

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

October 14th, 2019 • 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 & Announcements
- Agenda Review and Adoption

2. Open Forum

3. Adoption of Prior Meeting Minutes

- July 8, 2019
- September 16, 2019

Action

4. Presentation from Bay Area Nutrition and Physical Activity Collaborative (BANPAC) on Organizational Wellness Policies and Promising Practices Around Creating Healthier Communities Presented by Reba Meigs, BANPAC Co-Chair and Chief Executive Officer, Innovative Healthy Solutions and Nori Grossmann, BANPAC Co-Chair and Public Health Nutritionist, Alameda County Public Health

Informational

5. Board Debrief on the BANPAC Presentation and Considerations for Next Steps and Timeline for Possible Actions

Discussion/Action

6. Informational Report from the Finance Department on the Sugar-Sweetened Beverage Tax Revenue Report

Informational

7. Update on Board Vacancies

Informational

Public Comment:

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Sugar-Sweetened Beverage Community Advisory Board

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| 8. Board Committee Updates | Informational |
| 9. Administrative Update | Informational |
| • FY 19-21 Printed Budget | |
| • Marketing, Evaluation and Research Contractors | |
| • Board Retreat Facilitator | |
| 10. Agenda Items for the November 2019 Board Meeting | Discussion |
| 11. Adjournment | |

MINUTES TO BE APPROVED
 Sugar-Sweetened Beverage
 Community Advisory Board

July 8th, 2019 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room #1

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

Board Members present: Esperanza Pallana, Tonya Love, Justin Watkins, Laurie Lawson, Julia Liou

Board Members absent: Donna Carey

City Staff present: Sara Bedford, Sharon Robinson, Christa Griffin

1. Welcome and Call to Order

Meeting was called to order at 6:33pm.

- Roll Call, Introductions & Announcements

August meeting is cancelled due to recess. The Board will reconvene in September. Committees are welcome to meet during the recess.

- Agenda Review and Adoption

Agenda was reviewed and adopted.

2. Open Forum

There were no public speakers at the time Open Forum was called by Chair Pallana.

3. Adoption of Prior Meeting Minutes: May 13, 2019

Chair Pallana made a motion to adopt meeting minutes for the May 13, 2019 meeting. Julia Liou seconded the motion. The Board unanimously approved the motion to adopt the minutes.

4. An Informational Report from City Administrator's Office on the Results of the Oakland Budget Process and Impact on Measure HH Funding Allocation for Fiscal Year 2018-2019, Funding Allocation for Fiscal Years 2019-2021 and SSB Advisory Board Oversight

Staff from the City Administrator's Office were unable to attend the meeting; therefore, Sara Bedford, Human Services Department Director, debriefed the Board on results of the City Council adopted budget, as currently known, and as outlined in the Councilmember's Budget handout (Exhibit 2), provided by Chair Pallana. The City Council adopted transfer of the Board administration to the City Administrator's Office. One position will be in Human Services and one position will be in the City Administrator's Office; more clarification required.

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Sugar-Sweetened Beverage Community Advisory Board

5. Board Debrief on the Results of the Budget Process and Impact on Measure HH Funding, and Considerations for Next Steps and Timeline for Possible Actions

The Board discussed the outcome of the budget and brainstormed ways to ensure that Measure HH funding is used to support work that contributes toward Measure HH goals. Chair Pallana asked if the \$500K for administration, oversight and evaluation in the adopted budget includes 2% for tax revenues fund management. Chair Pallana suggested that committees continue to meet and work during the August recess. Tonya Love introduced the idea of asking City agencies and organizations that receive Measure HH funding to adopt internal organizational policies that encourage best practices around healthy eating and exercise. An ad-hoc committee will further investigate sample policies and how to create a vehicle of accountability for those who receive Measure HH funding. Julia Liou suggested the Board have a planning retreat in the fall.

