

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS FOR THE
OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST**

January 28, 2020

Department of Agriculture
2800 N Lincoln Blvd., Room 301
Oklahoma City, Oklahoma

1. Open Meeting Act Announcement and Call to Order

The TSET Board of Directors Chair Bruce Benjamin called the meeting to order at 10:03 a.m. and announced that all requirements of the Open Meeting Act had been met.

Members of the board present were Jack Allen, Bruce Benjamin, Casey Killblane, Ken Rowe, Marshall Snipes and Michelle Stephens, and there was a quorum.

Board member Curtis Knoles was absent for the meeting.

TSET staff present were Julie Bisbee, Thomas Larson, Jonás Mata, Tessa North, Sjonna Paulson, Jennifer Treadwell and Kathie Darr who served as recording secretary.

Assistant Attorney General Sandra Balzer, General Counsel for the board, was present.

2. Election of Officers

Benjamin stated that both the current Chair and Vice Chair were eligible to serve an additional one year term.

Killblane nominated Bruce Benjamin to continue serving as Chair of the TSET Board of Directors for a one year term. Allen provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Rowe, Snipes

Abstain: Benjamin

Killblane nominated Michelle Stephens to continue serving as Vice Chair of the TSET Board of Directors for a one year term. Rowe provided a second. Motion carried.

Aye: Benjamin Allen, Killblane, Rowe, Snipes

Abstain: Stephens

3. Approval of Minutes of the November 19, 2019, Regular Board Meeting

Allen moved board approval of the November 19 minutes as presented. Rowe provided a second. Motion carried.

Aye: Benjamin, Stephens, Allen, Rowe, Snipes

Abstain: Killblane

4. Chair's Report

- (a) Referring to the board's updated strategic plan, Benjamin noted areas of accomplishment which included efforts to align budget and investment goals with the State Treasurer's office, youth focused initiatives, and improvements to grant processes. Benjamin stated that he would report to

the board at regular intervals to update them on progress of the targeted outcomes outlined in the plan.

(AGENDA ITEM 9 WAS TAKEN UP OUT OF ORDER)

9. Programs Committee Report

Allen presented a report from the Programs Committee.

- (a) He stated that upon review of the Healthy Communities Incentive Grants approved at the November meeting it was discovered that the Town of Boley award amount had been had incorrectly entered. Allen said the Town of Boley qualified for Gold Level funding and thus was eligible for an additional \$20,000 grant award.

Programs Committee recommends board approval of a \$20,000 Healthy Communities Incentive Grant to the Town of Boley. No second required. Motion carried.

Aye: Benjamin, Stephens, Allen, Killblane, Rowe, Snipes

- (b) Allen shared that incentive grant applications had exceeded budgeted funding amounts and were no longer being accepted. He said the listing of applicants who met program requirements and for which funding was available and recommended would be presented to the board at the March meeting.
- (c) TSET Director of Health Communication, Sjonna Paulson, was recognized to update the board on youth engagement initiatives. She discussed method for implementation and provided an expedited timeline, per board request, noting a September launch date for the statewide youth messaging campaign to educate young people about health risks associated with tobacco use and vaping while encouraging positive health behaviors. Paulson projected costs at \$2.5 million per year for five years. Board members discussed the incumbency upon TSET to address the youth vaping epidemic in Oklahoma and thanked TSET staff for compressing the implementation timeline for youth focused work.

Programs Committee recommends board approval of the proposed framework for youth initiatives. No second required. Motion carried.

Aye: Benjamin, Stephens, Allen, Killblane, Rowe, Snipes

- (d) Allen discussed TSET's current non-acceptance of tobacco funds policy precluding organizations that accept money from Big Tobacco from receiving TSET funds. Noting that some key national youth service organizations accept tobacco funds and, as a result, have been deemed ineligible to receive TSET funding at the local level, Allen presented for board consideration an updated process for receiving and assessing grant applications from potential youth-serving partners. The new policy, he stated, would allow for consideration of applicants that may accept tobacco funds – or for which the parent organization may accept tobacco funds – while providing assurance that no tobacco funds or industry curriculums are being used at the local level. TSET Director of Grants Management, Tessa North, was recognized to elaborate on the new eligibility requirements and processes, and answer board member questions.

Programs Committee recommends board approval of an updated process for accepting applications from organizations that may accept tobacco funds. No second required. Motion carried.

Aye: Benjamin, Stephens, Allen, Killblane, Rowe, Snipes

(AGENDA ITEM 6 WAS TAKEN UP OUT OF ORDER)

6. Tobacco Stops With Me Evaluation Results

Dr. Laura Beebe with the University of Oklahoma Health Sciences Center was recognized to present to the board findings from the most recent evaluation of Tobacco Stops With Me. She outlined parameters and current methods for evaluation noting the importance of periodic media tracking and cross-sectional surveys to gauge exposure to the campaign. Beebe reported that awareness of Tobacco Stops With Me among Oklahomans remains high at 71% for 2019 meeting the benchmark target and noted that support for smoke-free bars has leveled off in recent years yet moved dramatically from the first measurements of 24% support in 2007 to 74% in 2019. Awareness of the dangers of secondhand smoke among Oklahomans, she said, is slipping and missed a campaign benchmark in 2019. Beebe stated that results also showed a drop in awareness that secondhand smoke is very harmful to one's health which fell below levels identified in 2015 and prior. A 10% drop in knowledge was noted, Beebe said, between 2017 and 2019 that secondhand smoke causes asthma, and the 2019 TSWM survey also showed slippage in other campaign benchmarks in all three measures indicating Oklahomans' willingness to support tobacco-free advocacy.

