

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

June 13, 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 6:31 pm.

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

Absent: Dwayne Aikens, Ali Obad

City Staff present: Michael Akanji

Michael announced that the Summer Food Service Program is up and running at over 45 sites, and has been successful so far, with SSBT funds supplementing money from the state to ensure the meals are nutritious and enjoyable. He also mentioned that there is an update regarding the Community Grants RFP.

Commissioner Jones moved for an amended agenda for Michael Akanji to deliver a presentation before Agenda Item 7. The motion was seconded by Commissioner Hammock. The motion carried.

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

Commissioner Taylor moved to adopt a continuing resolution as per AB 361. The motion was seconded by Commissioner Hammock.

3. **Open Forum**

No attendees asked to speak at the open forum.

4. **Adoption of Prior Meeting Minutes: May 9, 2022**

Commissioner Taylor asked for a change to be made to item 7, the presentation from the Sugar Freedom Project, to reflect that she had referred to an inherent distrust of government rather than an inherent distrust of the system. Commissioner Breines moved to approve the previous meeting minutes as amended. Chair Taylor seconded the motion. The motion carried with one abstention (Lisa Herrinton).

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 a slight reduction in the annual projection of \$7.8 million. Revenues are at \$5.9 million with 2 months of revenue left to collect. However, he pointed out that an average of the first half of the year shows that revenues should end up around where they were initially projected to be.

He mentioned that a meeting has been set with Huey Dang from the Revenue Department and a representative from MUNIServices, the third-party vendor who helps collect the SSB distribution tax. The purpose of the meeting is to ensure that all eligible businesses are paying the tax as expected, and develop a strategy to recoup any previous money we missed.

6. **Presentation from Kevin Kelley of the Oakland Lacrosse Club**

Kevin introduced the Oakland Lacrosse Club as a holistic program that uses lacrosse to promote leadership development, academic counseling and wellness education for youth in Oakland public schools. Completely free of charge, the program is comprised of 90% youth of color. Over 80% of participants qualify for free and reduced lunch. The club is currently made up of ten teams and 185 participants. Kevin went on to provide some historical context into the indigenous roots of lacrosse, which is widely viewed as an expensive sport primarily played by white people.

The Oakland Lacrosse Club has received \$133,000 in SSB funding received over two years, and this has helped lead to 700 youth in Districts 6 and 7 being exposed to lacrosse, receiving healthy snacks and attending wellness classes ranging from cooking classes to zoom workouts with professional lacrosse players. Partnerships were developed with several Parks & Recreation sites

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such as Elmhurst, Frick and Madison, and there was a 12% increase in youth attendance from districts 6 and 7.

The onset of COVID-19 presented some challenges, but they were able to set up pod play sessions throughout Oakland, virtual cooking classes with Mandela Partners, a mentoring program, and home visits. Kevin showed how the Oakland Lacrosse Club has been impactful in the Oakland society – providing a sense of belonging and connection, increase in physical fitness and improved dietary habits.

Commissioner Taylor asked if the children get any opportunities to compete against other teams from neighboring towns. She also wanted to know if the children continue to play lacrosse after graduating from high school. Kevin responded that kids at the middle school level often play games against surrounding towns. There is a partnership with OUSD, who have a Title IX challenge, to build an 8 team girls varsity league. There are about 10 collegiate players who have emerged from the program, and a participant in the program recently got a full Division 1 scholarship to play lacrosse at Howard University

Commissioner Herrinton offered to connect with a similar program in Los Angeles, and expressed her happiness that the program includes wellness education.

Commissioner Jones asked if it was possible for children who are not at the school sites to participate in the program. Kevin pointed out that they have a weekly session every Tuesday at Laney College where any child is welcome to drop by regardless of age or previous skill level.

7. Presentation from Michael Akanji about the SSB Community Grants Program

Michael presented an update on the \$3 million in SSBT funds that are being awarded in grants to community based organizations to develop programming around reduction of SSBs. A request for proposals was released on March 25, 2022, with the proposal due date on April 25, 2022. A total of 45 proposals were received, with a total ask of \$12.79 million, or an average of \$284,235 requested per proposal. A total of 27 agencies were chosen for funding, although none of the agencies received the full amount that was requested, and all were required to submit an updated Scope of Work based on the reduced amounts received.

Michael gave an overview of the programs selected and the reason each one was chosen.

