

Sugar-Sweetened Beverage Community Advisory Board

HEARING ROOM 1, OAKLAND CITY HALL
1 FRANK H OGAWA PLAZA
OAKLAND CA 94612

AGENDA

July 10, 2023 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: June 12, 2023

Action

3. Announcements

Informational

4. Open Forum

Action

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

Informational

6. Community Grants Presentation – Mercy Brown Bag

Informational

7. Discussion of City Council's Adopted Measure HH budget

Action

8. Committee Updates

Action

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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9. Agenda Items for the Next Board Meeting

Action

10. Adjournment

Action

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MINUTES TO BE APPROVED

Regular Meeting

June 12, 2023 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

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

Board Members present: Dwayne Aikens, Nile Taylor, Pamela Alston, Michael Hammock, Ali Obad.

City Staff present: Michael Akanji, Neffertice Williams

Commissioner Alston moved to adopt the meeting agenda as presented. It was seconded by Commissioner Taylor. The motion passed unanimously.

2. Adoption of Prior Meeting Minutes: May 8, 2023

Commissioner Taylor moved to adopt the meeting minutes as presented. It was seconded by Commissioner Obad. The motion passed with no objections. Commissioners Hammock and Alston abstained.

3. Announcements

Staff member Michael Akanji informed the Board that the City Council will be addressing the recommendations put forth by the Advisory Board during their upcoming budget hearing scheduled for the 14th of June. He encouraged all Board members and grantees to attend the hearing and express their support for the recommendations. Additionally, he expressed heartfelt gratitude towards Commissioners Alston and Hammock, recognizing their dedicated service on the SSB Advisory Board as they will be stepping down at the end of June.

These announcements prompted positive sentiments and reflections from the entire Board, acknowledging the significant contributions made by Commissioners Alston and Hammock during their tenure.

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4. Open Forum

Paloma Sisneros-Lobato from SPUR expressed gratitude towards the Advisory Board members for their efforts in engaging with the City Council. She emphasized the importance of maximizing public participation and urged the Board to ensure that ample opportunities are provided for public input.

Commissioner Alston delivered an impassioned presentation, sharing her personal journey from being a supporter and seller of sugary drinks to transforming into a passionate advocate for sugar reduction. Her presentation highlighted her deep commitment to the cause and served as an inspiring example of personal growth and dedication.

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

City staff member Michael Akanji presented an update on the current revenue status of Measure HH. According to the latest report, the revenue generated for the last complete month of reporting, March 2023, amounted to \$593,307.15. Over the course of the past nine months, the average monthly revenue has been approximately \$626,722.93.

Based on this average, if the revenue continues at a consistent rate, the projected revenue for the year would reach \$7.521 million. This figure aligns with the revenue projections for the year.

6. Presentation from East Oakland Youth Development Center (EOYDC)

Landon Hill, Chief Program Officer from EOYDC, presented an overview of their programs and engaged in a discussion with the board members. The EOYDC aims to enhance the social and leadership skills of youth and young adults, preparing them for higher education, employment, and leadership opportunities. Their vision is to foster a community of empowered individuals who possess the necessary character, skills, and networks to make positive contributions to society.

Mr. Hill highlighted the Cascading Mentorship framework, which enables participants to form meaningful relationships with both peers and mentors. The framework encompasses five elements: character building, readiness, access, socio-emotional leadership, and social justice. EOYDC focuses on empowering young people and giving voice to those who are marginalized. It was mentioned that the majority of their students and staff are of Black/African-American descent.

EOYDC aims to ensure that young people are well-prepared for meaningful, well-paid careers that align with their talents and passions. Recognizing the importance of safety, well-being, and support for youth, EOYDC engages them in fun and stimulating activities to enrich their experiences. The organization offers a continuum of programming across four key areas:

- Art: Visual, performing, and immersive arts.
- Wellness: Physical development, athletics, and nutrition.
- Education Continuum: Afterschool leadership programs, pathways to college, and more.

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- Careers: Job training, paid internships, and related opportunities.

EOYDC's daily programming includes free food distribution (lunches and snacks), physical activities, and mental and emotional health support. They also shared recent successes such as the Gardening Club, which took place twice a week for six weeks and resulted in a harvest of potatoes and various herbs. Another achievement mentioned was the STEM to STERN initiative, a partnership with Oakland Strokes that allowed students to engage in rowing and STEM activities over a five-week period.

The presentation also highlighted a recent challenge regarding the need for increased Wellness Program Support during the summer. EOYDC aims to expand their summer programming to include an additional site, accommodate more students, and host activities in different locations. This expansion necessitates seeking additional support for the Wellness Program.

7. Debrief on City Council outreach and Community Health Fair

The Board members engaged in a discussion regarding the recent Community Health Fair held at Verdese Carter Park on June 3rd. The success of the event was reflected upon, with City staff member Neffertice Williams expressing gratitude to the commissioners for their dedicated efforts.

The fair stood out as a uniquely successful occasion, owing to various engaging activities such as the bicycle giveaway, prize wheel, and other fun-filled attractions. The positive impact generated by the event was acknowledged, and the consensus was reached that we should capitalize on the momentum created.

Additionally, Councilmember Treva Reid's proclamation declaring Oakland as "Oakland Drinks Water" month added further significance to the event. It was recognized that leveraging this proclamation would contribute to the sustained success of future endeavors.

The Board members expressed their enthusiasm and anticipation for next year's Community Health Fair, eagerly looking forward to building upon the achievements of the previous event.

The Board members also reflected on their recent appearance before City Council, and noted the importance of having a lot of people in attendance to speak in support of the item.

8. SSB Calendar development

Commissioner Taylor presented the calendar template received from Paloma for consideration. The objective is to proactively plan for upcoming city council interactions, community outreach initiatives, and ensure ample time for preparation instead of last-minute arrangements. The suggestion was made to include recurring annual events that are already confirmed, such as midyear grant recipient reviews, city council voting, or final budget approvals.

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City staff member Michael Akanji proposed establishing fixed dates for SSBT grantee recipients to address the Board. This would provide structure and clarity for scheduling these important interactions.

Commissioner Alston expressed the desire to permanently incorporate "Oakland Drinks Water" month into the calendar, ensuring its repetition every year.

9. Committee Updates

There were no committee updates.

10. Agenda Items for the Next Board Meeting

City staff member Michael Akanji informed the Board that SSB grantee Mercy Brown Bag would be present at the next meeting to provide an update on their program. Commissioner Taylor proposed including a review of the approved City budget and comparing it to the recommendations put forth by the Board. This discussion will enable the Board to assess the alignment between their recommendations and the final budget, fostering transparency and accountability.

11. Adjournment

The meeting was adjourned at 8:37 pm.