One speaker spoke:

Katie Ettman, SPUR

6. Report out on the Human Services Department RFQ and Vendors that Responded

City staff reported on the RFQ respondents that primarily relate to the work of the SSB Advisory Board. There were seven respondents for Design, Marketing and Communications and all seven met the minimum qualifications. There was one respondent for the Research Study and it met the minimum qualifications. Next steps are for the Board to select firms to interview and to further detail the Scope of Work for these categories.

7. Administrative Update

- **Community Grants Program Contracting**

City staff provided an update on the community grants contracting process. One-on-one meetings have been conducted with all 14 entities that have been recommended for funding. The contracting process for each organization is moving forward once all required materials from each grantee are provided. City staff confirmed that the contract has an evaluation requirement and grantees have been advised to expect more specifics around this process, as available. The contract is tied to the Fiscal year and runs from July 1 – June 30.

8. Board Committee Updates

There were no Board Committee updates.

Chair Pallana reminded the Board about the three vacant Board seats and requested support to identify interested people. She will be writing a letter to the City Administrator's Office asking for the three vacant seats on the Board to be filled.

9. Agenda Items for September 2019 Board Meeting

The next meeting is tentatively scheduled for September 2019.

Agenda items:

- Invite Bay Area Nutrition and Physical Activity Collaborative (BANPAC) to speak about their healthy policy program
- RFQ status update

Sugar-Sweetened Beverage Community Advisory Board

- Discuss possible Fall retreat
- Committee report backs

10. Adjournment

Meeting was adjourned at 7:37pm.

FY 2019-21 COUNCILMEMBER'S KAPLAN, BAS, TAYLOR, & THAO REVISED SSBT BUDGET
FUND 1030 - MEASURE HH

REVENUE ADDITIONS (POSITIVE #) & REDUCTIONS (NEGATIVE #)

Item #	Fund	Dept.	Description	FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes
1	1030	SSBT	Measure HH Revenues & Use of Fund Balance	10,350,000	8,000,000	18,350,000	10,626,000		10,626,000	
Subtotal Revenue Adjustments				10,350,000	8,000,000	18,350,000	10,626,000	-	10,626,000	

				FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	
FUNDS AVAILABLE FOR PROGRAMMING				\$ 10,350,000	\$ 8,000,000	\$ 18,350,000	\$ 10,626,000	\$ -	\$ 10,626,000	

EXPENDITURE ADDITIONS (POSITIVE #)

Item #	Fund	Dept.	Description (Include Job Class & FTE)	FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes
2	1030	OPRYD	OPRYD programs (aquatics, recreation, youth centers).	4,048,069	3,875,245	7,923,314	4,151,834	-	4,151,834	Year 2 allocation to OPRYD will be reduced if new funding is identified
3	1030	CIP/OPW	Tot lots, parks, recreation centers	-	1,889,707	1,889,707	-	-	-	To include Arroyo, Rainbow Rec, and OACC
4	1030	Human Services	New and expanded food programs	1,223,983	-	1,223,983	1,245,880	-	1,245,880	New and expanded food program.
5	1030	Human Services/ Finance/CAO	Administration, oversight, and evaluation	700,000	-	700,000	700,000	-	700,000	Includes a third party evaluation. Staffing at the SSB Board shall remain at Human Services (including grant making). Will be re-evaluated during FY 2019-20.
5a	1030	Human Services/ Finance/CAO	Reduction in evaluation/staffing reflecting lower granting amount from what was authorized in Resolution 87020 CMS	(200,000)		(200,000)	(200,000)		(200,000)	Measure HH commission support to be placed under the City Administrator's office 1.0 FTE Transfer for greater operational efficiency. Fund existing 1.0 FTE Staff Support for Commission from New & Expanded Food Programs in Lieu of Program Analyst II, and reduce O&M.
6	1030	Human Services	OUSD Food Program	-	1,800,000	1,800,000	-	1,800,000	1,800,000	
7	1030	Human Services (RFP)	Additional grant funding and/or special projects to be distributed per guidance of SSB Board	-	2,000,000	2,000,000	-	2,000,000	2,000,000	Funds for future grants or special projects to be recommended by soda tax Board
7	1030	Human Services (RFP)	Additional grant funding and/or special projects		(1,000,000)	(1,000,000)		(1,000,000)	(1,000,000)	
8	1030	Non-Departmental	Contingency	-	-	-	-	128,286	128,286	TBD for Spring 2020, shall go back to SSB Board for recommendation prior to coming to council.
8	1030	Non-departmental	Unallocated fund balance					(128,286)	(128,286)	
9	1030	Administration	Youth Summer Jobs program	-	400,000	400,000	-	400,000	400,000	
10	1030	Department of Race and Equity	Equity Analysis	-	100,000	100,000	-	100,000	100,000	
11	1030	Human Services	East Oakland Senior Center Programming Expansion	-	100,000	100,000	-	100,000	100,000	