Proposals that scored highly were prioritized, and there was also an effort to include as wide a variety of programming as possible, so that different areas of focus were being funded.

The volume of response to this RFP demonstrates that there is a huge demand for resources within the Oakland community to do the work of reducing the consumption and impact of SSBs, and the Board were urged to take this into consideration as they proceeded to make their recommendations for the Mid-Cycle Budget to the City Council.

Commissioner Taylor suggested that in the future we should provide a grant writing workshop to provide technical assistance to agencies who might be deserving but need help on that front. She asked to know how the funding amount was determined for the recommended groups. Michael confirmed that we determined on a case-by-case basis, but ensured that we covered the direct costs for each organization.

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Commissioner Wong commented that it would be a good idea to track the work done by the funded organizations in a cohesive way. Commissioner Alston agreed that it would be great to find a compelling way to tell the story of the work being done by the organizations. Commissioner Herrinton expressed her pleasure that these community based programs are able to keep visibility for the SSBT among the public in order to prevent it from getting repealed in the future.

8. Mid-Cycle Budget Discussion

Michael showed the members of the Board the initial recommendations of the SSB Advisory Board at the start of the 2021-23 budget cycle, and juxtaposed it with the actual numbers that were approved by Council. While the Board had asked for 60% of SSBT revenues to go towards community grants, the Council only allocated \$3 million out of a total \$16 million available. With the Council currently engaged in discussions about mid cycle budget, there is an opportunity for the Board to deliver their recommendations for the coming year.

Commissioner Herrinton mentioned that a letter had already been drafted by the Advocacy to Council committee that emphasizes the Board's support for the Community Grants Program, and expressed concerns that the Sugar Sweetened Beverage Tax might be repealed if the public do not see a direct impact on the community. Commissioner Wong referenced the letter that the Board had written to the Council during the previous budget cycle and offered to send a copy so that similar language could be adopted. Commissioner Herrinton asked about the evaluations being done by Mathematica, and whether or not that data could be useful in making the case to Council on behalf of the community-based organizations that were evaluated. Commissioner Breines expressed his support for a letter being sent to Council, and urged the Board to act in a timely manner. Katie Ettman of SPUR clarified that there was a July 1st deadline for Council to approve the budget.

Commissioner Herrinton made a motion for the Board to draft and send out a letter to Council stating their mid cycle budget recommendations. The motion was seconded by Commissioner Hammock. The motion passed.

Commissioner Wong talked about how effective it had been in the past for members of the Board to meet directly with the mayor and members of the Council. On Commissioner Jones' suggestion, the Board members devised a plan to meet with each member of the City Council.

9. Committee Presentation

Commissioner Jones provided an update from the Strategic Partnerships committee. The plan to meet with City Council members is in line with the plans discussed at their last meeting, Commissioner Herrinton also pointed out that the organizations receiving community grants would be key strategic partners.

Commissioner Taylor provided an update from the Accountability committee, and the three pillars they have chosen to focus on. One of them is a questionnaire that would be quantitative in nature to find out basic demographic information about the communities served. The second would be a cross functional effort with the Strategic Partnerships committee to find out how the SSBT revenue

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is being spent. The third would be taking field trips to current and future recipients of SSBT funds experience and witness first-hand what is happening on the ground.

Commissioner Alston spoke on behalf of the Marketing Committee, confirming that outreach has been done by Chairman Aikens and Commissioner Obad. She is also meeting with the director of United Seniors of Oakland and Alameda County regarding events occurring this summer that the Board could play a role in.

He also provided an update on the RFP for \$3 million in Community Grants. A total of 45 grants were received, requesting over \$12.6 million in funding. The proposals are being reviewed to ensure that the most deserving proposals are rewarded, and Michael called on the Board members to actively participate in the review process. Commissioners Hammock, Obad and Taylor volunteered to participate.

10. Agenda Items for the Next Board Meeting

A staff member from Mathematica will be present at the next Board meeting to present and answer questions about the evaluations carried out surveying SSBT programs. Katie Ettman of SPUR suggested taking time to overview the newly approved final budget and reflect what could have changed in order to get ahead of the curve when it comes to new budget cycles.

11. Adjournment

Commissioner Herrinton moved to adjourn the meeting. Commissioner Hammock seconded the motion. The motion passed. The meeting was adjourned at 8:01pm.