

# Sugar Sweetened Beverage Community Advisory Board Regular Meeting Notice

Oakland City Hall  
1 Frank H. Ogawa Plaza Oakland,  
CA 94612  
Hearing Room 4, 2<sup>nd</sup> floor  
January 8, 2018 • 6:30pm-8:30pm

## AGENDA

1. **Welcome and Call to Order (2 minutes)**
  - *Modifications to the Agenda*
2. **Open Forum (5 minutes)**
3. **Adoption of Minutes from the October 18, 2017 and from the November 13, 2017 meetings (10 minutes)** *Action*
4. **Department of Race and Equity Director Darlene Flynn (20 minutes)**  
*On Use of Racial Equity Framework in Planning for SSB Revenues* *Discussion*
5. **Q&A with City of Oakland Finance Director, Katano Kasaine (20 minutes)** *Discussion*
6. **Update from Research Subcommittee (20 minutes)** *Discussion*
7. **City of Berkeley Commission Chair Xavier Morales (20 minutes)** *Discussion*
8. **Resolution for Council (10 minutes):** *Action*  
  
**Resolution to 1) Establish A New Fund for Revenue Generated From the Oakland Sugar-Sweetened Beverage Tax and 2) Affirming the Authority of the Community Advisory Board to Vote on the Use of Such Funds Prior to Appropriation by the Oakland City Council, and Clarifying That Such Funds Remain Set-Aside Until The Appropriation Process is Complete**
9. **Administrative Matters (5 minutes)** *Discussion*
  - *Staff update*
  - *Upcoming Meetings/ Scheduling of Items*
10. **Adjournment**

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MINUTES TO BE APPROVED  
*Sugar Sweetened Beverage Community Advisory Board*  
Oakland City Hall, 1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 4  
October 18<sup>th</sup>, 2017 • 6:00pm-8:00pm

Commissioner Members present: Kim Carter Martinez, Esperanza Pallana, Jared Fine,  
Tonya Love, Donna Carey, Julia Liou  
*Commissioner Members absent:* Renia Webb, Pricilla Wilson  
City Staff Members present: Sandra Taylor, Sachelle Heavens, Sara Bedford

1. **Welcome and Introductions**

• **Call to Order**

The meeting was called to order at 6:37pm.

• **Vice Mayor Annie Campbell Washington**

The Vice Mayor introduced herself to the Board, welcomed the Commissioners and discussed what she hoped would be accomplished.

• **Introduction of New Members**

The commissioners present introduced themselves.

• **City Staff**

Human Services Director Sara Bedford and HS Manager Sandra Taylor welcomed the Commissioners and introduced themselves.

2. **Board Orientation Training**

Staff presented an orientation to the Board with reference to *City of Oakland Boards and Commissions Handbook*, the Sunshine Act, and the Brown Act, with reference binder and powerpoint.

3. **Oakland Public Ethics Commission Training**

Milad Dalju, Deputy Director of the Public Ethics Commission, presented to the POC a video overview of the Oakland Government Ethics Act and distributed information about ethical guidelines, rules and legislation.

4. **Election of Chairperson**

Commissioner Tonya Love made a motion to elect Commissioner Esperanza Pallana as the Board Chair for 2017-2018. Commissioner Jared Fine seconded the motion. The Board unanimously approved the motion.

5. **Update Sugar Sweetened Beverage Tax Revenue Appropriation**

Staff discussed the revenues appropriation of \$5.9 million annually. The Oakland Adopted Budget included two expenditure appropriations—in the amount of \$180,000—which is dedicated to revenue collection through a contracted service and \$400,000 for the Youth Summer Jobs program. The Board was informed that the Tax Administrator, Katano Kasaine, can be available to come to meetings to answer any questions about collection.

6. **Planning Discussion**

Staff explained the administrative role to help support the Board determine how to

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use ( make recommendations) funds. The City Administrator will furnish a report of the Board's actions to City Council to approve it so funds can be appropriated. The Board's role is to determine how best to spend any appropriated funds. Staff explained City Council will allocate a budget. The Board will make a recommendation to City Council for approval for spending any use of those funds. The Board also discussed the tentative appropriation amount of \$180,000 dedicated to revenue collection. Julia Liou stated she wanted an education training explanation of budget collection. She said she spoke to small businesses that have wanted an explanation of the initiative, and how it is paid out. Staff stated the Tax Administrator or Finance Director, Katano Kasaine, can speak to the revenue collection process, explain how the money (\$180,000) is used and that she can address these (collection) aspects.

The Board inquired as to the expected timeline for giving recommendations for City Council to appropriate funds. Staff explained since City Council approved the initial revenue plan with no expenditure appropriation, the recommendations for expenditures will go to Council for authorization. Key steps in the planning process (generally outlined in a slide) and include identifying goals and outcomes, obtaining input and from the interested public, and guest speakers from the community actively engaged with the soda tax, landscape analysis of existing food and nutrition efforts, and identifying and then establishing an allocation plan. There was discussion of the time needed to meet and come up with a consensus to forward recommendations to the Council.

The City's fiscal budget process was explained to the Board. The current two-year budget is effective from July 1 2017 through June 30, 2019. The collection for SSB tax began on July 1, as one (1) quarter's worth of accumulated revenue. The budget for SSB may be altered in the mid-year budget review.

**7. Administrative Matters**

- **Confirmation of Regular Meeting Schedule**

The Board established a regular meeting date as monthly for the time being on the second Monday of each month at 6:30 to 8:30pm . The next SSB meeting will be on Monday, November 13.

