

**Oklahoma Tobacco Settlement Endowment Trust**  
**Board of Directors**  
**Minutes**  
February 25, 2008

**Board of Directors' Members Present:** Kenneth D. Rowe, Donald Cooper, M.D., Casey Killblane, W.R. Lissau, Susan Walters Bizé

**Board of Directors' Members Absent:** George E. Foster, O.D., D. Robert McCaffree, M.D.,

**Staff Present:** Tracey Strader, Jonás Mata, Sjonna Paulson Dorothy Antwine

**Guests Present:** Dale Denwalt, Attorney General Drew Edmondson, Wes Glinsmann, Clyde Kirk, Doug Matheny, Ann Roberts, Tres Savage, Phil Stambeck, Joann Stevenson, James Wilbanks

Agenda Item	Discussion and Notes	Action and Follow-up
1. Open Meeting Act, Call to Order and Opening Remarks	Ken Rowe announced that the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met and called the meeting to order.	
2. Approval of Minutes of the November 19, 2007 Regular Board Meeting		<p>Motion to approve made by Dr. Cooper and seconded by Casey Killblane. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.</p> <p>Dorothy Antwine will make the minutes part of the permanent record.</p>
3. Proposed Executive Session – a) Discussion with the Attorney General regarding proposed settlement of non-participating tobacco manufacturer’s adjustment arbitration litigation, as authorized by the Open Meeting Act 25 O.S. 207(B)(4).		<p>Motion to move into Executive Session made by Susan Bizé and seconded by Dr. Cooper. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.</p> <p>Motion to move out of Executive Session made by Casey Killblane and seconded by Dr. Cooper. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.</p>
5. Board of Investors Report – James Wilbanks	Mr. Wilbanks reviewed the Fourth Quarter Performance Report and noted that RFP’s for International Equity and High Yield Fixed Income Managers had been issued, and that Finley & Cook was re-hired as the fund’s auditor. Earnings and performance progress charts were reviewed. Mr. Wilbanks stated that over a five year period approximately \$18.5 million in additional earnings would be available for funding allocations as a result of cost savings from negotiating lower fees and from a change in the investment strategy.	

<b>Agenda Item</b>	<b>Discussion and Notes</b>	<b>Action and Follow-up</b>
6.a. Chair’s Report – Ethics Commission Reporting	Ken Rowe announced that the Ethics Commission reports would be due April 30 <sup>th</sup> .	Board members and staff will submit Ethics Commission forms to Dorothy Antwine prior to April 30 <sup>t</sup>
6.b. Chair’s Report – Assistant Attorney General, Joann Stevenson’s Departure	Ken Rowe announced that Assistant Attorney General, Joann Stevenson, would be leaving the Attorney General’s office for a position in the private sector. He thanked her for her excellent service to the board and presented her with a plaque.	
6.a. Chair’s Report – Other	<p>Ken Rowe reported that he, Dr. McCaffree and Ms. Strader met with Dr. Ken Warner, Dean of the University of Wisconsin College of Public Health who was in Oklahoma as a guest lecturer in tobacco control. Dr. Warner was very complimentary of the wisdom of Oklahoma voters in establishing the Oklahoma Tobacco Settlement Endowment Trust and the board’s commitment to funding effective tobacco control programs. Dr. Warner was a very strong proponent of counter-marketing programs as an effective program approach and was pleased to learn of the “Tobacco Stops With Me” campaign.</p> <p>Mr. Rowe announced that Dr. McCaffree was recently elected as the President of the Oklahoma County Medical Society.</p>	
7.a. Director’s Report – Communications Update	Sjonna Paulson provided updates regarding the strategic plan and editorial board meetings with The Oklahoman and Tulsa World. Ms. Paulson discussed the launch of the ‘Tobacco Stops With Me’ campaign and media coverage received. Ms. Paulson also reported that the FY 07 annual report would be printed and distributed prior to the next board meeting.	
7.b. Director’s Report – Training Updates and Upcoming Training Opportunities	Tracey Strader discussed a few of the upcoming training events.	
7.c. Director’s Report – Other	Tracey Strader said she had presented to the Oklahoma Legislative Cancer Caucus at the invitation of the American Cancer Society. The topics were the Tobacco Stops With Me and Become An Ex campaigns.	

