



**Oklahoma Tobacco Settlement Endowment Trust  
Regular Board Meeting  
Thursday, March 24, 2016 10:00 a.m.**

**Board Members present:** *Jim Gebhart, FACHE; Casey Killblane; Curtis Knoles, MD; Ken Rowe, CPA; Don Millican, CPA, Bruce Benjamin, PhD, Michelle Stephens, JD*

**TSET Staff present:** *Tracey Strader, Julie Bisbee, Jonás Mata, Sjonna Paulson, Kim McCoy, Jennifer Treadwell, Janet Love, James Tyree, Elyse Maxwell, and Jody Britt*

**Guests present:** *Jan Preslar, J.D., Assistant Attorney General; and Liz Brolick, Switchgear Recruiting; Heather Griswold, Kevin Fink, Oklahoma State University; Greta Anglin, VI Marketing & Branding;*

**MINUTES**

Agenda Items and Discussions	Actions and Follow-up Items
<p><b>1. Open Meeting Act Announcement &amp; Call to Order</b> – Jim Gebhart, Chair</p>	
<p>The TSET Board Chair, Jim Gebhart, called the meeting to order at 10:02 a.m. and announced that TSET had met all Open Meeting Act requirements, including the filing of the meeting time and location with the Secretary of State. Agenda was posted at the meeting location of 3800 N. Classen Boulevard, 2<sup>nd</sup> Floor Conference Room, Oklahoma City.</p>	
<p><b>2. A. Approval of Minutes</b> of the January 19, 2016 Regular Board Meeting</p>	
<p>Mr. Gebhart asked if there were any changes to the January 19, 2016, regular board meeting minutes. Hearing none, he called for a motion.</p>	<p><b><i>A motion by Casey Killblane to approve the minutes of the January 19, 2016 board meeting as written was seconded by Ken Rowe. Motion passed unanimously.</i></b></p>
<p><b>B. Approval of Minutes</b> of the February 2, 2016 Special Board Meeting</p>	
<p>Mr. Gebhart asked if there were any changes to the February 2, 2016, special board meeting minutes. Hearing none, he called for a motion.</p>	<p><b><i>A motion by Bruce Benjamin to approve the minutes of the February 2, 2016 board meeting as written was seconded by Curtis Knoles. Motion passed unanimously.</i></b></p>



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<p><b>Presentation – Pediatric Cancer Research in Oklahoma, Honorable Jason Nelson, House of Representatives, District 87</b></p> <p>Mr. Gebhart welcomed and introduced the Honorable Jason Nelson, who joined the meeting via conference call. Rep. Nelson expressed his appreciation to board members for the opportunity to share his inspiration for seeking TSET funding to address pediatric cancer research. His daughter is currently undergoing cancer treatment. He noted that only about four percent of NCI funding is allocated to pediatric cancer research and none is contributed by the pharmaceutical industry. Rep. Nelson said that with the research partnerships that TSET has entered into there may now be a meaningful approach to fighting pediatric cancer in Oklahoma. He also noted that it was not his intention to undercut any current TSET-funded commitments or supplant any current activities. Following, Rep. Nelson’s discussion, Mr. Gebhart expressed his appreciation to Rep. Nelson for sharing his vision and passion for pediatric cancer research and confirmed that TSET is very proud of our research relationships. He offered to convene a group of stakeholders and further discuss components of the discussion. Rep. Nelson confirmed that he would appreciate moving talks forward.</p>	<p>PIO Committee will coordinate efforts to schedule a stakeholder meeting to further discuss pediatric cancer research in Oklahoma.</p>
<p><b>Presentation – Update from the TSET Board of Investors, Lisa Murray, Chief Investment Officer, Office of the State Treasurer</b></p> <p>Chair Gebhart introduced Lisa Murray for the TSET Board of Investors update. Ms. Murray shared that she was a cancer survivor and appreciates all the board does to reduce the burden of cancer in the state. She presented the Board of Investors’ update and fielded questions from board members. (See page 17 of Board Packet for presentation.)</p>	
<p><b>Presentation – Evaluation Results from TSET funded Health Communication Campaigns and Communities of Excellence (CX) Programs</b></p> <ul style="list-style-type: none"><li>a. Rebekah Rhoades, CX in Tobacco Control</li><li>b. Deanna Hildebrand, CX in Physical Activity and Nutrition</li><li>c. Laura Beebe, Health Communication Campaigns</li></ul> <p>Mr. Gebhart introduced the three presenters. (See presentation slides included in board packet.) During the question and answer session of the presentations, Laura Beebe explained the difficulties in making state-to-state comparisons. She noted that Oklahoma has made great progress in reducing prevalence, but the challenge is being able to measure the benefit/value of the program’s investment and being able to show differences when controlling for national declining trends in prevalence. One board member asked how TSET can get the public talking points out so that people understand that the investments have tangible outcomes. Board members requested a comparison of Oklahoma to other states that have not invested in tobacco control. Laura Beebe concluded the discussion with sharing that they will have to triangulate multiple sources of data to determine if the sources are all sharing the same outcome results. Ken Rowe departed room at 10:42 am and returned at 10:45 am. Curtis Knoles departed the room 11:07 am and returned at 11:09 am.</p>	



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**3. Public Information & Outreach, Ken Rowe, Chair**

**a. Outreach & Policy Updates**

At the request of Committee Chair Ken Rowe, Julie Bisbee, TSET Public Information and Outreach Officer, provided a brief outreach and policy update, which included a letter of support for TSET from stakeholders. Endorsers included, but were not limited to, American Health Association, Oklahoma State Medical Association, Rural Health Association, American Lung Association, and the State Chamber of Commerce. Mr. Rowe also discussed the pediatric cancer research request from Rep. Nelson and confirmed that he would facilitate a meeting of key decision-makers.

