

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

April 12, 2021 ■ 6:30pm-8:30pm

AGENDA

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:34pm.

Board Members Present: Pamela Alston, Justin Watkins, Raphael Breines, Julia Liou, Dwayne Aikens, Ali Obad, and Michelle Wong

City Staff present: Joe DeVries, Bradley Johnson

2. Open Forum

There were no Open Forum Speakers

3. Adoption of Prior Meeting Minutes: March 8, 2021

Member Watkins moved to approve and Member Alston seconded the motion, the minutes passed unanimously.

4. 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 monthly revenue statement and noted that the steady decline in revenue now has the City projecting a lower total revenue in the FY21-23 Budget Cycle. The City is now projecting \$8.1 million in year one, and \$7.8 million in year two.

Chairperson Liou asked about the reason for the decline and Joe Devries noted that a decline indicates less consumption which is good. He noted people can speculate that Oaklanders make purchases outside of Oakland to avoid the tax but there is no documentation of this.

5. Update from the City Administrator's Office on Measure Q revenues and expenditures

Bradley Johnson with the Budget Office presented to the Board and started with stating that the federal aid package to Oakland equaled \$192 million, \$56 million of which the City Council just appropriated. Even with the aid, the City is still facing an \$80 million deficit over the next two years.

Bradley provided the ballot language for Measure Q and a break-down of how it is to be expended: 64% for Park Maintenance, 30% for Homelessness, 5% for Storm Water Maintenance, and 1% for Evaluation. He spent time detailing the Parks Maintenance portion of the measure, noting that prior to Measure Q, the ability for the City to maintain park lands and facilities was in jeopardy. The former assessment district funding that was adopted decades ago just doesn't cover modern costs.

He explained that the Measure Q revenue this year was approximately \$24 million and last year focused on equipment but this year will be focused more on hiring staff. He also clarified that the Park Maintenance funds are under the purview of the Public Works Department since that is who handles all park maintenance. The Parks and recreation Advisory Commission will receive reports on expenditures but it's not Parks and Rec money and it is not allocated to park programming.

Member Obad had questions about the homelessness funding, noting he is seeing encampments growing, not declining. He asked about programming and how it works. Bradley explained the measure Q homelessness allocation is a very small part of the total homelessness funding (much of which comes from the federal government).

Chairperson Liou asked about whether Measure Q funds any park programing and Bradley clarified that the money does not go to programs, it goes only to maintenance. Park Programming is not eligible and there are barely enough funds to meet the basic maintenance efforts.

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Joe DeVries raised some of the issues that came up last month around Central Service Charges and other expenditures within the departments. He noted that the Board's interest is in ensuring this money is used to promote the guiding principles of the measure. There was an ad hoc working group in the past that did a deeper dive into the budget. He asked if it may make sense to bring that back.

Bradley explained how these types of charges (Central Services) works. Member Breines raised a concern about last month's presentation in which it displayed a \$4 million transfer of Measure HH funds. Bradley noted that in fact \$4 million was used in FY2019 as a stop gap to prevent a catastrophic shortfall in 2019. With the passage of Measure Q the City will not need to do that again. He acknowledged it was not the cleanest way to budget that funding and was confusing.

Chairperson Liou asked about bringing back the ad hoc group and Bradley agreed to this once the budget is released in May and then an ongoing dialogue is recommended. Bradley also recommended the Parks and Rec team be part of that ad hoc group, especially to focus on the programming.

There were three public speakers on the item:

Lina Ghanem asked questions about Measure Q noting the ballot measure includes the language "recreation services" and therefore asking why those are not covered in the allocation. Bradley pointed out that the general phrase "recreational services" is less significant than the specific language in the measure that provides funding for maintenance; the specific language in the measure is very specific.

Molly DeVinney asked if the \$4 million was used as a stop gap and Measure Q has made that need end, does that mean \$4 million of current money going to OPRYD can be reprogrammed to community programs. Bradley explained that the \$4 million was for park maintenance in 2019, the SSBT money going to OPRYD now is for programming, not maintenance.

Assata Olugbala asked about whether Measure Q funds could be used for the Lake Merritt efforts that City Council is discussing. She would rather not see that effort funded with Measure Q or other funding. She also asked about all the funding for homelessness noting that the homeless situation has gotten worse.

Bradley differed to Joe DeVries on the Lake Merritt project but did clarify that the Measure Q money is strictly proscribed and cannot be used for some of the Lake Merritt efforts in regard to enforcement or programming.

6. Update from Colectivo on the SSB Marketing campaign

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Kimberly Wells presented Colectivo's final "Big Reveal" of the marketing approach their research shows to be the most effective. The "Oakland Drinks Water" design is simple and speaks to as large a segment of the population as possible. The graphics are such that anyone can relate and it will be easy to replicate and get into the public psyche.

Member Watkins applauded the work and final product. Chairperson Liou asked that special care be taken to see that any material is accessible in multiple languages especially on the webpage and with any social media efforts. Member Obad asked about imagery of kids drinking water but Kimberly noted that the campaign will reach further without pictures of people since Oakland is so diverse, we don't want images that leave anyone out.

A question was raised about a logo and Kimberly indicated that a logo and other print templates would be provided to the city as part of the final submission. The group agreed to bring this item back in May for a final vote on the plan.

7. Discussion about the Evaluation process for the SSB work

Chairperson Liou raised the issue of bringing back an ad hoc group to refocus on this issue. Joe DeVries said he would ask if the original funded was still available for the proposed contract but that the scope would need to be updated since it was a year old. Members Liou, Watkins, Wong, and Obad agreed to serve on an ad hoc committee.

8. Board Updates

- Strategic partnerships: Meetings with City Council Members

Members provided updates about their efforts to meet with City Council Members. Generally good progress was being made and the Members were receptive to the Board's proposal. Continued meetings will take place in the coming weeks and community partners were encouraged to also share their successes with Council.

- Wellness Committee

This group has not convened yet with OPRYD staff.

9. Administrative Update

Nothing new to report.

10. Agenda Items for the Next Board Meeting

Next month's agenda: Revenue and Budget Update, Final Action on Colectivo Marketing Plan, continued discussion on Evaluation, and Committee Updates.

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11. Adjournment

The meeting adjourned at 8:48