

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

January 13th, 2020 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room 1

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

AGENDA

1. Welcome and Call to Order

- Roll Call, Introductions & Welcome New Board Members
- Announcements
- Agenda Review and Adoption

2. Open Forum

3. Adoption of Prior Meeting Minutes

- November 18, 2019
- December 7, 2019

Action

4. Nomination of New Advisory Board Chair, Vice Chairs, Financial Transparency Officer and Communications Chair

Action

5. SSB Advisory Board's Recommendations for \$1Million Allocation Under Board Discretion

Discussion/Action

6. Informational Report from the Wellness Policy Ad-Hoc Committee

Informational/Action

7. Board Committee Updates

- New Board Members Board Committee Selections

Informational/Action

8. Administrative Update

- SSB Board Workplan/Calendar
- Race and Equity Analysis
- Marketing, Evaluation and Impact Study Contractors

Informational

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 February 10, 2020 Board Meeting

Discussion

10. Adjournment

Action

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ITEM #3

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

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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

Sugar-Sweetened Beverage Community Advisory Board Retreat

MINUTES TO BE APPROVED

Special Meeting

December 7th, 2019 • 10:00am-4:00pm

Citizens Engagement Lab, Kingston Conference Room

1330 Broadway, 3rd floor • Oakland California

Board Members Present: Esperanza Pallana, Julia Liou, and Tonya Love

Board Members Participating via Video Conferencing: Donna Carey and Justin Watkins

Board Members Absent: Laurie Lawson

City Staff Present: Sharon Robinson

For the SSB Board retreat, which took place on December 7, 2019, the following facilitator agenda was used and the meeting notes were captured by the retreat facilitator, Franklin Hysten (Be The Change Consulting).

Outcomes:

- Welcome new members to the advisory board. Build connections amongst board members
- Review the adopted vision and goals of the SSB Advisory Board
- Articulate lessons learned from the past year for the SSB Tax Fund
- Organize key deliverables, tasks and meetings for 2020-2021
- Map these key efforts to a timeline for the years 2020-2021

Agenda:

Proposed times (not actual)	<u>ACTIVITY and NOTES</u>
10:00-10:15	<p>Welcome & Call to Order <i>Chairperson facilitates (Esperanza Pallana)</i></p> <ul style="list-style-type: none"> ● Roll Call, Introductions ● Raphael (incoming Board member) introduced himself to the group <p>Open Forum</p>

Sugar-Sweetened Beverage Community Advisory Board Retreat

	<ul style="list-style-type: none"> ● No open forum speakers
10:15-10:45	<p>Presentation from Nicholas Williams, Director of Oakland Parks, Recreation and Youth Development</p>
10:45-10:50	<p>Start of Facilitated Session</p> <ul style="list-style-type: none"> ● Franklin introduced Be The Change Consulting and his connection to the City of Oakland ● Franklin reviewed the goals and expectations for the day
10:50-11:05	<p>Hammer or Nail</p> <ul style="list-style-type: none"> ● Board members partnered and answered a question: At your essence at your core which word most describes you: <ul style="list-style-type: none"> ○ Hammer or nail ○ Telescope or microscope ○ Justice or peace; ● Discussion: What did you learn about others that you did not know before? ● Franklin stated all of these prompts would in some way show up
11:30-12:00	<p>Vision and Guiding Principles</p> <ul style="list-style-type: none"> ● Review Vision Statement <ul style="list-style-type: none"> ○ Board members read the Vision statement out loud. Board members then recalled how the Vision statement was created ○ Board members then responded to the question, “what is a word or phrase [in the vision] that moves you today?” ○ Various answers included: <ul style="list-style-type: none"> ■ The verbs (investing, building, ensuring) ■ The right to a health life ■ Building hope for a better tomorrow ■ Health is referenced twice in the vision statement ● Guiding Principles: Board members then read the 6 guiding principles and were asked to identify what words or phrases were moving for them today?” Various answers included: <ul style="list-style-type: none"> ■ “We are committed” (written in three phrases) ■ Equity ■ Transparency ■ Community Voice ■ Increase our community’s ability to create change ■ Social justice through food systems change ● Board members recalled that process to creating the guiding principles was smooth with consensus amongst all the members
12:00-12:10	<p>Develop SSB Work Plan and Timeline</p>

