion to Districts 6 and 7 and have increased youth participation by 12% from those neighborhoods. They were very excited to hear of continued funding that was approved in July and are very surprised to hear the funding may shift as they have already invested a portion of it. He wanted to advocate that this funding be preserved.

Discussion

Discussion/Action

Discussion

Atziri Rodriguez, Director of School-Based Health with Native American Health Center articulated a similar position, noting that her organization is seeing their clients suffering and in dire need of programming and access to food. NAHC was able to shift funding to provide food for the most vulnerable and also advocated that the organization's grant be preserved and not redirected.

Action

Action

Nakia Woods with the HOPE Collaborative also spoke about their shift to see that the young people they work with still have both programming and access to free food. They have served over 500 residents since the program started and she too hopes their funding can be preserved.

3. Adoption of Prior Meeting Minutes: December 14, 2020

The Minutes were adopted unanimously after some minor typos were identified.

4. Review and Reflection on 2020 and its successes and milestones

Joe DeVries opened the conversation reflecting on the challenges of 2020 including losing a beloved staff member but also noted the City's focus on food security has been a positive. Chairperson Liou shared that 2020 was disrupted but the Board was able to come back together in spite of the pandemic. She noted having a full Board is a great milestone since that has not always been the case. She also acknowledged the progress in marketing and the committee work.

Member Obad noted that with the pandemic hitting he was able to provide free and reduced cost food to many families in need which for him was gratifying to be able to help. Member Watkins also acknowledged the board being able to continue its work and provide some support to organizations as a positive reflection on the work. His observations on the reports from the grantees shows amazing work being done in the midst of challenging circumstances.

Member Lawson noted that even though she missed meeting people face to face, her Communications Committee was able to make progress with Colectivo thanks to Zoom and that work was gratifying and important. Member Alston concurred and noted that being able to continue the work with Colectivo was gratifying.

Sugar-Sweetened Beverage Community Advisory Board

Member Breines pointed out that the measure was from 2016 and this was a year of transition with several original board members leaving but the board has matured and is able to continue to do its work during that transition.

Joe DeVries asked the Board to also consider areas of improvement and Chairperson Liou noted that while many initiatives are underway, they took longer to get moving than she would have liked. Acknowledging the pandemic and its impacts, still would like to see the work move faster. Member Alston said she would like to see more visibility on the work and felt that is an area that needs improvement. Member Watkins pointed out the dissonance between what the Board has recommended and what the city actually did in terms of funding allocations. He notes the community has spoken up about supporting community based organizations and hopes the City Council will be more cognizant of the recommendations moving forward.

5. SWOT (Strengths, Weaknesses, Opportunities, and Threat) Analysis

The Group added their thoughts to the SWOT Analysis Worksheet that was provided ahead of the meeting (attached).

6. Board Goals and Objectives for 2021

Chairperson Liou asked Joe to share-screen the Board's Mission and Guiding Principles document (attached) and the Board took turns reading each part. She asked if any members had any additions or did the board just need to reaffirm these principles.

Member Aikens noted the principles are perfect and align well with the SWOT analysis they just completed. All of the members agreed with this sentiment and decided no changes are needed but the message needs to continue to be articulated to the City Council. Joe DeVries noted the specificity of calling out Dental Health in the principles and Member Alston noted how important dental disease is, as the most chronic childhood disease.

There were two Public Speakers on this item:

Lina Ghanem spoke as well and noted that dental health is a key contributor to absenteeism in school age children.

Atziri Rodriguez noted that at her clinic they have heard that student's routines have been disrupted and since they are doing distance learning, many are not brushing twice a day anymore and the impact is noticeable.

Sugar-Sweetened Beverage Community Advisory Board

Next the Board reviewed the Goals from last year and suggested new additions. The Chair suggested adding a goal of "Reinvesting in Community to invest in Health and Wellness."

In regard to the City Council, Member Aikens asked to add a goal that funding has an earmark that defines the type of things the money should fund (even though it remains in the General Fund).

Member Wong suggested a goal of adding "Capacity Building for the Community by connecting to organizations already focused on capacity building to align resources and add value to their work" to the work.

Member Obad asked about the goal of "Supporting Innovation" and what the thinking was around that goal. Chairperson Liou noted it was designed to recognize the community often has the wisdom to know what it needs and programs should support their creativity.

Member Obad noted that there needs to be better messaging because people do not know what has been done, people need to see the logo and associate it with positive efforts..

Member Lawson recommended updating the committee membership since the board is now full so the committee work can move forward.

The group identified some key actions to meet these goals:

Finalize a logo and conduct better storytelling in the community

Promote work through Social Media

Post info about stores that have healthy options on social media

Move forward with the Colectivo marketing plan

Develop better content for the City's website

Include testimonials and other publications about this work and its success

Strengthen relationship with Parks and Rec to increase impact and add accountability about how the majority of the funds are allocated

Next the Board discussed the committees that will help to reach those goals:

Communications, OPRYD, Research and Evaluation, Finance (which is folded now that regular finance updates are received monthly), and Health and Wellness. Member Aikens suggested a Strategic Partnerships Committee to work with other departments and outside groups that can further the mission.

There were two Public Speakers:

Sugar-Sweetened Beverage Community Advisory Board

Molly DeVinney noted that the City needs to tell the story better, she pointed out that the water stations that were installed in schools are extremely popular but no one knew they were funded by the SSB Tax.

Assata Olugbala asked about prioritized populations, she asked if that prioritization exists. Also, she noted any time a report is submitted, there needs to be an equity statement, so for example, if reporting on hydration stations, it would have an equity statement showing how those resources were distributed equitably.

7. Measure HH Revenue Status, City Budget, and Impact on SSB Projects

Joe DeVries reviewed the monthly revenue report and noted that revenue projections are stable but down from what was budgeted, with a current average of \$715,000 per month which would come out at \$8.85 million, less than the \$9.2 million projected but not a huge gap.

Member Breines asked if the month over month decline is typical and whether we should plan on that. Joe looked at FY19-20 and saw similar declines between July and the end of the calendar year. He did not know if this was a year-over-year drop or if it was impacted by the pandemic. However, these lower revenues would likely cause the next year projections to be lower.

Next, Joe DeVries provided an overview of the City's overall budget crisis, with a current \$62 million deficit and noted the city is taking drastic action including laying off temporary employees, freezing positions, and management taking unpaid leave. He noted that the carryforward funding the Board made allocations on could be in jeopardy. He asked that the Board provide some recommendations to the City on this funding.

The Board Members all agreed that the existing allocations be maintained, noting that they heard from some grantees that funding had already been spent and contracts were in process. The only caveat the Board offered was if an organization was not able to pivot their work due to the pandemic; in such a situation, they could support that funding be redirected.

After some discussion, Member Alston made a motion that the Board recommend the \$2 million in prior allocations be preserved and the motion passed unanimously. There was discussion about upcoming City Council meetings and the Chair urged all members to reach out to their Council office in support of keeping this funding intact. Joe DeVries advised he would update the Board as it became known when Council action might take place.

8. 2021 Calendar

Sugar-Sweetened Beverage Community Advisory Board

The group aligned members on the committees as follows:

Communications and Marketing: Lawson*, Alston, Beines, Obad

Health and Wellness: Alston, Watkins*, Wong, Liou

Strategic Partnerships: Breines, Hammock, Aikens*, Wong

*Signifies committee lead.

9. Agenda Items for the Next Board Meeting

In February, the Board will have: A Financial Update, a Colectivo update, a presentation from OUSD, and Committee Reports.

10. Adjournment

The meeting adjourned at 8:38pm.