

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

July 13<sup>th</sup>, 2020 ■ 6:30pm-8:30pm

#### **Zoom Teleconference**

Board Members present: Justin Watkins, Pamela Alton, Raphael Brienens, Michael Hammock, Julia Liou, Laurie Lawson

City Staff present: Sharon Robinson, Neffertice Williams, Joe DeVries

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

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

The meeting was called to order at 6:35pm.

Chairperson Liou announced that two members are stepping down: Tonya Love, and Donna Carey. She acknowledged and thanked them for their work and noted that the City is now looking for replacements to fill their seats.

No changes were made to the agenda.

#### **2. Open Forum**

There were no public speakers.

#### **3. Adoption of Prior Meeting Minutes: June 8, 2020**

Member Hammock made a motion to approve the minutes as drafted and Member Lawson seconded the motion and the minutes were approved unanimously.

#### 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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## 4. Election of Vice Chairpersons

Justin Brienes was nominated as the first Vice Chair and Laurie Lawson was nominated as the second vice chair and both were approved unanimously.

## 5. Update From City Administrator's Office by Joe DeVries, Director of Interdepartmental Operations, on the Fiscal Year 2020-2021 Mid-Cycle Budget Adjustment Process and Measure HH Funds

Joe DeVries reported that there were no changes from the update provided in June. He noted that Chairperson Liou did a great job representing the Board and the money that the Board wanted to remain intact did so. The Board has agreed light to move forward with its recommended allocation.

Chairperson Liou noted that several board members did also reach out to their Council Members to advocate for the allocation and thanked them for their efforts.

## 6. Revisit SSB Advisory Board's Funding Recommendations for Measure HH Fiscal Years 2019-2021 Budget Under Board Discretion and Funding Recommendation for Fiscal Year 2020-2021 Mid-Cycle Budget

Chairperson Liou framed this conversation as a revisit to the proposed allocation due to changes in the situation from the pandemic among other things. She proposed that \$150,000 be allocated to the Sugar Freedom Project and also \$150,000 for the Healthy Retail Initiative, leaving \$200,000 for the CDFI project.

Member Watkins stated his support for this reallocation as the Chair of the ad hoc CDFI committee. Sharon Robinson noted that in the past the Sugar Freedom Project was granted \$200,000 and that the Healthy Retail initiative is already funded to support five stores and this proposed increased allocation could expand that to ten stores.

Member Watkins asked Sharon Robinson to clarify if this new allocation aligns well with these organizations and if it still made sense to continue funding the CDFI concept (which required a minimum of \$200,000 to work). Sharon noted that the ad hoc committee could make a recommendation as to how much within that amount should go to CDFI; noting the work to determine how the CDFI proposal would work has not yet been done.

There were several public speakers on this item:

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Assata Olugbala thanked the board for its work and asked that if the Board allocates any funds to an organization, to please be sure to conduct an evaluation to determine the effectiveness of the allocation. Also, she recommends a statement of purpose for those funds when the allocation is made.

Lina Ghanen from SABA commented on the allocation, her organization has submitted a proposal to expand to five more stores and calculated this work to cost \$300,000. Second, since last year they have built their capacity and found a fiscal sponsor and is prepared to be the lead agency to carry out the work.

Prem Pariyer with the Sugar Freedom Project spoke about the projects' work and advocated for continued funding to perform its work.

Bassam Taleb who represents an East Oakland retailer that is part of SABA thanked the Board for its support and noted that the program helped his store to acquire refrigeration to carry fresh produce and the Sugar Freedom Project has provided valuable outreach as well and he hopes the Board will continue to support their work.

Dave Fallah, a co-founder of SABA and organizer with the East Oakland Healthy Retail effort. He also is hoping to see the Board support the expansion of Saba to more locations.

Abdelhadi Hussein is an owner of a store in East Oakland and also has really appreciated the support, the new refrigeration system and ability to better serve the community and hopes the Board will support the expansion.

Molly Devinney with the Sugar Freedom Project also spoke about the great experience of developing community based solutions to the issue of diabetes in the community and other emergent food needs, especially in the time of COVID19.

Andre Issler is a member of the Saba Board and also supports the continuation of this program as it changes the community for the better.

Raheemah Netoto also spoke in favor of this project.

Chairperson Liou asked staff about a proposed \$500,000 in the City's budget process to support the corner store effort and Sharon confirmed that that proposal was not included in the final adoption. Member Watkins suggested that because that \$500,000 did not get into the City budget that perhaps the Board should reconsider whether to set aside \$200,000 for CDFI and reprogram it to

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support the corner store/healthy retail initiatives. After some discussion among Board Members and Lina with Saba, it was acknowledged that the CDFI concept would require some redesign with smaller stores and the recommendation was to shift this funding away from the CDFI proposal and instead enhance the current healthy retail models as well as the Sugar Freedom project. The ad hoc subcommittee will refine this proposal for the next meeting.

## 7. Board Updates

- **Committee Meetings**

Chairperson Liou solicited individuals to join the ad hoc (CDFI) committee since a few members were lost as they left the Board. Member Watkins will continue to head it up.

Member Lawson reported that the Communications committee is scheduled to meet July 30<sup>th</sup>, and can report out after that meeting. Sharon noted that the recently cancelled meeting was due to some prep work that needed to be done with the contractor (Colectivo).

Member Brienes presented an overview from the OPRYD Committee about OPRYD's spending. In FY19-20 the SSB tax received was \$9 million and to date they had spent \$7,700,000 as of May. \$1 million for maintenance, \$550,000 for aquatics, \$1million for sports programs, 100k for outdoor recreation, 100K for admin, \$5 million for after school and summer programs about half of which goes to salaries.

Member Watkins asked about hearing more details about how OPRYD spent the money during COVID and it was agreed to ask the Director to present to the board at the September meeting and on a quarterly basis moving forward. Member Hammock noted that OPRYD did launch several Town Camps this summer that much of the funding was directed toward. He indicated surprise that the centers were able to open considering the pandemic.

Chairperson Liou also asked that when the Director returns that report include initiatives that embrace healthy polices that align with the SSB Board mission (not just programing).

Member Watkins noted the financial transparency committee had not met. Sharon Robinson noted that this particular committee doesn't have an immediate need to meet (until the next budget cycle). The group agreed to only reconvene that ad hoc committee as needed.

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Chairperson Liou solicited members to head up the Wellness Committee whose purpose is to help promote SSB policies that could impact City Departments. Member Watkins is the only member left since others have left the board. Member Watkins suggested folding this into the OPRYD Committee since the implementation of healthy policies for parks could just be expanded to other city departments. There was agreement to do this but a desire for someone with a public health background be on the committee. Member Watkins agreed to do so.

Chairperson Liou also asked for people to join the Research/Evaluation committee with her and Member Lawson agreed to do so.

## **8. Administrative Update**

Sharon Robinson gave an update noting that the Mathematica scope of work is being finalized. The data management contract will move forward once some issues with ITD are worked out. The community grants first round of funding is just wrapping up and will be getting the third quarter reports in to have that info as the year closes. Also, she is working with the Mayor's Office on filing the board vacancies.

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

The group agreed to skip an August meeting. The agenda for September will include: a report from OPRYD, a discussion on the funding criteria for the remaining \$500K, committee and administrative updates including the status of the vacant positions.

## **10. Adjournment**

**The Meeting adjourned at 8:21pm.**