(AGENDA ITEM 7 WAS TAKEN UP OUT OF ORDER)

7. Oklahoma Tobacco Research Center: Research Update

Dr. Michael Businelle and Dr. Darla Kendzor from the Oklahoma Tobacco Research Center were recognized to brief the board on current activities and research initiatives at OTRC. They provided updates on studies in tobacco control and cessation interventions noting enrollment numbers and clinic outcomes. The Tobacco Treatment Research Program, they stated, had seen increased referrals, reaching up to 80 per day, and steady results when compared to other investigational interventions.

Marshall Snipes exited at 10:58 a.m.

Marshall Snipes entered at 11:01 a.m.

5. Executive Director's Report

- (a) Bisbee introduced TSET's newest hires, Lauren Carter, DeLynn Fudge and Melanie Sommers, who were in attendance at the meeting, and noted credentials and relevant work experience.
- (b) Bisbee gave an overview of her activities on behalf of TSET citing appearances in Woodward and Shawnee to address civic organizations. She noted positive feedback from local residents about TSET programs and grant opportunities. Bisbee shared that she had recently attended the Governor's Leadership Summit with other agency directors in an initiative to promote positive culture, fiscal stewardship and outcome-driven work among state agencies.
- (c) Referring board members to a listing of TSET bills and other mission-related legislation, Bisbee advised the board of the January 16 legislative deadline for bill requests with the 2020 legislative session slated to begin on February 3. She stated that TSET's newly onboarded Policy Manager, Lauren Carter, would be closely monitoring legislation and meeting with lawmakers to educate them about TSET and matters related to the agency.

8. Agency Operations Committee Report

Snipes presented a report from the Agency Operations Committee.

- (a) He referred the board to their packet for Budget to Actual financial reports through December 2019.

Snipes stated that FY 2019 operating and programs budgets had been closed out with final spend rates of 95% and 94%, respectively.

The FY 2020 operating budget, Snipes said, was at a 39% spend rate noting that some contracts are billed on an annual basis with invoicing yet to occur.

The FY 2020 programs budgets, Snipes said, was at a 27% spend rate. With grants funded on a reimbursement basis, he explained that invoicing is typically about 2 months behind.

- (b) Snipes stated that the total budget for FY 2020 is \$49,367,836 which includes \$2,000,000 of reimbursement funds from the Oklahoma Health Care Authority and is grossed up to account for a 95% spend rate. He noted no budget revisions.
- (c) Snipes verified \$55,000,000 available for budgeting in FY 2021 and stated that preliminary financial discussions would continue through the committee process with final board approval of the FY 2021 budget at the May meeting.
- (d) Snipes stated that board members could find in their packet a report outlining multi-year contractual commitments.
- (e) Snipes requested board approval for an increase to the Heather Wooten contract for technical services and development of grantee training tools. Snipes indicated the increase would correlate with a subsequent decrease in another contract thus no overall budget revision was needed.

Agency Operations Committee recommends board approval of an increase to the contract amount for Heather Wooten pending approval by the Cabinet Secretary. No second required. Motion carried.

Aye: Benjamin, Stephens, Allen, Killblane, Rowe, Snipes

10. Public Information and Outreach Committee Report

Killblane presented a report from the Public Information and Outreach Committee.

- (a) She 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 noted that the TSWM website had been updated with information on policy changes with regard to tobacco purchase age and restrictions on tobacco flavorings.
- (b) Killblane highlighted outreach efforts relating to the new Tobacco 21 protections and the Oklahoma Tobacco Helpline annual report which touted a 95% satisfaction rate among registrants and a quit rate that exceeded the program's benchmark. She stated that grantee workshops were held in Sapulpa, McAlester and El Reno and brought in more than 100 attendees with multiple press releases promoting HLP 2.0 and other TSET funding opportunities.
- (c) Killblane stated that the sponsorship grant category was at an 87% spend rate with \$30,500 awarded for the fiscal year.
- (d) Upcoming events, Killblane said, included the State Chamber Legislative Reception on February 12 and the Bart and Nadia Sports Experience on February 21 - 22.

Ken Rowe exited at 11:54 a.m.

Ken Rowe entered at 11:56 a.m.

11. New Business

No new business.

12. Public Comment

No public comment.

13. Adjournment

Killblane moved board approval to adjourn. Rowe provided a second. Motion carried.

Aye: Benjamin, Stephens, Allen, Killblane, Rowe, Snipes

The meeting adjourned at 11:59 a.m.