

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

September 13, 2021 ■ 6:30pm-8:30pm

Zoom Teleconference

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, Breines, Wong, Alston, and Watkins.

Chairperson Liou announced that she will be stepping down from the Board due to a promotion at work that will require her to focus her attention there. The other Board members acknowledged her great work and thanked her for her great service.

2. Open Forum

There was one open forum speaker: Dan Ashbrook with Meals on Wheels spoke about the high need for food that still exists in the community, he estimates it to be about 85% of what it was at the height of the pandemic. His team is serving 1052 Oaklanders with 327,000 meal deliveries. He encouraged the board to continue its support of food access programming.

3. Adoption of Prior Meeting Minutes: July 12, 2021

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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The July 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 a year end collection for FY21 of \$7,955,686.36. there may still be some final collections to push that annual total up but it likely will remain in the low-\$8 million range as projected.

5. Presentation by the Human Services Department on its Measure HH Revenue expenditures

Director Sara Bedford opened up and presented the team including Sandy Taylor, Manager of the Oakland Fund for Children and Youth, Scott Means the Aging Services Manager, Sarah Trist who manages Head Start, and Neffertice Williams who supports the program work on the SSB. They provide a detailed report on how SSB funds a variety of programs. Please see the attached PowerPoint for the details.

6. Discussion and Action on the process for allocating the 2021-23 Fiscal Year allocation, including a discussion of the SSB Program Summary (Attached)

The Board discussed the strategy developed by the ad hoc committee and revisited whether to create a one year versus two-year funding cycle for the \$3 million allotment. There was discussion about the performance of the past groups and the need to pivot during the pandemic as was reflected in the report provided by HSD.

Based on feedback from the ad hoc committee a motion was made to recommend a 2-year new RFP with a focus on food security and service delivery and to encourage the release of an RFP by November.

There was also a revisit of the \$500K allocation by the City Council to gift cards for food access for vulnerable populations. (Public Speaker) Molly DeVinney with the Sugar Freedom Project noted that there was some confusion about what service providers have a gift card program (based on an inaccurate reflection in the minutes stating that 2 providers did and a third was assisting in distribution. She explained that only SABA Grocers has a gift card system in place with Sugar Freedom supporting distribution while Mandela Partners has a produce subsidy program that is structured differently.

(Public Speaker) Lina Ghanam with Saba Grocers also clarified that the original \$500K for gift cards was a Cares Act Grant, not SSB dollars—the \$500K in SSB dollars which is just underway went to the three providers to support this programming but was not all reserved for gift cards. She noted that HSD had an evaluation of that work that could be [resented and the Board agreed to hear that at the October meeting. Members discussed getting into details about the distribution effort, its geographic basis, etc. and to see if there are opportunities for the board to support that work.

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It was also clarified that the Board already made a recommendation on the \$500,000 so no further action was needed for staff to move that forward.

7. Board Updates

Committees:

Communication Committee: Members Alston and Breines will meet with staff on next steps after Collectivo and report back next month.

Wellness Committee: Member Watkins reported there was a meeting scheduled with the OPRYD Director the following day and they will report back next month.

Ad Hoc RFP Committee: Members Watkins, Breines, and Wong were selected to serve and will meet with staff as soon as possible.

8. Administrative Update

Joe DeVries reported out that the recruitment for the new Staff Member should be posting in the next few weeks.

9. Agenda Items for the Next Board Meeting

- Presentation by Saba Grocers
- Report back from committees; specifically, from Communications and the Ad hoc RFP committee
- Revenue status

10. Adjournment

The meeting adjourned at 8:34.