

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

July 11 ■ 6:30pm-8:30pm

Zoom Teleconference

Pursuant to California Government Code section 54953(e), Oakland Sugar-Sweetened Beverage Community Advisory Board Members/Commissioners, as well as City staff, will participate via phone/video conference, and no physical teleconference locations are required.

Please click the link to join the teleconference: <https://us02web.zoom.us/j/84288286924>

TO OBSERVE:

<https://us02web.zoom.us/j/84288286924>

Or iPhone one-tap :

US: +16699009128, 84288286924# or +12532158782,,84288286924#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592
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Webinar ID: 842 8828 6924

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TO COMMENT:

1) To comment by Zoom video conference, you will be prompted to use the "Raise Your Hand" button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

2) To comment by phone, you will be prompted to "Raise Your Hand" by pressing "* 9" to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

ADDITIONAL INSTRUCTIONS:

1) Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193%20-%20Joining-a-Meeting#>

2) Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663%20Joining-a-meeting-by-phone>

3) Instructions on how to "Raise Your Hand" is available at: <https://support.zoom.us/hc/en-us/articles/205566129-Raising-your-hand-In-a-webinar>

Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

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· 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.

Sugar-Sweetened Beverage Community Advisory Board

AGENDA

1. Welcome and Call to Order
 - Roll Call, Introductions
 - Announcements
 - Agenda Review and Adoption
2. Adopt a continuing resolution as per AB 361 establishing certain findings justifying the ongoing need for virtual meetings
3. Open Forum Action
4. Adoption of Prior Meeting Minutes: June 13, 2022 Action
5. Update from the City Administrator's Office on the Measure HH Revenue Status Informational
6. Presentation from Mindy Hu of Mathematica Informational
7. Mid-Cycle Budget Review Action
8. Committee Presentations Informational
9. Agenda Items for the Next Board Meeting Informational
10. Adjournment Action

OAKLAND SUGAR SWEETENED BEVERAGE COMMUNITY ADVISORY BOARD

RESOLUTION NO. _____

ADOPT A RESOLUTION DETERMINING THAT CONDUCTING IN-PERSON MEETINGS OF THE OAKLAND SUGAR SWEETENED BEVERAGE COMMUNITY ADVISORY BOARD AND ITS COMMITTEES WOULD PRESENT IMMINENT RISKS TO ATTENDEES' HEALTH, AND ELECTING TO CONTINUE CONDUCTING MEETINGS USING TELECONFERENCING IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 54953(e), A PROVISION OF AB-361.

WHEREAS, on March 4, 2020, Governor Gavin Newsom declared a state of emergency related to COVID-19, pursuant to Government Code Section 8625, and such declaration has not been lifted or rescinded. *See* <https://www.gov.ca.gov/wp-content/uploads/2020/03/3.4.20-Coronavirus-SOE-Proclamation.pdf>

WHEREAS, on March 9, 2020, the City Administrator in their capacity as the Director of the Emergency Operations Center (EOC), issued a proclamation of local emergency due to the spread of COVID-19 in Oakland, and on March 12, 2020, the City Council passed Resolution No. 88075 C.M.S. ratifying the proclamation of local emergency pursuant to Oakland Municipal Code (O.M.C.) section 8.50.050(C); and

WHEREAS, City Council Resolution No. 88075 remains in full force and effect to date; and

WHEREAS, the Centers for Disease Control (CDC) recommends physical distancing of at least six (6) feet whenever possible, avoiding crowds, and avoiding spaces that do not offer fresh air from the outdoors, particularly for people who are not fully vaccinated or who are at higher risk of getting very sick from COVID-19. *See* <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>;

WHEREAS, the CDC recommends that people who live with unvaccinated people avoid activities that make physical distancing hard. *See* <https://www.cdc.gov/coronavirus/2019-ncov/your-health/about-covid-19/caring-for-children/families.html>;

WHEREAS, the CDC recommends that older adults limit in-person interactions as much as possible, particularly when indoors. *See* <https://www.cdc.gov/aging/covid19/covid19-older-adults.html>;

WHEREAS, the CDC, the California Department of Public Health, and the Alameda County Public Health Department all recommend that people experiencing COVID-19 symptoms stay home. *See* <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>;

WHEREAS, persons without symptoms may be able to spread the COVID-19 virus. *See* <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>;

WHEREAS, fully vaccinated persons who become infected with the COVID-19 Delta variant can spread the virus to others. *See* <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>;

WHEREAS, the City's public-meeting facilities are indoor facilities that do not designed to ensure circulation of fresh / outdoor air, particularly during periods of cold and/or rainy weather, and were not designed to ensure that attendees can remain six (6) feet apart; now therefore be it:

WHEREAS, holding in-person meetings would encourage community members to come to City facilities to participate in local government, and some of them would be at high risk of getting very sick from COVID-19 and/or would live with someone who is at high risk; and

WHEREAS, in-person meetings would tempt community members who are experiencing COVID-19 symptoms to leave their homes in order to come to City facilities and participate in local government; and

WHEREAS, attendees would use ride-share services and/or public transit to travel to in-person meetings, thereby putting them in close and prolonged contact with additional people outside of their households; now therefore be it:

RESOLVED: that the Oakland Sugar-Sweetened Beverage Community Advisory Board finds and determines that the foregoing recitals are true and correct and hereby adopts and incorporates them into this Resolution; and be it

FURTHER RESOLVED: that, based on these determinations and consistent with federal, state and local health guidance, the Oakland Sugar-Sweetened Beverage Community Advisory Board determines that conducting in-person meetings would pose imminent risks to the health of attendees; and be it

FURTHER RESOLVED: that the Oakland Sugar-Sweetened Beverage Community Advisory Board firmly believes that the community's health and safety seriously and the community's right to participate in local government, are both critically important, and is committed to balancing the two by continuing to use teleconferencing to conduct public meetings, in accordance with California Government Code Section 54953(e), a provision of AB-361; and be it

FURTHER RESOLVED: that the Oakland Sugar-Sweetened Beverage Community Advisory Board will renew these (or similar) findings at least every thirty (30) days in accordance with California Government Code section 54953(e) until the state of emergency related to COVID-19 has been lifted, or the Oakland Sugar-Sweetened Beverage Community Advisory Board finds that in-person meetings no longer pose imminent risks to the health of attendees, whichever is occurs first.

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.

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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.