

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

April 12, 2021 ■ 6:30pm-8:30pm

Zoom Teleconference

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

Pursuant to the Governor's Executive Order N-29020, all members of Sugar-Sweetened Beverage Community Advisory Board as well as City staff will join the meeting via phone/video conference and no teleconference locations are required.

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
or +1 312 626 6799

Webinar ID: 842 8828 6924

International numbers available: <https://us02web.zoom.us/j/84288286924>

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.

· 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.

Sugar-Sweetened Beverage Community Advisory Board

AGENDA

1. Welcome and Call to Order
 - Roll Call, Introductions
 - Announcements
 - Agenda Review and Adoption
2. Open Forum
3. Adoption of Prior Meeting Minutes: March 8, 2021 Action
4. Update from the City Administrator's Office on the Measure HH Revenue Status Informational
5. Update from the City Administrator's Office on Measure Q revenues and expenditures Informational
6. Update from Colectivo on the SSB Marketing campaign Discussion
7. Discussion about the Evaluation process for the SSB work Discussion and possible Action
8. Board Updates Action
 - Committee Meetings
 - Strategic partnerships: Meetings with City Council Members
 - Wellness Committee
9. Administrative Update Informational
10. Agenda Items for the Next Board Meeting Action
11. Adjournment Action

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

March 8, 2021 ■ 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 6:31pm.

Board Members Present: Pamela Alston, Raphael Breines, Michael Hammock, Julia Liou, Dwayne Aikens, Ali Obad, and Michelle Wong

City Staff present: Joe DeVries

2. Open Forum

There were 7 speakers during Open Forum and all were speaking in favor of the committee proposal (item 7) to recommend increased funding to the community programs that were funded in the last round of SSB dollars. Speakers cited the Saba Grocers program, the Mandela Partners program, and the work of the Hope Collaborative.

3. Adoption of Prior Meeting Minutes: February 8, 2021

Member Hammock moved to approve and Member Alston seconded the motion, the minutes passed unanimously.

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

Joe DeVries reviewed the monthly revenue report and it shows consistent but lower revenues being collected as has been reported in past months. The February payments were higher than recent months but the averages show a projected \$8.5 million.

5. Update from the Oakland Parks, Recreation, and Youth Development Department on its use of Measure HH Funding

OPRYD Director Nicolas Williams and his Administrative services Manager Neil Valle presented on this topic. To begin, they played a brief video that captured the Town Camp 2020 experience. Director Williams then touched on the need to provide safe facilities, meals and groceries for families, and the day camp itself.

Neil Valle provided an assessment of the City's current fiscal situation and the impact it has on OPRYD. Due to the release of temporary part-time employees, the department only has staffing to operate 5 of its 20 Recreation centers. The projected deficit over the next two years are still forecasted low with an estimated deficit of \$172 million. However, there appear to be significant federal funds coming soon due to the Aid package that was passed. By the end of the two-year period, with the aid from the federal government, the deficit is projected at \$40 million.

Among the highlights on SSB funding, Director Williams noted that \$208,000 is going to the outdoor fitness centers that will be installed by OPW and that 17 hydration stations are still on the way with prior year funding.

Members Watkins asked about the current year spending (only about 10%) and Director Williams explained that the bulk of his departments spending is during the summer programming so that amount will change quickly.

Member Alston asked about the Wellness Policy Development and Director Williams explained that although he is dedicated to working on this with the Board, staff shortages and workloads during the past several months has made it difficult to get to that priority.

Chairperson Liou asked about where services are being provided due to the limitations and Director Williams explained that since homework centers are really important for youth who may not have internet access at home, the focus has been in East and West Oakland neighborhoods where the needs are greatest.

Member Watkins asked about Measure Q and what level of funding OPRYD receives from Measure Q. Director Williams stated that there are no funds allocated to OPRYD from Measure Q for programming, only maintenance (which is handled by OPW).

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Member Breines asked about the transfers shown in last fiscal year of \$4 million and if that is an ongoing expense. Neil Valle explained that was a one-time cost for internal services and will not continue.

There were two public speakers on this item: Molly DeVinney asked about Measure Q since it states that some funds are for recreational programming. Director Williams emphasized that no Measure Q dollars went to programming.

Katie Ettman with SPUR asked about fees from programming and the reductions—are those projecting that revenue will fall or did programming need to be cut because they did fall. Director Williams explained that the department was asked to cut by 20% so that shows an across the board reduction in services.

Francis Calpatura of In Advance noted that 40% of SSB funds appear under offsets and transfers. That seems like a large amount and Neil Valle suggested those might be internal service charges but there is a separate line for internal service charges so he wanted some clarification on this. Director Williams noted that this is a question more for the budget office.

6. Presentation from the Measure HH Community Grantees on their Program Efforts

Due to time constraints, the Chair took public comment first. There were 13 public speakers on this item that all expressed their support for the proposal submitted by the ad hoc committee. Many speakers were neighborhood leaders that work with the Sugar Freedom Project and they discussed the positive impact of the funding that provided for access to produce for vulnerable community members that have been suffering during the pandemic.

Charlie Deterline with Meals on Wheels spoke about how the 14 grantees came together to see how they can work together to better serve the community. He noted that all of the grantees, whether extended or not, were doing great work for the community.