Item #	Fund	Dept.	Description	FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes
12	1030	City Council	Community gardens	-	200,000	200,000	-	-	-	\$25,000 per Council district
12a	1030	City Council	Council Discretionary Funds for Community Gardens	-	(200,000)	(200,000)	-	-	-	
13	1030	Human Services	East Oakland Corner Store Healthy Food Conversion	-	200,000	200,000	-	-	-	Define East Oakland as East of High Street
14	1030	Human Services	Eden I&R	-	75,000	75,000	-	-	-	Proposing to approve specified grants previously recommended by Soda Tax board to be allocated from remaining 2018-2019 dollars
15	1030	Human Services	Alameda County Food Bank	-	200,000	200,000	-	-	-	
16	1030	Human Services	YMCA	-	150,000	150,000	-	-	-	
17	1030	Human Services	18 Reasons	-	75,000	75,000	-	-	-	
18	1030	Human Services	Asian Health Services	-	75,000	75,000	-	-	-	
19	1030	Human Services	Mercy Retirement and Care Center	-	150,000	150,000	-	-	-	
20	1030	Human Services	Spectrum Community Services	-	149,791	149,791	-	-	-	
21	1030	Human Services	Urban Strategies Council	-	238,205	238,205	-	-	-	
22	1030	Human Services	West Oakland Health	-	250,000	250,000	-	-	-	
23	1030	Human Services	Meals on Wheels	-	200,000	200,000	-	-	-	
24	1030	Human Services	Alameda Health Consortium	-	250,000	250,000	-	-	-	
25 (New)	1030	OPRYD	OPRYD Service Expansion	1,000,000	-	1,000,000	3,000,000	-	1,000,000	Additional funding required to meet 50% minimum threshold dedicated to OPRYD.
26 (New)	1030	Human Services	Senior Center Enhancements	328,286	71,714	400,000	328,286	-	328,286	Council President's budget allocated an additional \$100,000 in funds each year for East Oakland. These funds should be used to supplement the needs of senior centers in the rest of Oakland.
Subtotal of Expenditure Additions				7,100,338	11,249,662	18,350,000	7,226,000	3,400,000	10,626,000	
				FY 2019-20 Ongoing	FY 2019-20 One-Time	FY 2019-20 Total	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	
SURPLUS / (DEFICIT)				3,249,662	(3,249,662)	-	3,400,000	(3,400,000)	-	

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Special Meeting

September 16th, 2019 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room #4

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

Board Members present: Esperanza Pallana, Justin Watkins, Laurie Lawson, Julia Liou

Board Members absent: Donna Carey, Tonya Love

City Staff present: Sharon Robinson, Maraskeisha Smith, Joe DeVries, Christa Griffin

A quorum was not present.

1. Welcome and Call to Order

Meeting was called to order at 6:38PM

- Roll Call, Introductions & Announcements
- Agenda Review and Adoption

No changes were made to the meeting agenda.

2. Open Forum

There were no speaker cards received for Open Forum.

3. Adoption of Prior Meeting Minutes: July 8, 2019

A quorum was not present; item was postponed.

