



**Oklahoma Tobacco Settlement Endowment Trust**  
**Board of Directors**  
**Regular Meeting**  
**May 22, 2018**

**BOARD MEMBERS PRESENT:** Bruce Benjamin; Jim Gebhart; Casey Killblane; Curtis Knoles; Don Millican; Ken Rowe; Michelle Stephens

**TSET STAFF PRESENT:** Connie Befort; Julie Bisbee; Kathie Darr; Sharon Howard; Jonás Mata; Sam McClendon; Tessa North; Sjonna Paulson; Jennifer Treadwell; John Woods

**GUESTS PRESENT:** Greta Anglin, VI Marketing and Branding; Martha Kulmacz, Attorney General’s Office; Tyler Talley, eCapitol

Agenda Items and Discussions	Actions and Follow-Up Items
<b>1. Open Meeting Act Announcement and Call to Order</b>	
The TSET Board of Directors Chair, Don Millican, called the meeting to order at 10:00 a.m. and announced that TSET had met all Open Meeting Act requirements.	
<b>2. Approval of Minutes of the March 29, 2018, Regular Board Meeting</b>	
<p>Millican asked the board if there were any corrections to the March 29, 2018, minutes as written. Hearing none, he called for a motion.</p> <p><b>Motion:</b> Bruce Benjamin</p> <p><b>Second:</b> Curtis Knoles</p>	The board voted unanimously to <b>approve</b> the minutes of the March 29, 2018, regular board meeting.
<b>3. Executive Director’s Report</b>	
<p>a. <u>Legislative update</u></p> <p>Woods announced that the legislature had adjourned Sine Die on May 4 noting that the session was dominated by efforts to find compromise on the state budget and funding solutions for common education, mental health and prisons. He reported that the \$1.00 per pack price increase on cigarettes included in HB 1010XX will take effect on July 1, stating that a petition initiative to override the increase and other revenue measures in the omnibus bill was ongoing with a signature deadline of July 18 and a required 41,242 verified signatures to appear on the November ballot. Woods explained the provisions of HB 3036 which was signed into law by Governor Fallin to take effect on January 14, 2019, and designates the State Board of Health an advisory board assigning all duties and authorities to a Governor-appointed State Health Commissioner. He reported that SJR 45, which had been of particular interest because of its aim at redirecting future Master Settlement Agreement payments, failed to meet legislative deadlines and had not advanced prior to adjournment. Confirming 448 combined candidate filings for State House and State Senate, creating at least 29% turnover</p>	Ken Rowe entered at 10:02 a.m.



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<p>in the legislature, Woods indicated a need for increased outreach at the Capitol to educate incoming lawmakers on TSET and matters related to the agency.</p>	
<p>b. <u>Operations</u>          Stating that the lease at the current location of the TSET office expires in August, Woods reported that he was in the midst of determining feasibility of relocation to available space at the Oklahoma Department of Agriculture building near the Capitol Complex and expected a final decision by the end of the month.</p>	
<p>c. <u>Findings from brand survey</u>          Woods presented data from an April survey highlighting public opinion among Oklahomans on efforts to reduce tobacco use and obesity, and overall awareness of TSET's programs to support those efforts.</p>	
<p>d. <u>Overview of Executive Director activities</u>          Noting that much of April was spent at the Capitol meeting with lawmakers on pending legislation, Woods listed his activities on behalf of TSET since the March board meeting including speaking engagements and media interviews.</p>	
<p>e. <u>September 11 board retreat discussion</u>          Reminding the board of the upcoming annual retreat slated for September 11, Woods sought input on content, location and parameters. Following discussion on the aforementioned items, the board opted for a two day retreat modifying the dates to September 18 and September 19 to be held near Davis, Oklahoma, and directed staff to modify notice postings as required.</p>	
<p><b>8. Public Information and Outreach Committee Report – Ken Rowe, Chair</b></p>	
<p><i>*Agenda item 8 was presented out of order to accommodate availability of committee chair*</i></p>	
<p>a. <u>Outreach update</u>          Rowe thanked the board members who were in attendance at a May 2 NCI designation announcement event at the Stephenson Cancer Center and commended board member, Casey Killblane, for her remarks at a luncheon following the announcement noting that the partnership with TSET was highlighted nicely.</p>	
<p>b. <u>Sponsorships and training grants</u>          Stating that a complete list of FY 2018 sponsorship recipients could be found in the board packet, Rowe reminded the board that the grant category is closed for the remainder of the fiscal year due to complete allocation of the \$25,000 budget.</p>	
<p>c. <u>Upcoming events</u>          Rowe urged attendance at the October Southern Obesity Summit to be held in Charleston, West Virginia, in anticipation of potential selection as the host state for 2019 stating that TSET had submitted an application for consideration.</p>	<p>NOTE:          Follow-up with Benjamin and Killblane who expressed interest in representing</p>



