

APPROVED MINUTES
Sugar Sweetened Beverage Community Advisory Board
Oakland City Hall,
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 1, 1st floor
April 09, 2018 • 6:30pm-8:30pm

Board Members present: Jared Fine, Esperanza Pallana, Tonya Love, Donna Carey, Julia Liou, Renia Webb

Board Members absent: Kim Carter Martinez

City Staff Members present: Sandra Taylor, Sachel Heavens, Sara Bedford, Diveena Cooppan

1. Welcome and Call to Order

• **Call to Order**

The meeting was called to order at 6:37 pm. The Board and staff introduced themselves. There were no modifications to the agenda.

2. Open Forum

Two speakers made public comments.

1. **Jen Schilling:** with H.E.A.L (Healthy Eating, Active Living). Looks forward to expanding the program, hopefully with support from the tax.
2. **Diana Garrett:** Oakland resident and Center for Elders Independence.

3. Adoption of Prior Meeting Minutes *February 27, 2018, *March 12, 2018

Sandra Taylor explained that the minutes are action minutes. A transcript is available and a video and/or audio is available online. The March 03, 2018 minutes will be available at the next meeting. Julia Liou made a motion to approve the minutes. Jared Fine seconded. Donna requested an amendment to the March 12, 2018 minutes to state that Kim Carter Martinez, abstained from the vote on water hydration stations. The Board unanimously voted to adopt the minutes with the amendment from Donna.

4. Presentation by Human Services Department Director Sara Bedford on City Food Systems

Sara Bedford presented on the Human Services Department programs noting Early Childhood Development (Head Start), Homelessness, Hunger Programs, Violence Prevention (Oakland Unite), Community Action Partnerships, Children and Youth through the OFCY grant program, and now the Sugar-Sweetened Beverage Initiative.

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Sara explained that the Parks and Rec. and Library sites are currently not able to provide any dinners or snacks because the vendor who sponsored the meals can no longer provide these meals. The vendor received the state funding to provide the meals but the amount provided by the state was insufficient to sustain the program.

The request is for the board to support a one time, one-year funding of these meals – approximately 200,000 meals based on 26 sites for 30 children per site which costs around \$3.87 per meal. This one-time infusion would allow the City to then set up the systems to continue running the program independently and by applying for the State funding for these meals the next year.

The funding of staff will allow the City to create the infrastructure to manage this program. The food monitor staff is a State requirement to receive the funding and the Program Analyst would run the program throughout the year.

This is a joint proposal with Parks and Recreation, Library and Human Services Departments. We would also recommend \$1 per meal for Head Start to improve the quality of meals provided in the Early Childhood program. The amount requested is \$897,915 for the meals, \$188,042 for snacks, \$262,640 for staffing the program and \$400,000 to improve the quality of the Head Start food program.

The staff and quality improvement of food would be an ongoing request for SSB funding. The numbers presented are revised from the last meeting based on updated feedback from the Oakland Parks and Rec. department.

Board members questioned whether City departments can apply to the RFP process and discussed the equity of City department presentations over other organizations. Sara clarified that this was a joint presentation, that the departments would not be opposed to applying to an RFP process but that City Programs have an extensive reach and infrastructure that could be beneficial in helping the Board reach the objectives they've outlined.

Sandra Taylor stating that in speaking with the City Attorney, it should be clarified that the SSB ordinance states that the Board will make recommendations as to how and to what extent, General Fund money will be spent. The ordinance does not exclude City departments, which can normally access general fund money, from being allocated these funds. Each legislation specifies to some extent the expectations e.g. OFCY ordinance specifically states that the funding will be through an RFP competitive process. Under Sugar-Sweetened Beverage legislation

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it says, the board will make recommendations to the City and not specifically an RFP process.

5. Presentation by Office of Parks, Recreation, and Youth Development Director Nicholas Williams

Dana Riley, Assistant Director for Oakland Parks, Rec, and Youth Development presented as Director Williams was ill and could not attend. OPR is a direct service provider. Dana confirmed that OPR is in alignment with the Food program presentation made by Sara Bedford. OPR is uniquely positioned to help meet the objectives of the SSB initiative. They are the largest provider of out of school services in the City. The request is for the provision of 2 hydration stations at each of the 25 parks that contain a recreation center. These sites have been selected because they are heavily utilized. Dana presented a document with a list of the proposed sites. One hydration station would be inside the facility and one would be contained outside, adjacent to the courts.

An additional recommendation is to fund a health and wellness fitness supervisor who would develop a comprehensive wellness program with the long-term goal of teaching children healthy habits that would last a lifetime. OPR would capitalize on the existing cooking and gardening curriculums that are offered in the after school and summer programs. The overall program would be modeled on the Wellness in the School program – this a nationwide non-profit program. This program would take place at the 24 centers across the City.

The final recommendation is the installation of Fitness Courts. The Courts use your own body mass so it's ideal for teenage youth upwards. They propose one site in East Oakland and one site in West Oakland. The criteria would be based on a community park that has limited access to open space and amenities without driving. The installation is done by a non-profit.

6. Further Recommendations on Use of Sugar-Sweetened Beverage Funds

Esperanza proposed that the Board consider funding The Grocery Store co-operative in West Oakland. Board members indicated that this proposal should be considered in the RFP process. The Board inquired about how many hydration stations would be needed to cover all park sites. Dana Riley stated that she would need to assess and give feedback.

Public Comments: 1 speaker made public comments

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1. Gail Myers – Freedom Farmers Market/ Mandela Food Co-operative.

Esperanza made a motion to approve the funding of the HSD/OPR/Libraries food program and the additional hydration stations to OPR as presented minus the \$400,000 for the food systems improvement for Head Start(Ongoing food quality improvement for FY 2019-2020) and to approve the cost of the increase to the hydration stations for OPR as presented. Tonya Love seconded the motion. The Board unanimously approved the motion.

- 7. Draft of Board By-laws**

Tonya Love presented a draft section for the SSB of the by-laws which are guidelines and rules for how the Board will function.

The Board discussed the key points and asked for a review of their draft by the City Attorney. Sandra Taylor stated that the attorney requested that the Board work with staff and to submit questions through staff. If questions are to be discussed during a Board meeting, then the attorney could be requested to attend to provide guidance.

The Board requested that the attorney attend the next meeting in May. Sandra Taylor requested that questions for staff to submit to the attorney be very specific. Esperanza recommended that further discussion be tabled for the May meeting.

- 8. Background Information on Grants and the RFP Process**

Sandra Taylor asked if the Board would like to Table this item for the next meeting. She stated key references within the procurement ordinance that the Board could review: Section 2.04 (processes for procurement), Section 2.07 (grant awards), Section 2.06 (specific definition for grant agreements).

Esperanza Pallana requested that the item be tabled for the next meeting.

- 9. Selection of Agenda Items for Next Regular Meeting of May 14, 2018**

Esperanza Pallana requested the Board to email in the next two weeks on agenda items for the next meeting. Julia Liou requested that if possible, an e-version of the presentations be given to the Board a week before the meeting.

- 10. Adjournment**

The meeting was adjourned at 9:05 pm.