

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

November 18, 2021  
655 Research Park, OKC, OK  
PHF Conference Center – Colloquium Room  
10:00 a.m.

***Board members present: Michelle Stephens, Bruce Benjamin, Susanna Gattoni, Ken Rowe, Marshall Snipes and Runako Whittaker. Jack Allen was absent. Marshall Snipes entered the meeting at 10:06 a.m. Ken Rowe enter the meeting at 10:09 a.m.***

**AGENDA**

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

The TSET Board of Directors Chair Michelle Stephens, called the meeting to order at 10:05 a.m. and announced that all requirements of the Open Meeting Act had been met.

TSET staff present 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 Jennifer Treadwell and Director of Grants Tessa North. Board Secretary Anna Lisa Phillips served as recording secretary.

*Marshall Snipes entered the meeting at 10:06 a.m.*

**2. Approval of Minutes**

**Approval of Minutes of the August 26-27 Regular Board Meeting and Planning Retreat**

Bruce Benjamin moved board approval of the August 26-27 minutes as presented. Susanna Gattoni provided a second. Motion carried.

***Aye: Stephens, Benjamin, Gattoni, Snipes, Whittaker***

**3. Chair's Report**

**i. Board Governance Committee Update**

Board Chair Michelle Stephens announced that the board governance committee has engaged with Jeri Holmes, Esq. to assist in developing board bylaws. The committee will be working on a second draft and involving the board in the process of developing further toward the beginning of next year.

**ii. Discussion 2022 consent agenda:** Stephens announced that the board would like to begin using a consent agenda beginning at the January meeting. This will allow items that are routine in nature and do not require discussion to be approved at once. Staff is working with legal counsel on parameters. The goal is to be efficient with board meeting time to allow more time during the board meetings for strategic discussions.

**iii. Discussion and possible action on 2022 board meeting dates and meeting times:** Stephens directed board members to their packet with proposed 2022 board meeting dates. Stephens also stated that the board governance committee recommends that the board begin meeting for three hours starting in January, stating that the time change will allow for more strategic discussion during board meetings. The recommendation came out of the Board Governance Committee and does not require a second.

***Aye: Stephens, Benjamin, Gattoni, Snipes, Whittaker***

**iv. Discussion and possible action on election of board officers:**

a. Michelle Stephens accepted nominations for Board Chair for 2022. Susanna Gattoni stated that the board governance committee had recommended Michelle Stephens for board chair. Bruce Benjamin seconded. Motion carried.

**Aye: Benjamin, Gattoni, Snipes, Whittaker; Abstain: Stephens**

*Ken Rowe entered the meeting at 10:09 a.m.*

b. Michelle Stephens accepted nominations for Board Vice-Chair. Susanna Gattoni stated that the board governance committee had recommended Bruce Benjamin for Board Vice-Chair. Marshall Snipes seconded. Motion carried.

**Aye: Stephens, Gattoni, Rowe, Snipes, Whittaker; Abstain: Benjamin**

c. **Update on board committees and board committee chairs:** Stephens referred the board to their packet for a slate of committee chairs and committee membership. Any board member wishing to change committee membership should speak with Julie Bisbee after the meeting.

**4. LOFT Report Review Committee**

Over the last year there has been discussion with the LOFT committee regarding their report of TSET. TSET has established a committee to look at the report and make recommendations to management based on that report. The committee membership is comprised of Bruce Benjamin, Susanna Gattoni, Marshall Snipes, Casey Killblane and Jim Hess as a non-board member. The committee met this month and will have one more meeting before submitting recommendations to Bruce Benjamin.

**5. Executive Director's Report**

**a. Update on three-year plan of expansion**

Michelle Stephens recognized Executive Director, Julie Bisbee, for her quarterly report. Julie Bisbee officially welcomed new board member Dr. Runako Whittaker of Tulsa, appointed by State Superintendent of Public Education, Joy Hofmeister. Bisbee also offered the board an overview on efforts to increase TSET's ability to fund more grants and programs. Bisbee directed the board to their packets for more detailed information regarding a proposal for new TSET staff positions, expanded contracts, adding consulting services for organizational development and proposing new funding opportunities. Bisbee reminded the board that the budget was based on a three-year rolling average. The areas of focus over the next three fiscal years will be rural and underserved, physical activity and nutrition and new youth-focused work, in addition to the tobacco prevention and cessation, community grants and mass media campaigns work that TSET already performs.

