

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

### Regular Meeting

March 9<sup>th</sup>, 2020 ■ 6:30pm-8:30pm

#### **Oakland City Hall, Hearing Room #1**

1 Frank H. Ogawa Plaza, 1<sup>st</sup> floor ■ Oakland California

Board Members present: Michael Hammock, Tonya Love, Raphael Breines, Julia Liou, Esperanza Pallana, Donna Carey, and Justin Watkins

City Staff present: Sharon Robinson, Neffertice Williams, Joe DeVries, and Nicholas Williams

#### 1. Welcome and Call to Order

- Roll Call
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:35pm.

Chair Liou announced the resignation of Esperanza Pallana from the Board. No changes were made to the meeting agenda.

#### 2. Open Forum

There were thirteen speakers that included representatives from community organizations and owners of community stores, including healthy retail store owners and partners, in the community. (Note: Due to COVID-19 shelter-in-place mandate, specific names of open forum speakers are not available.)

#### 3. Adoption of Prior Meeting Minutes: February 10, 2020

Raphael Breines requested an amendment to item #6 in the minutes to reflect that Raphael Breines and Mike Hammock will meet with Darlene Flynn and Nicholas Williams. Mike Hammock made a motion to approve the meeting minutes with the aforementioned amendment. Donna Carey seconded the motion. The motion passed and the minutes were unanimously approved.

#### 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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## **4. Introduction of the Colectivo Team As The Contracted Vendor to Provide Marketing, Branding and Communications Strategies for Measure HH Efforts**

Kimberly Davis-Wells, Chief Strategy Consultant, and Diana Manning, Chief Technology Consultant, at Colectivo, provided a brief overview of their approach to address Measure HH brand identity, creative design and production, digital strategy and execution, and overall campaign development. Kimberly Davis-Wells talked about the discovery workshop recently convened. Fifteen participants, comprised of a diverse group of SSB grantees, participated in the workshop and helped to inform their work. The report from the workshop will be forthcoming. As well, materials around this effort are expected to be developed in early summer.

## **5. Update From Mandela Partners About the East Oakland Healthy Retail Project**

Amani Ali, Healthy Grocery Initiative Coordinator, presented an overview of the East Oakland Healthy Retail Project. Mandela Partners partnered with the Saba Grocers Initiative to provide more cultural context for their work in the community. An advisory board has been established. Seventeen applications were received from store owners interested in participating in the project. Five stores, located in Districts 6 and 7, were chosen to participate in the project. A written report will be provided with more information about their work on this project.

## **6. Presentation from Oakland Parks, Recreation and Youth Development by Nicholas Williams, Director OPRYD, on OPRYD Programming and SSB Funds Impact**

Nicholas Williams, Director OPRYD, presented an overview of OPRYD programming, including information around the impact of SSB funds. OPRYD staff, Master Ron, provided a brief Tai Chi movement session for all in attendance as an example of some of the diverse programming being offered by OPRYD in the community. SSB Funds supported 39 staff that support OPRYD programming. He offered to provide a fiscal spending reporting. OPRYD will be able to provide more data around how they are helping kids. Williams explained that OPRYD uses an equity lens approach to make access to programming accessible to everyone in the City. Chair Liou asked if there was data available around the Asian population's utilization of OPRYD programming. The Director agreed to research this issue and get back to the Board with the findings. The Board Chair requested analysis of OPRYD's capital versus programming. Tonya Love asked if it would be possible to place language on SSB funded projects—fitness courts and Athol Court—to state that funds for these projects come from SSB. The Director stated that the requested language could be placed on the fitness courts and will research what's possible around the Athol Court.

## **7. Board Debrief on Oakland Parks, Recreation and Youth Development Presentation and Discussion Around Possible Next Steps**

Board Chair Liou summarized that the agreed next steps would be to get more detailed information around the OPRYD budget.

