

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

November 18th, 2019 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room #2

1 Frank H. Ogawa Plaza, 1st floor • Oakland California

Board Members present: Esperanza Pallana, Laurie Lawson, Julia Liou, Donna Carey, Justin Watkins and Tonya Love

City Staff present: Sharon Robinson, Adam Benson and Joe DeVries

1. Welcome and Call to Order

Meeting was called to order at 6:35PM

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

No changes were made to the meeting agenda.

2. Open Forum

Two speakers spoke:

Assata Olugbala

Molly Devinney, InADVANCE/Sugar Freedom Project

3. Adoption of Prior Meeting Minutes: July 8, 2019, September 16, 2019 and October 14, 2019

Donna Carey moved to approve the meeting minutes and all members present voted to approve the minutes, except Donna Carey who abstained to approve the July and September minutes and Justin who abstained to approve the October minutes. The minutes were approved.

4. Informational Report from the Finance Department as a Follow-up to the October 14, 2019 Sugar-Sweetened Beverage Tax Revenue Report

Adam Benson, Director of Finance, provided responses to the questions raised at the October 14 SSB Advisory Board meeting and as outlined in Items #3 and #4. Julia Liou asked if the sources of funds are trending any differently, about the same, or anything stand out. Adam Benson responded that he did not

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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notice any change in the distributors over this period so he believes that the sources of funds would be the same but this detail of information would be provided through the Muni Services contract. Julia Liou asked if it would be possible to provide more detailed information later. Adam Benson agreed to find out what additional information might be available.

Mr. Benson mentioned that the Budget outlined in Item #4 is the adopted budget as amended by the City Council in June. He mentioned that it is common practice that amendments to the Budget may be made throughout the year. He did not believe that there were any amendments made to the Budget that impact Fund 1030/Measure HH. He will confirm and advise.

Two speakers spoke:

Assata Olugbala

Katie Ettman, SPUR

5. Agenda Items for the December 7, 2019 Board Retreat

- Scope of work and timelines for contracted work
- Equity analysis with the Race and Equity Department
- Budget process for the coming year
- \$1M allocation under Board recommendation
- Goals and key objectives for the coming year
- Lessons learned
- Calendar/work plan for the Board
- Presentation by Oakland Parks, Recreation and Youth Development
- Board Chair nomination and vote

6. Board Committee Updates

Chair Pallana stated that she was not aware of Board committees having met outside of folks from specific Board committees meeting to interview potential contractors. Donna Carey stated that she, Tonya Love and Laurie Lawson are scheduled to participate in an interview on Wednesday for the marketing and communications contractor. Tonya Love mentioned she had completed an interview with another marketing and communications candidate last week. Chair Pallana thanked Board members for taking their time to show up for the contractor interviews with Staff. Tonya Love offered appreciation for Sharon Robinson for her work with the Board.

7. Administrative Update

- **Board Vacancies:** Three candidates are being moved forward at tomorrow's City Council meeting. The candidates are: Pamela Alston, Raphael Breines and Michael Hammock. The three are expected to be confirmed by the Council. Julia Liou asked if there was background information on the candidates. Staff advised that Information about the candidates can be found in the agenda packets for the November 19 City Council meeting.

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- **Marketing, Evaluation and Research Contractors:** Staff thanked Board members who have supported the interview process, which has been comprehensive and dynamic.
 - Initially started with four firms that were interested in the marketing, design and communications contract; two were non-responsive. Interviewed Hill and Co and will interview Colectivo on November 20.
 - LPC Consulting and Mathematica were the two vendors being interviewed for the evaluation contract. Both have been interviewed and hopeful we will decide on a vendor very soon. Both are very strong candidates.
 - Mathematica was the only entity that responded to the impact study RFQ and they are the most qualified as they are currently studying this work. Their presentation during the interview process was comprehensive. During the interview process, Julia Liou and I lifted up potential questions and issues for them to start to think about to move the work forward and drill down on Oakland and our outlining areas. Julia Liou mentioned that Mathematica has already started studies in different cities—Philadelphia and already started study on Oakland. She mentioned it was great to see some of the results. She also stated that they are very qualified to move forward.
- **December 9 Advisory Board Meeting:** December 9 Board meeting canceled due to December 7 Board retreat.
- **Board Retreat Facilitator:** Staff is working to secure a facilitator for the retreat; several strong prospects to consider.

8. Adjournment

Meeting was adjourned at 7:25PM