

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

October 12, 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: Joe DeVries

1. Welcome and Call to Order

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

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

There were no changes to the agenda.

2. Open Forum

There were two public speakers:

Dhaifallah from the Saba Grocers asked that the Board continue and expand their support of the Healthy Retail Initiative.

Lina Ghanem from Saba Grocers thanked the Board for the support and also spoke briefly about the Cares Act funding Saba has received from the City which allowed them to enhance and expand their work. They are providing 1000 vulnerable families with \$280 gift cards that can be used to buy produce at 7 grocers and 26 corner markets throughout Oakland/ additionally, they will be adding refrigeration equipment to support having produced stocked at these locations and also have built a partnership with produce

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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distributors to see that the corner stores they work with can get produce at rates similar to larger grocery chains.

3. Adoption of Prior Meeting Minutes: July 13, 2020

After two typos were corrected, Member Lawson moved that the minutes be approved with Member Watkins as a second. The minutes were approved unanimously.

4. Update from the Parks, Recreation, and Youth Development Director about activities supported by the SSB funds and development of wellness policies that align with the measure.

Director Williams presented a PowerPoint that highlighted much of the work that OPRYD has been doing since his last visit to the board. This included a summary of Town Camp which the department was able to implement at a lower scale due to the pandemic and was able to complete without a single camp participant infection. He also noted that the Outdoor Fitness Center that is funded with SSB dollars will go into construction next month with the pouring of the concrete foundation.

Director Williams reported that OPRYD has already seen a \$1 million loss of SSB funding in the mid-cycle budget adjustment (FY20) and are bracing for further reductions due to the pandemic and economic downturn. He also noted that his staff have not had time yet to focus on developing a Wellness Policy but would like to begin to do so.

The Board had questions about the funding loss such as if it impacted the Capital Improvement Projects, staffing levels, etc. also they asked about the impact of COVID on usage levels. Director Williams noted that at first everything shut down but the staff needed to still maintain the facilities, see that they were secure, and that park staff participated as ambassadors promoting mask wearing, social distancing, and reminding people that facilities were closed. As things have slowly reopened, the staff are adjusting back to their normal work.

There was one public speaker: Asada Olugbala asked about safety in the time of COVID and expressed concern that Town Camp needlessly risked exposing people to the virus/. She noted that the County Health orders needed to be followed and it was her understanding that a staff member at Montclair did in fact contract COVID.

Director Williams responded that despite that one infection, he felt the program followed all safety protocols and gave young people a desperately needed outlet, many of whom have nowhere else to go. In closing, he also agreed to begin engaging with the Wellness Committee on developing a policy for the department.

5. Update from Colectivo of the SSB Reduction Awareness Campaign and provide recommendations on the next steps in their marketing efforts.

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Kimberly Wells and Dianna Manning with Colectivo presented an extensive PowerPoint walking the Board through their marketing research efforts to date noting that they are at a critical juncture in the campaign development. They presented three different marketing themes for the Board to consider and there was unanimous agreement that the "Take Five, Revive!" theme was the most attractive although members like certain aspect of all three themes.

Colectivo reported that the next step in the process was to move into the Community Market Research phase during which they will look more closely at demographics, target neighborhoods, and seek corporate and civic support to extend the message further. Once that is done they will move into Campaign Activation.

Chair Liou expressed a strong interest in the campaign being culturally appropriate and diverse, and that criteria be in place for any corporate partners to be locally based. She also asked that Colectivo provide an update at the next meeting and to continue to work with the Communications Committee.

6. Update from the Sugar Freedom Project

Molly Devinney with the project presented and gave an update on the work of the project. Prior to the pandemic, they had engaged over 400 people in 8 different languages and were identifying leaders as well. With the pandemic, they took a step back and asked their leaders what they were hearing from people about how they were getting their needs met. Many people indicated a reluctance to go to the larger grocery stores, not feeling safe, and there has been a shift to corner stores becoming even more important access points in the community. Many of the stores are willing to seek products elsewhere that their clientele ask for which shows a deep connection/relationship.

The Sugar Freedom leaders have connected with 700 people with multiple follow-ups discussing what a healthy food ecosystem looks like. Additionally they had identified 1000 households to distribute debit cards under the Cares Act project with Saba mentioned above. They are continuing to deepen the relationship with their identified leaders through Zoom meetings and some (safe socially distanced) in person meetings as well.

Member Alston asked about the number of leaders identified and the impact of the pandemic, and Molly reported they had 12 identified in 2019, 20 by February, 10 more in March but saw things really drop off at that point. Because it's a peer-to-peer model, however, leaders are working with one another.

7. Recommendation from the ad hoc committee regarding the allocation of the remaining \$500,000 fund balance

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Member Brienies reported out that the ad hoc group re-evaluated the proposed allocation to a CDFI Initiative and determined that this would be a hard project to implement and would not have the same impact as the more traditional support the SSB has provided. The recommendation is to split the \$500K to have \$150K go to expansion of the Sugar Freedom Project, and \$350K go to further supporting healthy retail food access administered by HSD. Also, the committee recommends that the funding not be spread too thin and instead be awarded to one or two groups in large chunks to be impactful.

Member hammock made a motion to allocate \$150K of the remaining \$500K to the Sugar freedom Project and \$350 to healthy retail food access, Member Brienies seconded the motion and it passed unanimously.

8. Board Updates

- **Committee Updates:**

Communications: Member Lawson noted that the committee met with Colectivo in the summer as a precursor to tonight's presentation and will continue to meet with them for the next phase of the campaign.

Wellness: No update

Finance: Requesting an update from the City for the next meeting.

OPRYD: No Update

Evaluation: No update, has not met yet but would like an update on the Mathematica plan.

9. Administrative Update

Joe DeVries reported that there are two candidates the Mayor is recommending for the board and the Resolution to be scheduled to the City Council is currently with the City Attorney's Office. when he has information on their appointment, he will update the board.

10. Agenda Items for the Next Board Meeting

- Finance Update
- A discussion on next steps to allocate the \$500K
- An update from Colectivo on the market testing
- Committee updates
- Discussion about strategic planning in December

11. Adjournment

The meeting adjourned at 8:39.