Lina Ghanem spoke about the Saba program and clarified that was actually funded through Cares Act dollars but that the proposal from the community is to continue to support this type of programming with the next round of funding.

Ciara Segura with Mandela Partners discussed many of the programs and the need to pivot during the pandemic. She noted that this pivot allowed them to move over \$150K of healthy food and 260,000 pounds of produce to 27,000 Oakland residents since the summer.

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Molly DiVenney noted that the groups collectively provided their proposal to the Board and it includes an expansion of the distribution of debit cards to purchase produce to the most vulnerable, but it also includes funding to support the program work in neighborhoods to help people meet their full healthy potential. The proposal also advocates for the board to support OUSD's central kitchen and to restore funding to perform effective evaluation of the SSB program in total to be able to really see the impact of the work.

7. Discussion and Possible Action on Key Recommendations regarding the FY21-23 Spending Plan

Chair Liou presented the memo from the ad hoc committee that proposes that 60% of the SSB funds be allocated to the very community programs that were discussed in the previous item. The full recommendation is as follows:

- 20% City Agencies
- 10% HSD
- 10% OYRPD
- 12% OUSD
- 60% Community Investments (Direct assistance and Community based grants)
- 8% Admin, Evaluation and Communications

After some discussion about the formula and some clarifying questions, the board voted unanimously to adopt this recommendation. It was noted the importance that the board and the many community groups advocate with the City Council since they ultimately decide how the funds will be expended. Also, the group acknowledged that they do not want to pit the community programs against the Parks Recreation and Youth Development Department but would want to see OPRYD fully funded to serve the community as well, just not with all of the SSB funds.

8. Discussion and Possible Action on AB 1163

Dr. Jared Fine with the Alameda County Dental Health Program and Maria Tellez with the Tola Organizing Academy presented on AB 1163 and explained that it will repeal AB 1838 which prohibited other local jurisdictions from adopting Sugar Sweetened Beverage Tax Measures. This hinders those other cities from taking steps to protect the health of their residents and undermines jurisdictions that have taxes as people can travel to the neighboring cities to purchase these beverages.

The Board unanimously voted to recommend the City support AB 1163 and asked staff to send correspondence to the Council reflecting their position.

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9. Board Updates

- **Strategic Partnerships**

The Board developed a plan to schedule meetings with all City Council Members, with a few members forming a delegation to meet with each one.

10. Administrative Update

No Updates.

11. Agenda Items for the Next Board Meeting

Next Month the Board agreed to have the following items:

- Revenue Update
- Update on Measure Q Expenditures
- Update from Colectivo on the marketing campaign
- A discussion on Evaluation
- Committee Updates (including progress on the meetings with City Council members)

12. Adjournment

The meeting adjourned at 9:29pm.

SSBT Net Collection Summary (by month)

Fiscal Year	Month	Revenue	YTD
FY 2020-21	Jul-20	\$757,315.11	\$757,315.11
	Aug-20	\$744,882.02	\$1,502,197.13
	Sep-20	\$684,844.00	\$2,187,041.13
	Oct-20	\$673,847.72	\$2,860,888.85
	Nov-20	\$688,320.72	\$3,549,209.57
	Dec-20	\$701,310.74	\$4,250,520.31
	Jan-21	\$481,497.49	\$4,732,017.80
	Feb-21	\$393,089.36	\$5,125,107.16
	Mar-21	\$0.00	\$5,125,107.16
	Apr-21	\$0.00	\$5,125,107.16
	May-21	\$0.00	\$5,125,107.16
	Jun-21	\$0.00	\$5,125,107.16

SSBT Reconciliation

Reporting Month	July-20 Pmts	Aug-20 Pmts	Sep-20 Pmts	Oct-20 Pmts	Nov-20 Pmts	Dec-20 Pmts	Jan-21 Pmts	Feb-21 Pmts	Mar-21 Pmts	Apr-21 Pmts	May-21 Pmts	Jun-21 Pmts	Jul-21 Pmts (accrual)
Jul-2020		228,363.46	\$499,174.33	\$6,945.92	\$24,332.10	\$0.00	\$34.10	\$49.57	(\$1,584.37)				
Aug-2020		0.00	\$323,644.75	\$356,998.53	\$64,141.82	\$114.00	\$45.67	\$36.92	(\$99.67)				
Sep-2020				\$228,903.50	\$456,032.07	\$114.59	\$52.42	\$63.02	(\$321.60)				
Oct-2020					\$631,942.83	\$39,444.54	\$62.72	\$489.83	\$1,907.80				
Nov-2020						\$357,024.32	\$325,723.73	\$3,902.33	\$1,670.34				
Dec-2020								\$652,336.62	\$48,974.12				
Jan-2021								\$9,339.34	\$472,158.15				
Feb-2021									\$392,895.65	\$193.71			
Mar-2021													
Apr-2021													
May-2021													
Jun-2021													
Total	\$0.00	\$228,363.46	\$822,819.08	\$592,847.95	\$1,176,448.82	\$396,697.45	\$325,918.64	\$666,217.63	\$915,600.42	\$193.71	\$0.00	\$0.00	\$0.00