

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

February 14, 2022 ■ 6:30pm-8:30pm

#### 1. Welcome and Call to Order

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

The meeting was called to order at 6:31pm.

Board Members present: Dwayne Aikens, Pamela Alston, Raphael Breines, Michael Hammock, and Michelle Wong

City Staff present: Joe DeVries, Michael Akanji

Chair Aikens introduced the new staff member, Michael Akanji, to the Board. The two new prospective board members, Courtney Jones and Lisa Herrinton, were introduced ahead of being sworn in – they expressed their eagerness and their goals and vision for the Board.

There was a slight change to the agenda – the presentation by the OPYRD was moved from agenda item 6 to agenda item 2. Wong seconded

#### 2. Update from OPRYD and discussion of partnership framework with SSB Advisory Board

##### 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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Director Nick Williams shared the wellness plan developed by the department for the benefit of their staff. It contains a purpose statement, daily affirmations, and key terms that are vital to health and wellness. The goal is to develop a plan that can eventually be emulated by other departments across the City. It contains ideas contributed by employees 2 things and solicited feedback/questions. It has fostered more of a wellness culture within the department.

He also shared the OPYRD Budget to the Board and revealed that \$4, 059, 332 out of an overall budget of \$33,334, 242 were derived from Measure HH funds.

Commissioner Wong asked about the programs and the impact on those that they serve. She also wanted to know if the strategies around employee wellness would be carried over to the children in the programs.

Commissioner Breines talked about how the funds had been used to fund capital projects in the past, and wanted to know about capital costs versus operating costs

Commissioner Alston wanted to know if the OPYRD had programs for senior citizens  
Lisa Herrinton asked about the nutritional component in order to increase understanding of food, nutrition and water.

Attendee Molly Devinney asked for data on the children and neighborhoods that are benefiting from OPYRDs services

Katie Ettman of SPUR asked about the differences between one-time costs and ongoing costs.

### **3. Open Forum**

There were no open forum speakers

### **4. Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meeting**

Commissioner Breines made the motion to adopt a continuing resolution as per AB 361. The motion was seconded by Chair Aikens

### **5. Adoption of Prior Meeting Minutes: January 10, 2022**

Chair Aikens proposed an amendment to the minutes from the January 10, 2022 meeting – for “Eat, Live, Pray” to be changed to “Eat, Learn, Play” on agenda item 5. Commissioner Alston seconded, The minutes were adopted with one abstention - Commissioner Breines was not present at the January meeting.

### **6. Update from the City Administrator’s Office on the Measure HH Revenue Status**

Staff member Michael Akanji presented the revenue update to the Board. He pointed out that monthly revenues have been consistent across the board. Monthly revenues are

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averaging \$660,954 over the first 5 months of the fiscal year. There was a slight reduction after the calendar year but it seems consistent with the revenue collection patterns from other years. The projected revenue based on this monthly average is \$7,931,454.58 which would be just short of the \$8,188,920 that was initially projected

## 7. Presentation of the Alameda County Public Health Department Produce Coupon Pilot

Nori Grossman of the Alameda County Public Health Department Nutrition Services program talked about the Produce Coupon Pilot that has been implemented.

The goal is to offer produce coupons to encourage people to eat more fruits and vegetables, and to change retail environments by increasing access to healthy food in underserved neighborhoods

The project started in 2014 with 5 stores and has since increased to 22 stores, represented in all of the City Council districts except District 4, and they are working to identify a store there.

Strategies to promote the program have included marketing and promotion, produce management information, product placement, and grocery store tours

She showed pictures at stores of the new energy efficient refrigerators, of which 15 were awarded to Alameda County Nutritional Services in 2019 and 2020 by California's Department of Food and Agriculture to increase access to California grown produce in partner stores

Store owners had shared various concerns about the program – that customers would not buy all the produce, that they would lose money, or that produce would go to waste.

They devised methods to solve these problems – worked with store owners to codesign a produce coupon pilot initiative where retail owners offer coupons to residents to incentivize purchase of fresh produce

21,000 dollars were earmarked to design a produce coupon to be offered at 7 Partner stores, and Alameda County Nutrition Services designed 3, 4 and 5 dollar coupons, which include store name, amount, address and expiration dates

She shared the results of a customer survey of 153 customers at the partner stores. Of these, 92% of residents said they would like a produce coupon program. In total, 4950 coupons distributed, and 65% of those coupons were redeemed. The value of redeemed coupons came to \$13,329.00 – about 63% spent by residents. Store owners also confirmed that produce sales went up during the period coupons were disseminated

All of this information is consistent with their research that customers respond better to a coupon than to a price reduction

In summary, she shared that Alameda County Nutrition Services is committing to investing in a second round of coupons in spring of 2022.

As the Produce coupon pilot has demonstrates success and goes along with spirit of the Sugar Sweetened Beverage Tax to counter negative consequences of sugar sweetened products, she invited the city council to invest 100,000 annually for 20 stores to offer

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produce coupons to their customers. She also called for all SSBT revenue to be invested in ensuring produce is available and accessible Oakland's underserved areas

Alameda County Nutrition Services commits to supporting the Produce Coupon project with the following in kind services – ensuring the stores are located in all of the council districts, and oversight of coupons – printing, distributing and reporting

Commissioner Breines asked about the source of the healthy food being distributed. Nori Grossman confirmed that the refrigerators in the stores are committed to California grown produce, although some store owners have expressed difficulty pinpointing exactly where the produce comes from, while some have complained about the cost of some California grown produce relative to those grown elsewhere.

Lisa Herrinton wanted to know whether the City would have to pay any additional cost for the program.

Nori Grossman reiterated that Alameda County Nutritional Services have funded the program so far, and that they are asking city council to fund 20 stores at \$100,000 annually

Katie Ettman of SPUR commented that funding for programs like these have often come up as a counter to people who see soda taxes as harmful to retailers. It is a double win – both for consumers eating healthy and store owners making a profit.

Joe DeVries mentioned that the RFP is set to be released and that this program is welcome to apply for funding through that mechanism.

## 8. Update from Marketing Campaign

There were no updates from the marketing campaign

## 9. Retreat Planning

Michael has reached out to three potential facilitators, and SEEDS seem most likely based on their proposal and quick response.

Commissioner Alston recommended that Dr Jared Fine would make a great speaker at the proposal.

The Board recalled that Director Williams had offered the use of OPYRD facilities for the retreat.

A new date of April 9<sup>th</sup> was decided on as it would best fit everyone's schedules and provide enough time to plan.

It was also decided that an early start of 9 am would be best, and that both breakfast and lunch would be provided.

It was proposed that vacancies on committees could be filled at this time and that the Board could learn more about the different grants that have been funded in the past.

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## 10. Board Updates

N/A

## 11. Administrative Update

N/A

## 12. Agenda Items for the Next Board Meeting

Katie Ettman of SPUR is slated to present to the Board at the next meeting.

## 13. Adjournment

The meeting was adjourned at 8:12pm.