

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

June 14, 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 6:35 pm.

Members Present: Liou, Obad, Hammock, Breines, Wong, Alston.

2. Open Forum

There were no open forum speakers

3. Adoption of Prior Meeting Minutes: May 10, 2021

The May minutes were approved unanimously.

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

Joe DeVries provided the revenue update which showed consistent lower revenues with a year-end projection of \$8.1 to \$8.5 million depending on the final collections.

5. Update on the FY2021-23 Budget including discussions with City Council Members

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

Joe DeVries reported that Council President Bas presented her budget team's proposed budget amendments to the mayor's Budget and it left intact the \$1 million in year one and \$2 million in year two for allocations to community partners. It also added \$500,000 per year for gift card distribution specifically, bringing the total allocation to \$1.5 million in year one and \$2.5 million in year 2. This increased the total for community programs but not to the level recommended by the board.

Members discussed their continued efforts to reach out to Council members and a motion was made to have the chair submit a memo to the Council in the next two days to remind them of the Board's position and acknowledge the additional support.

There was one public speaker on the item: Dan Ashbrook with SOS meals on Wheels discussed how beneficial the SSB dollars are to his program which just surpassed the mark of serving 500,000 meals in Alameda County this year with 300,000 of those meals delivered in Oakland.

6. Final Presentation by Colectivo of the SSB Marketing campaign and next steps to launch the campaign

Kimberly Wells presented the final campaign material to the group which was very well received. It included billboard production, posters, social media posts, and messaging in multiple languages.

Member Obad stated he could help get material out to corner stores, in particular the small signs that could be displayed outside each store. He noted that every store that is participating in the program should display them. The group readily agreed. Member Breines noted that there still needs to be a small logo that could be put on items that are supported by the Measure such as Hydration Stations and exercise equipment. He also pointed out that there still is a lot of work to do online, when one Googles Measure HH, very little pops up.

7. Board Updates

Members Watkins and Aikens were not in attendance so there was no report from strategic partnerships or Wellness. The group agreed to set a meeting with the Communications committee and Colectivo on phase two of the marketing effort.

8. Administrative Update

Joe DeVries noted the process to fill the staffing vacancy is underway.

9. Agenda Items for the Next Board Meeting

Sugar-Sweetened Beverage Community Advisory Board

The Revenue Update

A report from OPRYD

A discussion and recommendation regarding the next funding allocation

10. Adjournment

The meeting adjourned at 8:15