

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

April 11, 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 6:30 pm.

Board Members present: Dwayne Aikens, Pamela Alston, Raphael Breines, Michael Hammock, Michelle Wong, Ali Obad, Courtney Jones, Lisa Herrinton, Nile Taylor

City Staff present: Michael Akanji, Joe DeVries

Chair Aikens invited fellow commissioners to join him at Lake Merritt on April 30 as he hands out bottles of water to members of the community. Commissioner Obad offered to provide the water from his store.

Commissioner Taylor moved to accept the agenda as presented. The motion was seconded by Commissioner Alston. The motion was passed.

#### 2. 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 Commissioner Alston.

#### 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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## 3. Open Forum

No attendees asked to speak at the open forum .

## 4. Adoption of Prior Meeting Minutes: March 11, 2022

Commissioner Wong moved to approve the previous meeting minutes. Commissioner Breines. The motion carried.

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

Staff member Michael Akanji presented the revenue update to the Board and showed that revenues are still on course to end up as projected. He pointed out a ruling from the Finance Department from 2020 that determined that taxes could only be levied on the first distributor of SSBs subject to the jurisdiction of the city. This has led to slightly reduced SSBT revenues since a few years ago. The board was informed that the Revenue Analyst for the City, Huey Dang, has been invited to the May monthly meeting in order to explain the SSB tax collection process to members of the board.

## 6. Presentation from Lina Ghanem of SABA Grocers

Lina described the formation of SAB Grocers three years ago to organize local corner stores around providing healthier options to customers. 120 of the 198 corners stores in Oakland are Arab and Muslim owned.

The Food Card program was piloted a year and a half ago with CARES Act funds. Their latest proposal expands their work by distributing 2,000 cards in two batches, enrolling 20 to 30 independent food stores in Oakland. Each card will be loaded with 5 recurring payments of \$75, and groups such as Sugar Freedom Project, Trybe, East Oakland Collective, Homies and Oakland Head Start have been partnered with to distribute the cards. Individuals who are not on other government assistance are prioritized.

Commissioner Jones questioned some of the items on the budget such as program initiation and distribution fees. Lina gave a breakdown of the various costs that ensure card distribution. Commissioner Taylor inquired about the vetting process for recipients of the cards, to which Lina pointed out their work with the Head Start department. Commissioner Obad offered to work with Lina in the future to determine ways to reduce processing fees.

Commissioner Herrinton asked what measures were in place to prevent recipients from purchasing alcohol, cigarettes and other such items with the cards. Lina responded that while the technology did not exist to automatically prevent those purchases, conversations with store owners and recipients show the cards are being used to buy groceries as intended.

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Commissioner Alston asked if any efforts have been made to distribute cards to senior citizens who might not fall under the target groups. Lina responded that seniors had been excluded from the initial pilot program due to safety concerns around COVID, and she would ensure their inclusion this time around.

Chair Aiken recommended that the Community Schools Department within OUSD as a community partner, and for relationships to be built with all of the community school site managers to help identify the families most in need. He also asked for demographic data – age, ethnicity and gender – to be collected on the card recipients.

## **7. Update from the Marketing Campaign**

Staff member Michael Akanji informed the Board that the recommended changes have been made to the marketing material to include language about dental health. He also informed the Board about progress that had been made regarding a website for Oakland's SSBT healthy programs.

## **8. Presentation from Michael Jones of Good Hope Church**

Chair Aiken moved that the agenda be amended to allow for the presentation from Good Hope. The motion was seconded by Commissioner Herrinton.

Michael Jones introduced himself as the Executive Director for the Good Hope Resource Center. Under the longtime leadership of Pastor Joel Smith, they have been affiliated with the Bay City Baptist ministries, which includes over 50 churches in the Oakland area. They have several social programs including ensuring access to healthy food options for church members, including home delivery to people who are disabled. Another program employed is provision of assistance in paying overdue water and electric bills for members experiencing financial hardship.

They invited the SSB Board to partner with them in continuing to provide these services to their most vulnerable members. He also invited Board members to a community event on June 25<sup>th</sup> where many of these direct services will be provided.

## **9. Board Retreat Discussion and Planning**

All the commissioners expressed positive emotions coming out of the retreat which had taken place two days earlier. Commissioner Taylor recapped the focus areas and subcommittees that were decided upon – Accountability (which would focus on oversight and ensuring SSBT dollars are properly spent), Marketing, Comms & PR (which would focus on ways to promote the Board and its programs), Strategic Partnerships (which would focus on growing and leveraging connection and relationships), and a fourth sub-committee focused on advocacy to City Council. Chair Aiken encouraged all members to join both a primary and secondary committee.

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## 10. Administrative Update

Michael Akanji informed the Board about the RFP for Community Grants that was just released. City staff will be reviewing the applications and assigning \$3 million in SSBT funds to agencies working to promote healthy communities and mitigate impacts of sugar consumption. He invited the Board to participate in the selection process.

## 11. Agenda Items for the Next Board Meeting

There are two presentations scheduled for the next meeting on May 9, 2022. Revenue Analyst Huey Dang has been invited to speak and take questions about the tax collection process for Oakland's Sugar Sweetened Beverage Tax. Molly DeVinney from the Sugar Freedom Project has also been invited to speak about their organization's work with the residents of Oakland.

Commissioner Herrinton suggested inviting people from other cities that have implemented of soda taxes to learn about their programs. Chair Aiken indicated a desire to hear from sports programs in Oakland that have been funded by the SSBT.

## 12. Adjournment

The meeting was adjourned at 8:30pm.