**b. Overview of Executive Director Activities**

Julie Bisbee reviewed Executive Director activities for the quarter and stated that today was the Great American Smoke-out, that encourages smokers in Oklahoma and around the national to make a plan to quit tobacco. Oklahoma's smoking average was 19%, and the national average is 16%. Bisbee offered other data on smoking in the US.

**6. Agency Operations Committee Report**

Michelle Stephens recognized Marshall Snipes for the Agency Operations Report.

*Agenda item taken out of order.*

**b. Discussion and possible action on creating new staff positions**

i. Operations: Marshall Snipes recognized Julie Bisbee to discuss additional staff positions for future growth. Discussion and action on increased budget and the creation of four new positions in agency operations to be phased in over next year: Grants Associate, Accountant, Outreach Coordinator and Director of Strategic Initiatives. It is anticipated that the

Grants Associate position will be hired this fiscal year and funds are currently budgeted. Other positions will be phased in next fiscal year.

ii. Programs: Snipes again recognized Julie Bisbee to discuss additional staff positions for future growth. Discussion and action on the creation of six new program related positions to be phased in over next year: two Program Officers, a training manager, health communication manager, audio-visual storyteller and data/business analyst. It is anticipated that a program officer, health communication manager and training manager will be hired this fiscal year. Funds are budgeted for FY22 hires. This is a recommendation from committee and does not require a second.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

**c. Discussion and possible action on budget revision**

i. FY22 Operating Budget Revision

a. Discussion and possible action on contract with The Persimmon Group

Snipes recognized Julie Bisbee to discuss consultant services with The Persimmon Group for organization and leadership development. To accommodate this new consultant agreement there is a need for a \$30,000 increase to the operations budget. This is a recommendation from committee and does not require a second.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

ii. FY22 Programs Budget Revision

a. Discussion and possible action on budget increase

Snipes stated that the Agency Operations committee was seeking a program budget increase of \$1,320,750. That increase includes a \$1,170,000 to support additional efforts from Health Communication in line expansion efforts discussed by the board in August, as well as an increase of \$175,000 for Youth Action for Health Leadership (YAHL) recruitment enhancement efforts. The program budget revision also includes a \$6,000 increase to the budget for a temporary GALT employee. This is a recommendation from committee and discussed by the Public Information and Outreach Committee that oversees the Health Communication programs. As a committee recommendation, no second is required.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

**d. Final Certification of Earnings for FY2021**

Snipes recognized Jennifer Treadwell, Director of Agency Operations to discuss endowment earnings for FY21. The Board of Investors met on Nov. 16, 2021 and certified an additional \$4.3M for a total of \$123,243,628.87. Also, FY22 first quarter estimated earnings are \$22M.

**e. Financial Reports**

Snipes recognized Jennifer Treadwell to discuss expenditures for FY21 and FY22.

Treadwell stated that FY21 Budget to Actuals would be closing out FY21 during 2<sup>nd</sup> quarter. Operating budget was 87% spent at 09/30/2021 with a few invoices paid after this date. Programs budget was 87% spent at 09/30/2021 with several invoices paid after this date, final invoices were due 09/30/2021 on most grants.

Treadwell also stated that regarding FY22 Budget to Actuals, most grants/contracts have only paid one monthly invoice so far. Operating budget was 19% spent at 09/30/2021, this is right on target for 1<sup>st</sup> quarter of the year. Programs budget was 5% spent at 09/30/2021, we have received at least one invoice from most grantees but are usually 1-2 months behind since grants are paid on reimbursement once work has been performed.

**7. Programs Committee Report**

Michelle Stephens recognized Tessa North, Director of Grants Management and Jonás Mata, Director of Programs, for a Programs Committee Update.

