

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

February 19, 2021

10:30 a.m.

This meeting was held via Zoom videoconference with a [livestream](#) option for enhanced public accessibility in compliance with the Open Meeting Act.

***Board members present: Michelle Stephens, Bruce Benjamin, Jack Allen, Susanna Gattoni, Casey Killblane, Ken Rowe and Marshall Snipes. All board members joined virtually.***

AGENDA

**1. Open Meeting Act Announcement and Call to Order**

The TSET Board of Directors Chair Michelle Stephens, called the meeting to order at 10:31 a.m. and announced that all requirements of the Open Meeting Act had been met. Stephens welcomed those joining via Zoom and YouTube livestream.

TSET staff joining virtually were Executive Director Julie Bisbee, Director of Public Information and Outreach Thomas Larson, Director of Health Communications Sjonna Paulson, Director of Programs Jonás Mata, Director of Agency Operations, Tessa North Director of Grants and Board Secretary Anna Lisa Phillips who served as recording secretary.

Assistant Attorney General Tiffany Wythe, General Counsel for the board, was also present.

**2. Approval of Minutes**

**a. Approval of Minutes of the January 26, 2021, Regular Board Meeting**

Jack Allen moved board approval of the January 26, 2021 minutes as presented. Bruce Benjamin provided a second. Motion carried.

***Aye: Stephens, Benjamin, Allen, Killblane, Gattoni, Snipes***

*Ken Rowe entered the meeting at 10:34 a.m.*

**3. Consideration of a motion and vote to enter into Executive Session pursuant to 25 O.S. § 307 (B)(1) for the discussion of employment, hiring, appointment, promotion, demotion, disciplining, resignation or discharge of any individual salaried public officer or employee.**

a. Accountant

b. Public Information Specialist

Stephens called for a motion and vote and enter into Executive Session. Bruce Benjamin made a motion; Casey Killblane provided a second. Motions carries.

*The board entered into Executive Session at 11:01 a.m.*

**4. Consideration of a motion and vote to return to Open Session**

Stephens called for a motion and vote to return to Open Session. Bruce Benjamin made a motion; Marshall Snipes provided a second. Motion carries.

*The board returned to Open Session at 11:35 a.m.*

5. **Discussion and possible action on a motion and vote related to the employment**, hiring, appointment, promotion, demotion, discipling, resignation or discharge of any individual salaried public officer or employee.
  - a. Julie Bisbee and appropriate TSET staff recommended to the board, authorizing Director of Agency Operations to move forward with hiring Candidate A for the position of Accountant at an annual salary of \$55,000. If Candidate A is unable to accept, the offer will be extended to Candidate B. Stephens called for a motion. Casey Killblane made a motion, Jack Allen provided a second. Motion carries.

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

- b. Julie Bisbee and appropriate TSET staff recommended to the board, discharging the current Public Information Specialist. Stephens called for a motion. Bruce Benjamin made a motion, Casey Killblane provided a second. Motion carries.

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

*Jack Allen left the meeting at 11:45 a.m.*

*Marshall Snipes left the meeting at 12:00 p.m.*

6. **Shape Your Future Cross-Sectional Survey**

Laura A. Beebe, PhD, University of Oklahoma Health Sciences Center, presented the board with 2020 Shape Your Future cross-sectional highlights. Dr. Beebe stated that three of five campaign targets were met. Campaign targets included; awareness of Shape Your Future (SYF) program messaging; a family filling half their plate with fruits and vegetables; and making sure children get 60+ minutes of physical activity each day. Dr. Beebe also stated that reductions observed in sugar-sweetened beverage (SSB) consumption following the Rethink Your Drink (RYD) program have disappeared, with levels in 2020 similar to what were observed in 2015 prior to the launch. If reduction in SSB consumption remains a program objective, there is reason to believe that increased investment in the RYD messages would improve campaign outcomes. The program messages were effective in 2016-2017. Dr. Beebe said that new data on the public's knowledge of how much sleep is needed to support physical and mental health supports the need for increased education on the subject.

7. **Tobacco Stops With Me Evaluation Results**

Laura A. Beebe, PhD, University of Oklahoma Health Sciences Center, also presented on evaluation results for the Tobacco Stops With Me campaign. Dr. Beebe gave the board 2020 cross-sectional highlights including public awareness (unconfirmed) of Tobacco Stops with Me (TSWM) was higher in FY20 and met the benchmark for the campaign (71%). Dr. Beebe also stated that three of six campaign benchmarks were met. These benchmarks included; ads that made the public protect youth from tobacco industry, support for law making all public places smoke-free and support for law prohibiting smoking in vehicles with a child, and that knowledge about the harms of secondhand smoke have levelled or declined over the past two years.

8. **"SwapUp" Teen Obesity Prevention Campaign**

The board viewed a pre-recorded presentation by representatives of the Rescue Agency on the "SwapUp" Nutrition Campaign that TSET launched on February 11, 2021 as part of the Healthy Youth Initiative. The presentation highlighted the goal of the campaign, which is to provide realistic and tangible ways teens can make healthier food and drink choices and to encourage them to make these better choices by illustrating how good

food impacts feelings, activity and performance. The presentation highlighted campaign messaging and messaging was informed by an online survey with 403 urban and rural teens across Oklahoma. The Rescue Agency will be evaluating the first year of the campaign by running a follow-up online survey in June 2021.

9. **Adjournment**

Stephens called for a motion to adjourn the meeting. Killblane moved, Benjamin seconded. Motion carries.

***Aye: Stephens, Benjamin, Killblane, Gattoni, Rowe***

***Meeting adjourned at 12:08 p.m.***