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## 8. SSB Advisory Board's Funding Recommendations for Measure HH Fiscal Years 2019-2021 Budget Under Board Discretion and Funding Recommendation for Fiscal Year 2020-2021 Mid-Cycle Budget

Speaker: Molly DeVinney, In-Advance/Sugar Freedom Project

Justin Watkins, Ad-hoc Finance Committee, communicated that the Finance Committee met twice and he provided a summary of the Committee's recommendation. He explained that the Committee had revisited the current budget with the new understanding that the Board has \$2M to determine how to allocate and there is no additional funding allocated in the budget for community grants going forward. He stated that the Committee remained committed to allocations previously submitted by the Board. The Committee's recommendation around the funds under SSB Board discretion was to reduce the amount to Community Development Financial Institution (CDFI) to \$500,000, revisit the allocation for the health policy work with BANPAC, and potentially reallocate \$1.5M to community grants and other community projects. Chair Liou made a motion that if additional funds are identified and available, the Board would want 40% [of SSB tax funds] recommended for community grants. The \$2M SSB Board allocation would be \$1.5M to community grants and \$500,000 to CDFI. Mike Hammock seconded the motion. The motion was unanimously approved.

## 9. SSB Advisory Board Annual Report

Chair Liou mentioned goal to get the annual report together by March 16. She stated the main items for inclusion in the report are: 1) OUSD hydration stations installations 2) OPRYD outcomes 3) Board Funding Recommendations and 4) Building infrastructure for communications and evaluation. Chair will work with staff and Vice-Chairs to complete the report.

## 10. Board Updates

- Committee Meetings
- Meetings with City Councilmembers

Speaker: Katie Ettman, SPUR

Chair Liou stated need to identify someone to fill Esperanza Pallana's lead for the Evaluation and Research Committee. Laurie Lawson was not in attendance to provide update for Communications. Chair Liou reported that the Research and Evaluation Committee needs to provide some guidance around scope of work and she will work with Justin on this item. Justin Watkins reported that the Finance committee met and provided the funding recommendation. Tonya Love stated that the Wellness Committee had begun the process to determine how to work with BANPAC; however, given the Finance Committee's update, further conversations around this work have been placed on hold. She will update BANPAC about new funding realities and determine how can move forward with Parks Department and BANPAC in a reduced capacity to implement healthy policies without funding. Justin Watkins commented that the ad-hoc CDFI committee has not met. Staff asked that the CDFI committee provide information about this area of work for inclusion in the annual report. Raphael Breines, ad hoc OPRYD Collaborations committee, reported that he and Mike Hammock met with OPRYD Director to discuss the OPRYD presentation and to request it provide more breakdown around the budget.

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Board member updates regarding meetings with City Council members:

- D2: Julia and Tonya met with Councilmember Bas. She supports the Board's funding priorities and encouraged Board to come to City Council and articulate priorities to members. She mentioned that the City Council has heard from the community around need for healthy retail.
- D1: Pamela and Raphael are scheduled to meet with Councilmember Kalb on March 19
- D5 and D3: Justin will follow-up on Esperanza's earlier request to schedule a meeting with Councilmember Gallo and will also reach out to schedule a meeting with Councilmember McElhaney. Donna is willing to support meeting with Councilmember McElhaney. Mike is willing to support meeting with Councilmember Gallo.
- D6: Mike met with Councilmember Taylor and "he's on board"
- D7: Donna will reach out to schedule a meeting with Councilmember Reid. Tonya will support.
- D4: Julia will reach out to schedule meeting with Councilmember Thao
- Kaplan: Donna will reach out to schedule meeting with Council President Kaplan. Mike is willing to support this meeting

## 11. Administrative Update

- **Marketing, Branding and Communications**
  - The Marketing Discovery workshop was convened on February 27. Board Communications committee member Laurie Lawson attended.
- **SSB Grantee Site Visits**
  - In process to completing site visits for all first round the grantees
- **Workforce Development – Youth Summer Jobs**
  - Appreciative of SSB funds
  - Goal for this year's program is to more align with the intent of Measure HH
  - Will implement a wellness policy; no soda at 1:1 and group meetings, provide education and awareness to participants regarding SSBs
  - More health focused career opportunities

## 12. Agenda Items for the April 13, 2020 Board Meeting

- Presentation from statewide reduce SSBs lobbyists
- Workforce Development – Youth Summer Jobs presentation,
- Criteria for community grants and CDFI
- OPRYD financial report

## 13. Adjournment

The meeting was adjourned at 8:55pm.