**a. Discussion and possible action on TSET Healthy Incentive Grants for Schools.**

Tessa North stated that the Healthy Incentive Grant program for schools and districts was open from September 1 through October 1 and the following seven schools submitted applications that met the requirements for Healthy Incentive Grant funding:

<b>Healthy Incentive Grant Program for Schools</b>		
<b>Organization</b>	<b>County</b>	<b>Recommended Amount</b>
Porter Consolidated JH/HS School	Wagoner	\$7,500.00
Porter Consolidated Elementary School	Wagoner	\$7,500.00
Ravia School	Johnston	\$3,000.00
Marietta High School	Love	\$3,000.00
Marietta Middle School	Love	\$3,000.00
Marietta Elementary School	Love	\$4,000.00
Newcastle High School	McClain	\$5,000.00
Total		\$33,000.00

*Susanna Gattoni moved to approve and Marshall Snipes seconded the motion. Motion carried.*

**Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker**

**b. Discussion and possible action on TSET Healthy Incentive Grants for Districts**

North read the following three districts that had submitted applications that met the requirements for Healthy Incentive Grant funding:

**Healthy Incentive Grant Program for Districts**

<b>Organization</b>	<b>County</b>	<b>Recommended Amount</b>
Oklahoma School for the Blind	Muskogee	\$8,000.00
Fairview Public Schools	Major	\$8,500.00
Okeene Public Schools	Blaine	\$12,000.00

Total

\$28,500.00

*Bruce Benjamin moved to approve and Marshall Snipes seconded the motion. Motion carried.*

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

**c. Discussion and possible action on Hunger Free Oklahoma partnership:**

Tessa North stated that the Programs committee was recommending approval for an agreement with Hunger Free Oklahoma to continue to offer fruit and vegetable incentives to SNAP enrolled Oklahomans. The proposed partnership is \$2.1 million annually for three years. A no-cost agreement will begin this fiscal year and it is anticipated that Hunger Free will begin using TSET funds in FY23. The organization is poised to make application for additional dollars and a commitment from TSET assists with leveraging additional dollars. This is a recommendation from committee and does not require a second.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

**d. Discussion and possible action on increase to Rescue contract for Youth Action for Health Leadership (YAHL)**

North stated that the Programs committee was seeking an increase of \$175,000 to the Rescue-YAHL contract to support the creation of recruitment videos to enhance outreach efforts. Michelle Stephens stated that because this was not part of the program committee meeting earlier this month, this will require a motion and a second.

Bruce Benjamin made a motion; Ken Rowe seconded the motion. Motion carried.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

**e. Update on research grants and metrics**

Jonás Mata, TSET's Director of Programs, provided an update on FY21 metric achievements by Stephenson Cancer Center, Oklahoma Cancer and Stem Cell Research, and TSET Health Promotion Research Center.

**f. Presentations on Research Grants**

**Jonás Mata, TSET's Director of Programs**, will introduced TSET's research grantee presenters:

- (i) Robert Mannel, M.D., Director, Stephenson Cancer Center
- (ii) Courtney Griffin, Ph.D., Scientific Director, Oklahoma Center for Adult Stem Cell Research
- (iii) Darla Kendzor, Ph.D. and Michael Businelle, Ph.D., Co-Directors, TSET Health Promotion Research Center

**g. Discussion and possible action on Research grants for three-year grant renewal**

Michelle Stephens informed the board that each year, agreements that are approaching the end of their multi-year contract term are brought before the board for consideration to renew the agreement for an additional multi-year term. SCC and OCASCR will complete their current multi-year agreement on June 30, 2022. After hearing the presentations, the Board is asked to consider whether these programs should be invited to request a three-year renewal in the spring.

- i. Stephenson Cancer Center (SCC)

*Bruce Benjamin moved a motion and Ken Rowe seconded the motion. Motion carried.*

**Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker**

- ii. Oklahoma Center for Adult Stem Cell Research (OCASCR)

*Bruce Benjamin moved a motion and Ken Rowe seconded the motion. Motion carried.*

**Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker**

*Ken Rowe left the meeting at 11:35 a.m.*

#### **h. Presentations on Health Systems Initiatives Grants**

Jonás Mata introduced Health Systems Initiative grantee presenters

(j) *Eric Finley, MPH, Health Improvement Initiatives Manager, Oklahoma Hospital Association*