Sugar-Sweetened Beverage Community Advisory Board Retreat

	<ul style="list-style-type: none"> ● Overview of the Process: <ul style="list-style-type: none"> ○ Franklin Hysten shared the Planning Arrow visual organizer as a tool to orient the group's thinking ○ It organized the groups thinking regarding vision, goals, critical buckets of work and potential challenges
12:10-12:40	<p>Defining our Work Buckets and Potential Obstacles</p> <p>The group defined Buckets of Work that included:</p> <ul style="list-style-type: none"> ● Advisory Board Meetings + Committees ● Funding Recommendations and allocation ● Evaluation ● Impact Study ● Wellness Policy ● Race and Equity Partnership
	Lunch
	<p>Naming the Deliverables, Meetings and Tasks (First Go Around)</p> <ul style="list-style-type: none"> ● Franklin led a group brainstorm where Board members responded to these questions: <ul style="list-style-type: none"> ○ What are our key deliverables? ○ What are our key meetings, tasks? ○ In what buckets of work do these tasks belong?
2:00-3:00	<p>Organizing the Timeline</p> <ul style="list-style-type: none"> ● The Board members moved the efforts to the calendars ● Once members completed adding their deliverables and tasks to the calendars, they discussed times of heavy lifting. <ul style="list-style-type: none"> ○
3:00-3:40	<p>Funding Priorities and Allocation Planning</p> <ul style="list-style-type: none"> ● Chair facilitates, consultant records key ideas ● Final decisions
3:40-3:50	<p>Next Steps</p> <ul style="list-style-type: none"> ● Chair Pallana said that the January meeting would include: <ul style="list-style-type: none"> ○ Darlene Flynn (Race & Equity) comes in January to present the report ○ Darlene can lead the conversation about what we can anticipate for the analysis ○ State reducing SSBs lobbyists can make a presentation in January if Darlene is unavailable ○ Justin and Tanya will be reaching out to BANPAC and they may have a report they can present ○ Special Initiatives

Sugar-Sweetened Beverage Community Advisory Board Retreat

	<ul style="list-style-type: none">● Recap key decisions made today● Review accomplishments● Staff shares what happens next
3:50-4:00	Acknowledgements

WORKPLAN 2019-2020

Task/Milestone/Meeting	Title of Staff Responsible for Task/Milestone Delivery	Fiscal Year 2019-2020				
		January	February	March	April	May
		MARKETING				
Communications Scope and Timeline		X				
Marketing Contract Executed		X				
Outline branding process			X			
Identify ongoing content needs			X			
Implement branding process				X		
Develop communication talking points				X		
Grantee convening						X
Ongoing content development + publication						
Logo/tagline development						
Branding development plan						
Implement branding development plan						
Celebration of marketing/messaging/board work						
EVALUATION						
Solidify work and scope		X				
Impact study work and scope		X				
Evaluation contract executed		X				
Grantee T.A. provided			X			
Grantee Eval Progress Report						X
IMPACT STUDY						
Impact study work and scope completed		X				

WORKPLAN 2019-2020

Task/Milestone/Meeting	Title of Staff Responsible for Task/Milestone Delivery	Fiscal Year 2019-2020				
		January	February	March	April	May
		Initial results of Impact Study				
WELLNESS POLICY						
Meet with BANPAC (Tonya/Justin)		x				
Mtg with Park Dept (Tonya/Justin)		x				
Wellness Ad Hoc on Wednesdays		x				
Ask for meeting with Oakland Youth Commission (Tonya)			x	x		
Invite State SSB experts to speak with us about SSB efforts			x			
SSB MEETINGS + COMMITTEES						
Assign board members into committee		x				
Impact study work and scope		x				
Nominate finance lead of board		x				
On-board three new members		x				
SSB Board Meeting		x	x	x	x	
Vote on board officers		x				
OPRYD & PR present			x			
Oakland Equity Report present at SSB					x	
RECOMMENDATIONS & ALLOCATIONS						
Meet with OYPRD- develop collaboration		x				

WORKPLAN 2019-2020

Task/Milestone/Meeting	Title of Staff Responsible for Task/Milestone Delivery	Fiscal Year 2019-2020				
		January	February	March	April	May
		Meet with City admin and staff		x		
Finalize \$1M allocation- approve		x				
Meet with City Councilmembers		x	x	x	x	
Develop funding allocation proposal		x	x	x	x	
Invite Darlene to present on race/equity report			x			
Get on Life Enrichment Committee meeting agenda				x		
Present to Life Enrichment Committee					x	
MISCELLANEOUS						
Data systems contract executed		x				
Explore opportunities regionally to ally- comms, initiatives			x			

**DRAFT - SSB ADVISORY BOARD
WORKPLAN 2021**

Q1

Jan
Feb
Mar

Q2

Apr
May
Jun: Grantee evaluation completed, Impact study completed

Q3

Jul: Celebration of outcomes and impact
Aug
Sep

Q4

Oct
Nov
Dec

Committee	Members
Communications	<ol style="list-style-type: none"> 1. Donna Carey 2. Laurie Lawson 3. Tonya Love 4. Esperanza Pallana
Research and Evaluation	<ol style="list-style-type: none"> 1. Justin Watkins 2. Julia Liou 3. Esperanza Pallana
Ad-Hoc Committee	Members
Wellness Policy	<ol style="list-style-type: none"> 1. Justin Watkins 2. Tonya Love

Sugar-Sweetened Beverage Community Advisory Board

2020 Regular Meeting Calendar

Oakland City Hall, Hearing Room #1

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

January 13, 2020

February 10, 2020

March 9, 2020

April 13, 2020

May 11, 2020

June 8, 2020

July 13, 2020

August - No Meeting

September 14, 2020

October 12, 2020

November 9, 2020

December 14, 2020*

Schedule is subject to change

*Consider December retreat in lieu of regular meeting

Possible dates for Board retreat: Saturday, December 5 or Saturday, December 12