4. Updated Informational Report from City Administrator’s Office on the Results of the Oakland Budget Process and Impact on Measure HH Funding Allocation for Fiscal Year 2018-2019, Funding Allocation for Fiscal Years 2019-2021 and SSB Advisory Board Oversight

- Grant Awards
- East Oakland Healthy Retail

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Maraskeisha Smith, Assistant City Administrator, City Administrator's Office debriefed the Board on adjustments to the budget as outlined in Exhibit 2. The Adopted Budget includes \$1M of unallocated funding to be allocated by the Board. The Budget also includes grant awards as outlined in the agenda packet. The official printed budget will be made available to the Board as soon as it is available. Speaker, Ciara Segura, Mandela Partners, talked about East Oakland Healthy Retail.

Two speakers spoke on this item:

Ciara Alana Segura, Mandela Partners

Molly Devinney, In-Advance

5. Board Fall Retreat Planning

The Board discussed preliminary planning for the annual Board retreat, including possible dates. Chair Pallana suggested it would be helpful to have a guided process and mentioned that the Facilitator last year was helpful. She will check if the Citizens Engagement Lab is available as meeting space for the retreat. Chair Pallana mentioned, it would be optimal if the contractors to provide evaluation and communications services were selected and could be present at the retreat. The Board discussed big topics for the retreat agenda that included: scope and timelines for contracted work, if contracts in place, how to partner with the Race and Equity Department around the equity analysis, the budget process for the coming year and how best to approach the unallocated \$1M under Board recommendation and a calendar/workplan for the Board.

6. Board Committee Updates

Julia Liou provided the committee update for Evaluation and Research. Committee members met with City staff and reviewed information Staff provided on the potential vendors in these areas. Staff will work to schedule interviews at end of September. She mentioned that once interviews conducted decision will be made soon and contract can move forward, hopefully, early to mid-October. Julia Liou noted that the committee is confident that they have a good group of vendors to select from.

Laurie Lawson provided the committee update for Communications. Committee members met with City staff and reviewed information Staff provided on the potential vendors in these areas. Three vendors were selected to be interviewed. Staff will schedule interviews with potential vendors. Chair Pallana added that it was a very exciting selection of folks that have quite diverse expertise and specific experience around SSBs.

7. Administrative Update

City staff provided an update on the community grants program, which is moving forward and includes the first round of 14 grants for \$2M and the second round of 12 grants for a little over \$2M (refer to list in the agenda packet). Over \$4M in community grants.

Sugar-Sweetened Beverage Community Advisory Board

The SSB team reduced because of the new City budget. Transitioning from a team of three to two. Christa Griffin is leaving the team and was thanked for the administrative support she provided. Working to make the transition as smooth and efficient as possible while adjusting to the increased work load with the new grants. Staff mentioned that it's critical to build out the infrastructure as quickly as possible and bring on contracted vendors to support work around evaluation, systems, impact study, marketing, etc.

8. Calendar for October-December 2019 Board Meetings

The Board discussed the meeting calendar for October through December.

- October 14
- November 18 (third Monday)
- Board retreat (TBD)
- December 9

October 14 agenda items:

- Update around selection of contractors-Communications, Evaluation and Research
- Budget update
- SSB tax revenues update from Finance Department
- Status Board vacancies
- Possible presentation from BANPAC on organizational health policies

9. Adjournment

Meeting was adjourned at 7:33PM

Sweetened-Sugar Beverage Tax Revenues - Budget v. Actual
 October 10, 2019

SSBT (Fund 1030) Revenue: Budgeted vs Actual			
Fiscal Year	Budget*	Actuals	Over/(Under)
FY 2018	\$5,970,000	\$11,110,384	\$5,140,384
FY 2019	\$10,626,000	\$9,554,698	(\$1,071,302)
FY 2020**	\$10,626,000	\$1,474,987	(\$9,151,013)
Total	\$27,222,000	\$22,140,069	(\$5,081,931)

Note:

* Excludes transfers from fund balance

** FY 20 Revenue Actuals from Q1

FY18 Audited

FY19 Unaudited