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	<p>TSET at the 2018 Southern Obesity Summit in Charleston, West Virginia. Ken Rowe exited at 11:25 a.m.</p>								
<p><b>4. Program Implementation Committee Report – Curtis Knoles, Chair</b></p>									
<p>a. <u>Health communications update</u> Knoles referred the board to their packet for overviews of ongoing mass media efforts through Tobacco Stops With Me, Shape Your Future and the Oklahoma Tobacco Helpline, and congratulated the TSET health communications department on accolades at the recent Oklahoma American Marketing Association Awards. He detailed a recent publication on the repercussions of sugar sweetened beverage consumption in which Sjonna Paulson, the Director of Health Communication at TSET, was a key contributor, and outlined how TSET is encouraging use of the repository of sources available to partners across the state for fostering healthy lifestyles.</p>									
<p>b. <u>Incentive grants program evaluation executive summary</u> Noting an overall positive response, Knoles presented final findings from interviews with grantees indicating a successful program that fulfills its intended goal of incentivizing the promotion of wellness through the establishment of health promoting policies and practices and stated that feedback was used to drive improvements in the FY 2019 program redesign.</p>									
<p>c. <u>Discussion and possible action on FY 2019 contract and grant renewals</u> Knoles requested approval on behalf of the Program Implementation Committee of the slate of FY 2019 contract and grant renewals listed in the agenda.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">ChangeLab Solutions <i>Technical assistance, training, and product development</i></td> <td style="width: 40%; text-align: right;">\$380,000</td> </tr> <tr> <td>Emory University <i>Public Health Academy of Oklahoma</i></td> <td style="text-align: right;">\$200,000</td> </tr> <tr> <td>Oklahoma Medical Research Foundation <i>Oklahoma Center for Adult Stem Cell Research</i></td> <td style="text-align: right;">\$3,000,000</td> </tr> <tr> <td>Oklahoma State Department of Health - Center for the Advancement of Wellness <i>Technical assistance, coordination, and training</i></td> <td style="text-align: right;">\$1,140,103</td> </tr> </table>	ChangeLab Solutions <i>Technical assistance, training, and product development</i>	\$380,000	Emory University <i>Public Health Academy of Oklahoma</i>	\$200,000	Oklahoma Medical Research Foundation <i>Oklahoma Center for Adult Stem Cell Research</i>	\$3,000,000	Oklahoma State Department of Health - Center for the Advancement of Wellness <i>Technical assistance, coordination, and training</i>	\$1,140,103	<p>Upon recommendation from the Program Implementation Committee, the board voted unanimously to <b>approve</b> the slate of FY 2019 contract and grant renewals. (Absent: Ken Rowe)</p>
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Physician Manpower Training Commission <i>Oklahoma Medical Loan Repayment Program</i>	\$485,146	
Rescue <i>Free the Night smoke-free bars and clubs program</i>	\$250,000	
Shauna Schroder <i>Graphic design</i>	\$7,000	
TSET Healthy Living Program		
Atoka County Health Department	\$230,000	
Bryan County Health Department	\$274,350	
Canadian County Health Department	\$295,089	
Carter County Health Department	\$265,000	
Cherokee County Health Services Council	\$237,150	
Cherokee Nation	\$230,400	
City of Elk City	\$402,502	
Comanche County Health Department	\$175,000	
Comanche County Memorial Hospital	\$196,000	
Gateway to Prevention and Recovery - Hughes, McIntosh & Okfuskee Counties	\$303,600	
Gateway to Prevention and Recovery - Pottawatomie County	\$299,920	
Gateway to Prevention and Recovery - Seminole County	\$235,200	
Great Plains Youth & Family Services	\$246,450	
Jackson County Health Department	\$193,000	
Johnston County Health Department	\$191,100	
KI BOIS Community Action Foundation, Inc.	\$191,000	
Kingfisher County Health Department	\$265,750	
LeFlore County Youth Services, Inc.	\$234,163	
Lincoln County Health Department	\$217,506	



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Logan County Health Department	\$278,770	
Mayes County HOPE Coalition	\$284,280	
McClain Garvin Youth & Family Center	\$174,652	
McCurtain County Health Department	\$206,400	
Muskogee County Health Department	\$331,000	
Norman Regional Health System - Cleveland County	\$396,000	
Norman Regional Health System - Grady County	\$251,100	
Norman Regional Health System - McClain County	\$241,800	
Northeastern Tribal Health System	\$240,000	
Northwest Family Services	\$155,000	
Nowata CAN	\$171,500	
Oklahoma City-County Health Department	\$599,400	
Oklahoma State University - Creek	\$289,800	
Oklahoma State University - Kay	\$255,750	
Oklahoma State University - Payne	\$282,000	
Okmulgee County Health Department	\$272,170	
People Inc.	\$196,800	
Pittsburg County Health Department	\$289,800	
Pontotoc County Health Department	\$275,000	
Pushmataha County Health Department	\$304,500	
ROCMND Area Youth Services, Inc. - Craig County	\$186,200	
ROCMND Area Youth Services, Inc. - Delaware County	\$255,750	
Rogers County Volunteers for Youth, Inc.	\$261,588	
Rural Health Projects, Inc.	\$240,000	
Southwest Oklahoma Community Action Group	\$198,000	
Texas County Health Department	\$204,000	
Tulsa City-County Health Department	\$645,093	



