

Sugar Sweetened Beverage Community Advisory Board

Regular Meeting Notice

Oakland City Hall, 1 Frank H. Ogawa Plaza
Oakland, CA 94612

Hearing Room 4

November 13, 2017 • 6:30pm-8:30pm

AGENDA

1. Welcome and Introductions
 - Call to Order
 - Modifications to the Agenda

2. Vision for the Work of the SSB Advisory Board Discussion

3. Open Forum

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

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

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

7. Administration of The Sugar Sweetened Beverage Program Action

Public Comment: The SSB Board welcomes you to its meetings and your interest is appreciated.

- If you wish to speak before the SSB Board, please fill out a speaker card and hand it to the staff of the SSB 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 Board 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 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 Beverage Community Advisory Board, please contact Board Liaison Sandra Taylor at 510-238-7163. 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.

MINUTES TO BE APPROVED
Sugar Sweetened Beverage Community Advisory Board
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October 18th, 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.

Table I. Sugar Sweetened Beverage (SSB) Personnel and Operating Costs

Sugar Sweetened Beverage (SSB) Personnel and Operating Costs				
	FY2017-18		FY2018-19	
HHS Planner	\$200,666 (.5 FTE)	\$100,333	\$206,603 (1.0 FTE)	\$206,603
Exempt Limited Duration Employee	130,511 (.25 FTE)	32,627	0	0
Administrative Assistant II	120,819 (.5 FTE)	60,408	123,817 (.5 FTE)	61,908
Operations		12,000		10,000
Misc. Contract		60,000		60,000
Program Analyst I			139,126 (1.0 FTE)	139,126
HSD Appropriation Request		\$265,368		\$477,637
Revenue Administration		180,000		180,000
Total SSB Administration Costs		\$445,368		\$657,637