(ii) *Jae Jackson, M.S., TTS, Program Manager, Oklahoma Department of Mental Health and Substance Abuse Services*

(iii) *Shantice Atkins, MPH, SoonerQuit Senior Consultant, Oklahoma Health Care Authority*

*Ken Rowe re-entered the meeting at 11:47 a.m.*

#### **i. Health Systems Initiative PRISM Results**

Jonás Mata presented PRISM results for the Health Systems Initiative Grants. The Prevention Impact Simulation Model (PRISM) is a tool that helps users make informed decisions by modeling potential impacts of an intervention on a population's health. The model is built to project cardiovascular and other chronic disease-related mortality and costs. PRISM builds on the public health dose literature which at its most basic level says that the impact of an intervention is determined by the intervention's strength and the number of people the intervention reaches. The stronger the intervention, the greater the population reach and the bigger the impact on people's health.

#### **j. Discussion and possible action on Health Systems Initiative grants for three-year grant renewal**

Tessa North stated that in FY21 TSET's three HSI grants were given a one-year extension, which will end on June 30. The three presenters represent HSI programs that will complete their current one-year agreement in June. After hearing the presentations, the Board is asked to consider whether these programs should be invited to request a three-year renewal in the spring.

- i. Oklahoma Hospital Association

*Susanna Gattoni moved a motion and Marshall Snipes seconded the motion. Motion carried.*

**Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker**

- ii. Oklahoma Department of Mental Health and Substance Abuse Services

*Ken Rowe moved a motion and Bruce Benjamin seconded the motion. Motion carried.*

**Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker**

- iii. Oklahoma Health Care Authority

*Susanna Gattoni moved a motion and Ken Rowe seconded the motion. Motion carried.*

**Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker**

**Agenda item taken out of order.**

#### **6.a. Presentation of FY21 Audit – Finley and Cook, Dan Bledsoe**

TSET received a clean audit for FY21. Marshall Snipes asked a question regarding unrealized gains. Jennifer Treadwell said that the total that TSET had received from the tobacco industry was \$1,143,861,121.63, which leaves \$340,000,000 in the non-spendable category. Snipes reiterated that it was a significant number that the board needs to be aware of that is not contained in the audit.

#### **7k. Discussion and possible action on releasing unsolicited grants funding opportunity**

Tessa North presented a proposal for releasing an unsolicited grant funding opportunity process and to accept proposals for short-term projects related to policy and built environment change and to facilitate innovations in active living and healthy eating in Oklahoma. Under each funding tract, proposals must identify immediate, impactful opportunities to positively transform and improve the health of Oklahomans. Proposals must be project-driven, time-limited, have a specific targeted area or population in mind, be supported by multiple funding partners, and agree to participate in an external evaluation of the project.

If approved, the funding opportunity would open in FY22 and contracts would begin in FY23, creating no financial impact on the TSET budget during this fiscal year. Proposals would be accepted in two areas: policy and built environment as well as innovations in active living and healthy eating. Applicants could request up to two years of funding not to exceed \$350,000 annually for the first category and \$250,000 annually for the latter. This proposal is a recommendation from committee, no second needed.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

##### **I. Oklahoma Tobacco Helpline Update**

Michelle Stephens recognized Dr. Jon Hart of the Oklahoma Tobacco Helpline for a quarterly update. Highlights from Dr. Hart's presentation included the reminder that OTH is TSET's longest running program. Dr. Hart stated that in FY20, Oklahoma was number 1 in America for referrals to helpline.

#### **8. Public Information and Outreach Committee Report**

Michelle Stephens recognized Sjonna Paulson, Director of Health Communications for an update. Paulson stated that in an effort to support the Board's discussion at the August meeting, the Health Communication team has looked at the possible areas of youth and adult brand work that could be moved forward in this fiscal year.