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<p>Wagoner County Health Department \$307,300</p> <p>Woodward County Health Department \$110,000</p> <p>University of Oklahoma Health Sciences Center - College of Public Health <i>Program evaluation</i> \$1,785,000</p> <p>University of Oklahoma Health Sciences Center - Stephenson Cancer Center <i>Oklahoma Tobacco Research Center</i> \$3,800,000</p> <p>University of Oklahoma Health Sciences Center - Stephenson Cancer Center <i>TSET Cancer Research Program</i> \$5,500,000</p> <p>VI Marketing and Branding \$9,165,000 <i>Tobacco Stops With Me, Shape Your Future, Oklahoma Tobacco Helpline campaigns</i></p> <p>Knoles presented a slate of supplemental grant requests for approval stating that funding, in addition to what had previously been awarded at the March meeting, was requested for state-mandated employee pay increases.  <b>Motion:</b> Casey Killblane  <b>Second:</b> Bruce Benjamin</p> <p>Oklahoma Department of Mental Health and Substance Abuse Services \$6,618</p> <p>Oklahoma Health Care Authority \$3,432</p>	<p>The board voted unanimously to <b>approve</b> the slate of FY 2019 supplemental grants. (Absent: Ken Rowe)</p>
<b>5. Agency Operations Committee Report – Jim Gebhart, Chair</b>	
<p>a. <u>Budget to Actual; Operating and Programs FY 2018</u></p> <p>Gebhart reported that as of April 30, the FY 2018 operating budget was right on track at 75% expended; and the FY 2018 programs budget was at 60% expended indicating an overall good spend rate.</p>	
<p>b. <u>Discussion and possible action on FY 2019 budget</u></p> <p>Gebhart presented to the board the proposed FY 2019 budget summarizing allocation amounts and fluctuations from the previous fiscal year. The board discussed reserve expenditures and solutions for instabilities in earnings. Gebhart requested approval on behalf of the Agency Operations Committee.</p>	<p>Upon recommendation from the Agency Operations Committee, the board voted unanimously to <b>approve</b> the FY 2019 total budget at \$46,974,154. (Absent: Ken Rowe)</p>
<b>6. Program Development Committee Report – Bruce Benjamin, Chair</b>	



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<p>a. <u>Discussion and possible action on proposed incentive grants program redesign</u>  Benjamin recognized Jonás Mata, Director of Programs for TSET, to present elements of the redesigned incentive grants program. Mata outlined parameters for the newly crafted program including application process and funding approach noting an increase in award amounts for many categories and a \$1 million budget slated for FY 2019. The board discussed adaptation of policy standards, renewal grant opportunities and supplemental funding solutions expressing interest in engaging grantees who continue to maintain applied practices.</p>	<p>Upon recommendation from the Program Development Committee, the board voted unanimously to <b>approve</b> the implementation of the redesigned FY 2019 incentive grants program.  (Absent: Ken Rowe)</p>
<b>7. Tobacco Stops With Me 10-Year Anniversary</b>	
<p>a. <u>Update on 10-year anniversary event planning</u>  Stating that planning was underway for the October 10 anniversary event, Woods provided a logistical framework and updates on speaker engagement and potential attendees.</p>	
<p>b. <u>Status briefing on program activities</u>  Directing the board to their packet for a listing of program initiatives identified for board consideration, Woods discussed areas in which TSET could expand to make increased strides in tobacco reduction, stating that the targeted focuses would be further reviewed at the upcoming board retreat with final visions on behalf of the agency to be released as part of the Tobacco Stops With Me anniversary event in October.</p>	<p>Jim Gebhart exited at 1:17 p.m.  Jim Gebhart entered at 1:23 p.m.</p>
<b>9. New Business</b>	
<p>No new business.</p>	
<b>10. Public Comment</b>	
<p>No public comment.</p>	
<b>11. Adjournment</b>	
<p><b>Motion:</b> Jim Gebhart  <b>Second:</b> Casey Killblane</p>	<p>The board voted unanimously to adjourn and the meeting adjourned at 1:31 p.m.  (Absent: Ken Rowe)</p>