

Sugar-Sweetened Beverage Community Advisory Board

HEARING ROOM 1, OAKLAND CITY HALL
1 FRANK H OGAWA PLAZA
OAKLAND CA 94612

AGENDA

December 10, 2025 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: October 13, 2025

Action

3. Announcements

Informational

4. Open Forum

Action

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

Informational

6. Advocacy Plan and next steps

Action

7. Agenda Items for the Next Board Meeting

Action

8. Unfinished business/items

Action

To attend the meeting, please use the following Zoom link: [Zoom Meeting Link](#)

Public Comment:

The SSB Advisory Board values your participation in its meetings.

· For topics not on the agenda, please sign up for Open Forum and await your turn.

· To address agenda-specific matters, approach the Committee when called, state your name, and share your comments.

· Please keep remarks concise and relevant to the subject. Only matters within the SSB Board's jurisdiction will be addressed. Time limitations are at the Chair's discretion.

In accordance with Oakland's chemical allergy policy, kindly avoid wearing strongly scented products during meetings. If you require assistance to engage in Sugar-Sweetened Beverages Community Advisory Board meetings under the American Disabilities Act, please contact Michael Akanji at 510-238-6454. A 48-hour advance notice will allow for reasonable accessibility arrangements. For questions about the agenda or related materials, contact our office at the above number.

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9. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

October 13, 2025 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

The meeting was called to order at 6:30 pm.

Roll Call

- **Present:** Nile Taylor (Chair), Lesley Latham
- **Absent:** Dwayne Aikens, Ali Obad
- **City Staff:** Michael Akanji

No quorum was established; therefore, the agenda could not be formally adopted. No proposed changes were noted.

2. Adoption of Prior Meeting Minutes: September 9, 2025

Due to lack of quorum, approval of the September minutes was deferred to the November meeting.

3. Announcements

City staff member Michael Akanji reported that DoorDash coupons were distributed to the selected organizations as planned. The organizations that received the cards include Mercy Brown Bag, Bay Area United, Good Hope Church, and Yonus Davis' East Bay Lions program. Community Kitchens, however, was unable to accept the coupons due to a mismatch between the program and their operational model and clientele. Staff will report back once feedback is received from participating organizations.

4. Open Forum

No public speakers or comments were received.

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

Staff reported that the most recent monthly revenue figures were not received on schedule. Staff will be available to answer board questions throughout the month. A more complete revenue picture for the current fiscal year is expected by the next meeting.

6. Advocacy Plan and next steps

The board continued its discussion of the advocacy priorities outlined at the previous meeting. The immediate follow-up tasks include Chair Taylor sending letters to elected officials to request meetings regarding the upcoming fiscal year budget and the availability of SSBT funds, and Commissioner Aikens drafting an action plan to ensure that the board's work remains aligned with required deadlines and deliverables.

The main goal of the action plan is advocating for the restoration of SSBT dollars to their intended purpose now that the one-year emergency allocation has concluded. The goal is to resume the grant program and, if possible, secure additional funding so that future rounds can be better resourced and even more effective.

A second priority focuses on communications, impact, and public education. Chair Taylor discussed the need to compile data and program outcomes from previous years to demonstrate how SSBT funds have been used, highlight the work of past grantees, and increase community awareness of the tax, its purpose, and its benefits. This also includes identifying the right audiences, messaging, and outreach partners.

The board also noted the importance of filling the remaining vacant seats so the body can operate at full capacity and reflect the communities it is intended to represent. They further discussed the possibility of hosting a panel or listening session to hear directly from community members about their priorities for future funding.

The next step is to refine the action plan, assign responsibilities, establish timelines, and return next month prepared to begin implementation. Board members will follow up offline to define clear success benchmarks for each priority area.

7. Agenda Items for the Board Meeting

The board will continue refining the advocacy plan, discuss any updates on meetings with elected officials, and may revisit the idea of involving past SSBT grantees in the advocacy strategy. Commissioner Obad will provide a status update on that effort.

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8. New and Unfinished Business

No new or unfinished business items were brought forward.

9. Adjournment

The meeting was adjourned at 6:45 pm.