##### **a. Discussion and possible action on increase to Rescue media contract: \$345,000**

Paulson stated that the Health Communications was requesting a \$345,000 increase to Rescue's media contract to support the Quit The Hit online vape cessation support group at \$75,000, Behind the Haze and Down & Dirty tobacco control and prevention urban and rural messaging, Native American tobacco control and prevention message package, \$95,000, and Swap Up, the teen nutrition message testing expansion, website upgrades, support of publication for research papers on youth work \$175,000. This is a recommendation coming out of the PIO committee no second is needed.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

##### **b. Discussion and possible action on increase to VI Marketing and Branding contract: \$825,000**

Paulson stated that Health Communications was requesting a \$825,000 increase to VI Marketing and Branding to support the expansion of TSWM health-focused messaging and Oklahoma Tobacco Helpline and Shape Your Future testimonials at \$300,000, additional six weeks of paid media for Tobacco Stops With Me, Shape Your Future and Oklahoma Tobacco Helpline \$450,000, and additional digital streaming for TSET Healthy Youth Initiative \$75,000. Board members discussed the benefits of having 11 weeks of additional paid media with supportive health messages. After

brief board discussion, Snipes amended and moved the motion to include five more weeks for an additional \$375,000, for a total of an increase to VI Marketing and Branding to \$1.2 million. Benjamin seconded the motion. Motion carried.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

Amended motion on VI Marketing and Branding requires amended motion to the increase in the Programs Budget revision to \$1,695,750. Marshall Snipes moved a motion, Ken Rowe seconded the motion. Motion carried.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

**c. Health Communication Adult-Focused Brands**

Paulson announced that HC staff have been busy with presentations to statewide audiences about the HC programs and Oklahoma Tobacco Helpline. Health Communications also launched TikTok with messaging for the Oklahoma Tobacco Helpline. OTH has also recently launched messaging with testimonials of a 50-year smoker from Drumright and a married couple who quit together from Glenpool. For Tobacco Stops With Me messaging will be focused on updating secondhand smoke harms messaging to bring the health risk message back to the forefront. The cross-sectional survey will be presented in the January board meeting. Learnings from that effort indicate a need to touch on the health risk messaging again. Shape Your Future continues education efforts with the Power of One series with an emphasis on the “Power of One” messaging.

**d. Health Communication Youth-Focused Brands**

Paulson stated that for youth, Health Communications was launching two new nutrition spots this month and will be in the field testing story boards for our next nutrition and tobacco creative with Oklahoma youth. We will be sharing a link with the Board so they can share with youth ages 13 – 18 that may want to participate in the survey, an interview or several different focus groups that are being planned.

**e. Public Health Academy of Oklahoma Update**

Our OK In the Know peer learning and training platform is functioning well and again received high satisfaction survey marks from TSET grantees.

The OK in the Know peer-to-peer learning and training platform received high satisfaction marks again from grantees. We continually look ways to improve engagement and knowledge sharing on the grantee side as well as the public-facing side of the website.

**f. Outreach Update**

Stephens recognized Thomas Larson, Director of Public Information and Outreach, for a departmental update. Larson updated the board on PIO activities. Larson presented information at an interim study about eliminating the state sales tax on groceries, speaking as to how making healthy foods more affordable would improve the health of Oklahomans and an interim study about youth access to tobacco earlier this month. PIO staff hosted a webinar with grantees focused on the legislative process, and guests from the Oklahoma Municipal League spoke about the process for passing local ordinances. TSET has also launched new messaging that focuses on the importance of prevention to improving health, and how TSET is meeting that need.

**g. Legislative Update**

Larson also gave an update on the upcoming legislative session.

**h. Sponsorships**

Larson stated that the most recent sponsorship grants were awarded to the Oklahoma Institute for Child Advocacy and the Rural Health Association of Oklahoma. Public Information and Outreach has currently spent \$11,758 or 33.6% of the \$35,000 sponsorship budget.

**i. Upcoming Events and Training**

Larson updated the board on upcoming event including the State Chamber Public Affairs Forum on Dec. 8. Larson directed the board to their packet for a list of legislative deadlines. Board members were also made aware of the National Conference on Tobacco or Health will be held June 28-30, 2022.

**9. New Business**

There was no new business.

**10. Adjournment**

Ken Rowe moved a motion to adjourn; Bruce Benjamin seconded the motion.

***Aye: Stephens, Benjamin, Gattoni, Rowe, Snipes, Whittaker***

Meeting was adjourned at 12:39 p.m.