- **Other**

City Council has not yet set aside any additional funding for administration. Staff plans for hiring a planner soon to support developing spending plans, contracts and implementing the Board's recommendations. The Board inquired as to making recommendations on funds retroactively. Staff stated indicated that in the ordinance there is no mention of funds that will carry over if not used.

**8. Adjournment**

The meeting was adjourned at 8:37pm.

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Commissioner Members present: Kim Carter Martinez, Esperanza Pallana, Jared Fine,  
Tonya Love, Donna Carey, Julia Liou, Renia Webb  
*Commissioner Members absent:* Pricilla Wilson  
City Staff Members present: Sandra Taylor, Sachelle Heavens

**1. Welcome and Introductions**

• **Call to Order**

The meeting was called to order at 6:47pm.

• **Modifications to the Agenda**

Chair Esperanza Pallana made a motion to modify the agenda and postpone item 2, “Vision for the Work of the Advisory Board” to be discussed at a later meeting once the general plan of the Board was more firmly established. The motion was seconded by Kim Carter Martinez. The Board unanimously approved the motion. Another motion was made by the Chair to postpone item 6, “Adoption for Meeting Minutes from October 18, 2017 Agenda” to be presented at the December meeting. The motion was seconded by Tonya Love. The Board unanimously approved the motion.

• **Introduction of New Members**

The board members present introduced themselves.

**2. Vision for the Work of the Advisory Board**

This item was postponed.

**3. Open Forum**

One speaker made a public comment.

**4. Presentation from Dr. Muntu Davis, Director, Alameda County Department of Public Health**

Dr. Muntu Davis, Director of Alameda County Department of Public Health, presented a Power Point overview of the increasing obesity rates in children and families residing in the county. Research data was displayed that showed how high sugar consumption contributed to the development of obesity and analyzed its adverse effects on the physical and emotional health of growing children. Tonya Love asked for aggregate data from the research studies to be sent out.. Chair Esperanza Pallana asked for the presentation to be emailed to all Commissioners. Jared Fine asked if staff from Alameda DPH can create a landscape analysis of the nutritional services available to those affected by obesity. Dr. Muntu expressed his willingness to assist.

**5. Presentation from Shaniece Alexander, Executive Director, Oakland Food Policy Council (OFPC)**

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Shaniece Alexander, Executive Director of the Oakland Food Policy Council presented to the Board a PDF overview of the mission of OFPC, a 21-seat council working with diverse constituencies to make a healthy, resilient, local, and regional food system a top policy priority in Oakland. OFPC was started in response to the overwhelming health disparities among Oakland's low- and moderate-income communities of color, such as high rates of obesity, diet-related disease, food insecurity, and exposure to pollution.

**6. Adoption of Meeting Minutes from October 18, 2017 Agenda**

This item was postponed.

**7. Administration of the Sugar Sweetened Beverage Program**

Staff presented a draft administrative budget that is being finalized to be sent to Council, and went over staff and administrative and professional services support needed. Staff stated July 1, 2018 is a tentative date when staff would likely be hired, but a temporary position for the planner is being established. After discussion, Donna Carey made a motion through the Chair to approve the budget conceptualization from staff. Tonya Love seconded the motion. The Board unanimously approved the motion.

**7. Administrative Matters**

- **Establish an Ad-Hoc Committee on Research and Data**

The Chair presented the need for a retreat. Discussion ensued on the potential date and availability of Board and staff, and noticing. There was discussion on establishing ad-hoc committees to begin work as soon as possible in four areas. It was determined that a Health Research Committee and a Retreat Planning Committee would go forward. Members participating in the ad-hoc committees include for the Health Research Committee: Julia Liou, Jared Fine, Tonya Love, Donna Carey. Meeting date TBD. Members participating in the ad-hoc retreat planning committee: Kim Carter Martinez, Esperanza Pallana, Renia Webb. Meeting date TBD.

- **Upcoming Agenda Items**

Julia Liou requested that the Tax Administrator (Finance Director Katano Kasaine) attend the meeting and present a report about the how the money is being spent administratively on revenue and collections. Board member Julie Liou said the presentation would help assist the community's concern about how funding was implemented and what defines something as taxable, and clarifying the definition of what a "distributor" is in the context of the tax. She also suggested a written statement to the City Council summarizing these findings and ensuring the administrative budget of \$180,000 be set aside for educating small businesses. Kim Carter Martinez requested that discussion take place around the potential creation of a resolution asking City Council to not spend funding allocated from the tax unless directed to do so by the Board. Chair Pallana requested that the Director

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of Race and Equity, Darlene Flynn present at the next meeting. Staff responded that Ms. Flynn confirmed her attendance at the next December 11 Board meeting. Kim Carter Martinez asked for clarification on how agenda items were created going forward. Staff responded that the Board meetings were a place for members to discuss desired agenda items. In the meantime, there is an opportunity to contact the Chair individually to bring up items for discussion at future meetings. The meeting agendas are posted to the City Clerk three (3) business days before the meeting.

Renia Webb requested that the relationship of Human Services Department to the Board be explained in regards to the roles of staff making recommendations. Staff responded and indicated that the roles should be discussed at the retreat committee. Tonya Love requested that OUSD be invited to the next meeting, and if not available, then the meeting afterward. City Staff reminded the Board that the City of Berkeley Chair (soda tax) was requested to come to the December 11 meeting.

**8. Adjournment**

The meeting was adjourned at 8:48pm.