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8.a. Evaluation Committee Report – Oklahoma Tobacco Helpline Evaluation Updates	Dr. Cooper reported that a great deal of progress had been made with the Helpline Evaluation. He reported there were 18,096 registrants in FY 2007. Dr. Cooper discussed the various data regarding quit rates and satisfaction rates both of which remain high and well above the “cold turkey” rates..	
9.a.i. Program Committee Report – Community Program Updates – Community of Excellence Updates	Susan Bizé reported that the new online reporting system for CX grantees will streamline grant reporting. The system was developed by Ok.gov. Jonás Mata added that the new CX II grantees attended the Academy of Excellence in January and they were off to a good start.	
9.a.ii. Program Committee Report – Specific Populations Updates	The program committee recommended full funding for the OSU Wellness Center after having made progress on their grant’s special conditions. Jonás Mata stated that Dr. Beebe is assisting the grantee in preparing an external evaluation.	Recommendation made to continue funding of the OSU Tobacco Free Zone project pending full compliance with the special conditions made by Susan Bizé on behalf of the Program Committee. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.
9.b.i Program Committee Report – Counter-marketing Updates	<p>Susan Bizé reported that a primary objective in partnering with the National Alliance for Tobacco Cessation (NATC) was increased exposure to the national cessation media campaign “Become An Ex.”. By partnering with the NATC, Oklahoma’s cessation efforts would also have more visibility, including tagging with the Oklahoma Tobacco Helpline information. The cost for partnering with NATC would be 25 cents per Oklahoma smoker or approximately \$169,000 annually, and \$84,500 for the remainder of FY 08.</p> <p>Tracey Strader said as founding members of the NATC, Oklahoma would receive additional benefits such as having some input in the campaign direction and evaluation as well as an individualized web page on the BecomeAnEx.org web site, and access to detailed evaluation information. It is expected that Oklahoma would receive at least a 4 to 1 match in media exposure.</p>	Recommendation made to approve membership in the National Alliance for Tobacco Cessation via a sole source contract with the American Legacy Foundation made by Susan Bizé on behalf of the Program Committee. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.

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9.b.ii. Program Committee Report – Tobacco Stops With Me Campaign	Susan Bizé said the ‘Tobacco Stops With Me’ ads had been running quite widely. Ms. Bizé indicated that renewal of the Oklahoma State Department of Health contract at this time would allow them to renew the contract with the media firm to assure that there would be no gaps in service at the end of the fiscal year.	Recommendation made to renew contract with the Oklahoma State Department of Health for FY 2009 made by Susan Bizé on behalf of the Program Committee. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.
9.c. Program Committee Report – Oklahoma Tobacco Helpline Updates	Tracey Strader said the Helpline was preparing for implementation of a randomized clinical trial to assist callers who had weight concerns that were a barrier to their quitting smoking. The protocols have been submitted to the institutional review boards. Dr. Beebe will be conducting the evaluation for that research project. Ms. Strader said a pilot test of screening questions had found that 60% of callers from Oklahoma have weight concerns and would qualify under the study. They expect about half of those registered to enroll beginning mid March. Quit coaches will work with participants to address their concerns, ways to minimize the weight gain during their quit attempt, and prepare them for losing any weight gained after quitting.	
9.d. Program Committee Report – Oklahoma Tobacco Research Center Updates	<p>Susan Bizé said the Oklahoma Tobacco Research Center (OTRC) submitted its first proposal for federal funding with the National Heart Lung and Blood Institute in collaboration with the University of Kansas Medical Center, Indian Health Service, and Choctaw Nation. It is for a multi-site clinical trial related to Native American tobacco cessation. Oversight of the Helpline data lab services is also transitioning to the OTRC. Ms. Bizé stated that the OTRC anticipates lapsing approximately \$100,000 due to some delays during the start up period. The Program committee would recommend moving the funds to FY 2009.</p> <p>Bill Lissau reported that the Noble Foundation and the Presbyterian Health Foundation had taken the lead in creating an Oklahoma Bioscience Association, a statewide organization to coordinate the efforts in bioscience. The OTRC and TSET will be invited to participate.</p>	