**b. Policy updates and discussion and possible action on a resolution related to proposed legislation**

*No Action Taken.*

**c. Conference and training sponsorships report**

Tracey Strader reported there were no new conference sponsorships approved since the last board meeting. After conferring with the Chair and Vice-Chair, staff have closed the sponsorship category. Notice was posted on the TSET website and emails were sent to past sponsorship recipients.

Ken Rowe was excused from the meeting at 12:55 pm.

**4. Program Implementation Committee, Curtis Knoles, Chair**

**a. Update on FY2016 Health Communications**

**b. Discussion and possible action on FY2017 Health Communication program plans**

Dr. Curtis Knoles, Committee Chair, initiated the report and asked Sjonna Paulson, TSET Director of Health Communications to provide a brief overview of the FY16 Health Communication campaigns. Ms. Paulson provided an update to the board on the status of June 2016 launch plans for the Rethink Your Drink campaign, noting that the board delayed the original February 2016 launch date. The delay resulted in funds not being spent in FY2016. The board approved the June launch and will address the budget lapse at the May meeting.

*Upon recommendations from the Program Implementation Committee, the board unanimously approved the June 2016 launch date of the Rethink Your Drink campaign.*



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**c. Discussion of plans for dissemination of program evaluation findings**

Tracey Strader provided an overview of current publication efforts and shared that Dr. Beebe is developing a dissemination plan for the TSET program evaluation results. Sjonna Paulson shared that new awards were received for their campaigns and mentioned that the format of the health communications update in the board packets was designed to streamline reports. She asked for feedback from board members if format needed to change. Tracey and Sjonna both reported on developments in tribal partnerships. Meetings and planning efforts were held with Southwestern Plains Tribal Health Board, Cheyenne-Arapaho Tribe, Oklahoma City Indian Health Clinic, Tribal Epidemiological Center and various tribal media channels.

**5. Agency Operations Committee, Don Millican, Chair**

**a. Budget to Actual Reports – 2<sup>nd</sup> Qtr. FY2016**

**i. Programs**

Committee Chair Don Millican reported that the Budget-to-Actual Report reflected that 47 percent of the programs budget were expended, with the caveat that further adjustments will need to be addressed regarding the Health Communications funding of the Rethink Your Drink campaign. Mr. Millican said that this rate is expected at this point in the fiscal year.

**ii. Operations**

Mr. Don Millican reported that operations expended 67 percent of budget expenditures through February 29, 2016. It was determined that travel restrictions were keeping expenditures down.

**b. Discussion and possible action on FY2016 budget revision**

Mr. Millican directed members to page 58 of the board packet. Tracey Strader provided an overview of the budget revisions, which included a decrease in personnel budget for the operating budget and an increase in the programs budget for additional health communication temporary staffing hours. Also, the 443 fund, (health communication program funds and reimbursements received from other state agencies) will be utilized this year and the account will be zeroed out and closed.

***Upon recommendations from the Agency Operations Committee, the board unanimously approved the FY2016 budget revisions. (Ken Rowe was not present for the vote.)***



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<p><b>C. Discussion and possible action on preliminary budget for FY2017</b></p> <p>Committee Chair Millican led the board in a review of the proposed, preliminary Programs and Operating Budgets for FY2017 for the purpose of gaining consensus on budget recommendations from the committees. He noted that a vote on possible action was not necessary at this meeting. Tracey Strader provided an overview on specific proposed changes to each budget. A handout, "Schedule of Earnings Available for Programs FY2017," was provided. She noted that that only planned expansion was for the Physicians Manpower Training Commission and Oklahoma Tobacco Research Center and there were no new hires budgeted, and travel was limited except for the chief executive officer. Mr. Millican said the outward look from the handout is that the coming years, FY 2018, 2019, and 2020, will be fairly flat during that time period which indicated that funds to programs was level and/or could expand as planned.</p>	<p><b>No action taken.</b></p>
<p><b>6. Discussion and possible action to enter into Executive Session</b></p>	<p><b><i>A motion by Casey Killblane to move into Executive Session was seconded by Don Millican. Motion passed unanimously. (Ken Rowe was absent.)</i></b></p>
<p><b>7. Discussion and possible action to enter into Open Session</b></p>	<p><b><i>A motion to move into Open Session was made by Casey Killblane and seconded by Curtis Knoles. Motion passed unanimously. (Ken Rowe and Michelle Stephens were absent.)</i></b></p>
<p><b>8. Discussion and possible action on items arising from Executive Session</b></p>	<p><b>No action taken.</b></p>



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<b>9. Chair's Report – Jim Gebhart</b>	
a. Upcoming board meetings	
Chair Gebhart referred board members to the schedule of the upcoming board meetings and noted the next meeting is scheduled May 24 and the annual planning retreat will be September 6-7, 2016.	
b. Ethic Commission reports due 5-15-16	
Board members were reminded that annual Ethics Commission statements are due by May 15 <sup>th</sup> . Members should contact Dorothy Antwine for assistance with filing.	
<b>10. Public Comment</b>	
No public comments were made.	
<b>11. Action to Adjourn</b>	
Chair Gebhart adjourned the meeting at 1:40 p.m.	<i>A motion to adjourn the meeting was made by Bruce Benjamin and seconded by Don Millican. Motion passed unanimously. (Ken Rowe and Michelle Stephens were absent.)</i>