

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

January 10, 2022 ■ 6:30pm-8:30pm

Zoom Teleconference

AGENDA

1. Welcome and Call to Order

Members Present: Hammock, Alston, Wong, Aikens, Obad,

Note: although a quorum was present, the Board did not have an acting officer present as the Chair was unavailable and the Vice Chair seats are vacant. The group moved forward without a chair to non-business items, and then the election of officers.

2. Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meetings

Member Aikens made a motion to adopt, seconded by Member Alston and the motion passed unanimously.

3. Open Forum

There were no Open Forum speakers,

4. Adoption of Prior Meeting Minutes: November 8, 2021

The November Meeting Minutes were adopted with one abstention—Member Aikens who was not in attendance in November.

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

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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Joe DeVries reviewed the update provided in the packet which shows revenue coming in at an average rate of \$691,000 per month in the first quarter which equates to \$8.3 million for the year which is slightly above the projection.

Member Aikens stated that the flattening of revenue and its unpredictability is reason to advise the community funded partners and the City to seek additional revenue streams to support the work. Joe DeVries noted that forming connections with the private sector, such as foundations like Eat, Live, Play could bolster the work significantly, referencing the large investment that foundation made in increasing food access during the pandemic and that he did hope, with full staffing that the City could pursue this as part of the SSB work.

There was one public speaker: Katie Ettman with SPUR also noted that the revenue is designed to go down as the intent of the measure was to reduce consumption. Therefore, the City should not fund ongoing programming with these funds.

6. Annual Election of Board Chair and Vice Chair Positions

Member Aikens was nominated to serve as Board Chair by Member Obad and the nomination was seconded by Member Wong. The motion to elect Member Aikens passed unanimously.

Member Breines was nominated to serve in one of the Vice Chair positions by Member Alston and seconded by Member Obad. The motion to elect Member Breines as Vice Chair passed unanimously.

Member Alston was nominated to serve in the second Vice Chair position by Member Wong and seconded by Member Aikens. The motion to elect Member Alston passed unanimously.

Chair Aikens noted that with some turn over in the Board, it would help to do some background briefing work on the brief history of the measure. Joe DeVries noted that with a new staff member joining and new members soon to be appointed, a retreat would be recommended to really delve into the issues in depth. All agreed that staff should begin planning a retreat for March.

One Public Speaker, Katie Ettman with SPUR, offered to provide background material and her organizations analysis of Sugar Sweetened Tax Measures beyond Oakland to provide context.

7. Approval of the framework for the 2022-24 RFP for Community Grant Programs

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Joe DeVries provided the summary of proposed funding categories that was included in the packet for consideration and Member Wong, who served on the ad hoc committee reviewed the committee's strategy. It includes an emphasis on food security, asking partners to participate in the public education campaign. She also noted that the committee preserved the policy/advocacy funding because they felt that was important. Also, the total amount available for a single grant was doubled to \$300K.

Member Alston asked about some of the modifications to the subcategories. Joe DeVries explained there was a desire to reduce the emphasis on education and outreach and increase the emphasis on direct service delivery. He explained that during the pandemic, a lot of the education efforts became virtual and harder to track deliverables. Whereas, increase funding for actual screenings or services would have a greater impact.

Member Wong also pointed out a desire to draw a more direct line to reducing consumption of SSBs as part of each proposal.

Chair Aikens made a motion to support the recommendations of the ad hoc committee and it passed unanimously.

8. Board Updates

There were no committee updates but Chair Aikens suggested that the Board should focus on what needs to be done to make committee work successful moving forward. The group clarified which committees are standing versus ad hoc. It was decided this would be an important topic for the retreat. Member Wong noted the vacancies need to be filled and asked Joe to clarify the total number of vacancies. He explained there was just one vacancy but a second member had been absent long enough that their seat is becoming vacant. Last, former Chair Watkins decided he needed to step away from the work of the board so there are three vacancies.

There was some discussion about the current board make-up and the requirements for vacant seats in regard to background, expertise, and geographic representation.

9. Administrative Update

Joe DeVries announced that the recruitment process took longer than he hoped but felt that he had identified the right candidate and hopes to announce their start date soon. He also noted the Campaign material is ready to go as is the RFP so the timing is right for a new staff member to step up. He is hopeful the retreat could be in person at City Hall.

10. Agenda Items for the Next Board Meeting

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- The OPRYD presentation,
- Marketing Campaign Update,
- presentations (if possible) from groups receiving debit cards.

11. Adjournment

The meeting adjourned at 7:55.