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9.e. Program Committee Report – Unsolicited Proposals Updates	Jonás Mata reported that the announcement for unsolicited proposals was distributed vis email, on the TSET Web site, and announced at the Health and Human Services Cabinet agencies meeting. There have been a variety of inquires but no proposals had been received. The deadline to apply is March 15 <sup>th</sup> , and staff hope to make some recommendations by the May 15 <sup>th</sup> board meeting.	
9.f. Program Committee Report – Nutrition and Fitness Updates	Jonás Mata said staff had been researching nutrition and fitness and had met with the Oklahoma Institute for Child Advocacy regarding the Fit Kids Coalition and other activities related to addressing childhood obesity. Staff have also participated in the Strong and Healthy Oklahoma meetings and the Fit Kids/Turning Point annual meeting. TSET staff plan to contact private foundations the CDC and others to explore the actions taken to address obesity and the emerging evidence base. Mr. Mata hopes to create a study group on fitness and nutrition before the end of 2008.	
9.g. Program Committee Report – Program Approach for FY 2009	Susan Bizé reported that based on the additional funding expected from FY08 earnings, the Communities of Excellence and Specific Populations initiatives may be expanded and staff are exploring a means of providing assistance for prescription tobacco cessation products. Staff would be working to develop a full plan for the additional funding by the May board meeting.	Recommendation made to authorize staff to pursue a third wave of the Communities of Excellence program and additional Specific Populations grantees made by Susan Bizé on behalf of the Program Committee. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.
10.a. Agency Operations Committee – FY 2008 Second Quarter Expenditures, Budget to Actual	Casey Killblane reviewed the FY 2008 Second Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets.	
10.b. Agency Operations Committee – Communities of Excellence Grant Year Closeout	Casey Killblane reported the CX I grantees spending was at 86% of the total. Ms. Killblane said that due to the way we have to account for the CX budget, the grantees have spent \$133,000 more in FY 08 than was budgeted due to their contract year overlapping two fiscal years. The amount was still well within the budgeted amount for the grant year.	

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<p>10.c. Agency Operations Committee – Consideration and possible vote regarding a Programs Budget revision</p>	<p>Casey Killblane discussed the budget revision needed to reflect an increase in CX Wave I for FY08 in the amount of \$132,957, an increase in the counter-marketing budget for FY08 of \$84,500 for membership with the National Alliance on Tobacco Cessation, a reduction in the Oklahoma Tobacco Research Center FY08 budget of \$100,000, a decrease in the evaluation line item of \$124,957 and an increase the conference and registration by \$7,500.</p>	<p>Recommendation made to approve the Program budget revision made by Casey Killblane on behalf of the Agency Operations Committee. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.</p> <p>Motion to utilize the \$100,000 in FY08 OTRC funds to the FY09 OTRC contract in addition to their anticipated \$600,000 budget for FY09 made by Casey Killblane and seconded by Dr. Cooper. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.</p>
<p>11. Update on Tobacco Control Legislation and Policy</p>	<p>Wes Glinsmann updated the board on legislative issues. SB 1875 would repeal most of the exemptions in our current clean indoor air law to further protect workers. The bill passed out of the Senate Business and Labor Committee. SB 1607 to repeal pre-emption was scheduled for a committee hearing but did not have the votes to pass. SB 1745 which would prohibit businesses from scanning and storing driver’s license information passed out of the Senate Appropriations Committee and is awaiting scheduling for a Senate floor vote.</p> <p>Mr. Glinsmann said Paula Warlick in Tulsa developed training for the CX grantees and coalition members on how to create and set up a grassroots movement and how to activate volunteers to promote voluntary and public policies to prevent and reduce tobacco use.</p>	

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<p>12, Update on Fit Kids Coalition Activities, Legislation and policy</p>	<p>Anne Roberts reported that the Fit Kids Coalition was working on increasing physical activity for Oklahoma school children and creating a baseline of health and fitness data. The Fit Kids Coalition supports doubling the amount of physical activity bringing our state closer to the recommended 150 minutes a week. A bill introduced by Representative Hickman includes the full 150 minutes. A bill introduced by Senator Mary Easley would increase physical education minutes to 120 minutes a week and gives flexibility in types of activities that could count toward this limit (such as nutrition education and other similar activities).</p> <p>Ms. Roberts reported that data ranking Oklahoma kids 17<sup>th</sup> in the nation in obesity levels may not be accurate because our state does not do fitness testing such as BMI, physical fitness endurance, and flexibility and strength testing. Ms. Roberts stated that some school districts have developed programs to increase physical activity because of raised awareness about the issue of obesity, however, there is no way to know if these programs are working because there has been no baseline data collection. She reported that they have been working with the Governor’s Council on Physical Fitness and Sports to work with OK.gov to create software for schools to use. SB 1563 by Senator Crain to get the Fitness Testing software in 15 schools to test 3<sup>rd</sup> through 5<sup>th</sup> graders was never heard.</p>	
<p>13. New Business</p>	<p>Ken Rowe called for new business and there was no new business.</p>	
<p>14. Public Comment</p>	<p>Ken Rowe called for public comment and there was no public comment.</p>	
<p>15. Adjournment</p>		<p>Motion to adjourn made by Dr. Cooper and seconded by Casey Killblane. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote.</p>