

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

January 25, 2022
655 Research Park, OKC, OK
PHF Conference Center – Kiva Room
10:00 a.m.

Board members present: Michelle Stephens, Susanna Gattoni, Jack Allen, Ken Rowe, Marshall Snipes and Runako Whittaker. Bruce Benjamin was absent.

1. Open Meeting Act Announcement and Call to Order

The TSET Board of Directors Chair Michelle Stephens called the meeting to order at 10:01 a.m. and announced all requirements of the Open Meeting Act were 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, Director of Grants Management Tessa North, and Health Communication Consultant Lance Thomas.

2. Approval of Minutes

Approval of Minutes of the November 18, 2021, Regular Board Meeting

Ken Rowe moved board approval of the November 18 minutes as presented. Marshall Snipes provided a second. Motion carried.

Aye: Stephens, Allen, Gattoni, Snipes, Whittaker

3. Chair's Report

a. Board governance committee update on bylaw and governance policy work

Executive Director Julie Bisbee reported the board governance committee met with Jeri Holmes, Esq. and received a draft of the governance document to review. The committee—comprised of Susanna Gattoni, Michelle Stephens, and Bruce Benjamin—expects to have a final framework document to present at the May board meeting.

4. LOFT Report Review Committee

a. Update on review committee work

Bisbee reminded the board TSET established a committee to review the LOFT report and make recommendations to management accordingly. Committee membership is comprised of Bruce Benjamin, Susanna Gattoni, Marshall Snipes, Casey Killblane, and Jim Hess as a non-board member. Bisbee reported Vice Chair Bruce Benjamin expects to receive the final report within the next 30 days and anticipates providing it for the board to review at an upcoming meeting.

5. Executive Director's Report

a. Overview of Executive Director activities

Michelle Stephens recognized Bisbee for her quarterly report. Bisbee shared TSET will conduct a virtual 20th year celebration after the board meeting and invited all board members to participate. She also reported TSET leadership staff began meeting with the Persimmon Group for leadership coaching and quarterly training for the entire team and individually with Bisbee will continue through 2022. Bisbee reminded the board the March 2022 meeting will provide an opportunity for the board to review draft FY23 budgets as well as to hear updates on Shape Your Future campaign efforts. Finally, Bisbee reminded the board their annual retreat is scheduled for August 31 and September 1 and requested any ideas for meeting content be shared with her in the coming months.

6. Agency Operations Committee Report

Michelle Stephens recognized Marshall Snipes for the Agency Operations Report.

a. Update on agency expansion plan

Marshall Snipes recognized Julie Bisbee to discuss additional staff positions for future growth. Bisbee stated TSET started the process of requesting additional state employees as approved by board in November. All requests will have to be approved by Health Cabinet Secretary and she anticipates posting positions and having some candidates for board approval in March.

b. Financial Reports

Snipes recognized Jennifer Treadwell to present FY21 and FY22 expenditures. Treadwell informed the board the FY21 budget was closed out and the spend rate for final operating budget is 93% and the final programs budget is 95%. Ken Rowe stated he was impressed and didn't remember achieving a 95% budget-to-actual rate in the past. Treadwell said all department had made a concerted effort to meet this objective.

Treadwell reported FY22 budgeted-to-actual numbers for the operating budget is on track at 40% spent as of the end of 2021 and the programs budget is at 25% for the same period. Treadwell stated the programs budget isn't concerning at this point, as grant spending tends to be slower at the beginning of a year as grants managers and program officers begin the process of mid-year budget reviews with grantees to ensure any necessary budget adjustments are made in the coming months.

7. Programs Committee Report

Michelle Stephens recognized Tessa North, Director of Grants Management, and Jonás Mata, Director of Programs, to present the Programs Committee Update.

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

Tessa North stated the Healthy Incentive Grant program for communities was open November 1 through December 3 and the following six communities submitted applications met the requirements for Healthy Incentive Grant funding:

Healthy Incentive Grant Program for Communities		
Organization	County	Recommended Amount
Town of Lahoma	Garfield	\$22,000
City of Shidler	Osage	\$10,000
Town of Marble City	Sequoyah	\$36,000
Town of Wellston	Lincoln	\$22,000
Town of Tipton	Tillman	\$36,000
City of Wynnewood	Garvin	\$10,000
Total		\$136,000

Jack Allen moved to approve the Programs Committee Report. Marshall Snipes seconded the motion. Motion carried.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

b. Update on TSET partnership with Oklahoma Department of Transportation

Jonás Mata shared TSET's most recent efforts to collaboratively work with ODOT were not successful. TSET grants require health-promoting policies be in place, but ODOT did not have that expertise to assist administering a grant program with required health policies. TSET recommend funding dedicated to the ODOT effort be transferred to

augment the Policy and Built environment Change initiative to increase current funding from \$1,400,000 to \$1,820,000 to be available in FY23.

c. Update on current funding opportunity

Tessa North shared the current targeted unsolicited funding opportunity opened for submission of proposals December 15, 2021, for proposals related to policy and built environment change as well as innovations in active living and healthy eating. The Board previously approved \$1.4M and \$1M to be awarded for these categories, respectively. Although applications were not yet received, TSET reported the number of inquiries received regarding these categories indicated robust interest in the opportunity. The funding opportunity closes March 15.

d. Program progress and evaluation presentations

Jonás Mata introduced TSET's presenters:

- i. Incentive Grant Evaluation Report – Noelle Kleszynski, Evaluation Coordinator, OUCOPH
- ii. Healthy Living Program Year 1 Progress Overview – Jessica Davis, Assistant Director of Programs, TSET

Ken Rowe exited the meeting at 10:42 a.m. and returned at 10:44 a.m.

- iii. Healthy Living Program Year 1 Progress was presented for the following participants: Cherokee County -- Lora Buechele, Cherokee County TSET Healthy Living Program, Program Coordinator; Maegen Wallace, Tahlequah Bringing Everyone's Strengths Together (BEST)/Tahlequah Public Schools, Farm to School Preventionist
- iv. Oklahoma Tobacco Helpline Annual Evaluation (FY21) – Dr. Laura Beebe, Professor and Chair, Department of Biostatistics and Epidemiology, University of Oklahoma Health Sciences Center
- v. Oklahoma Tobacco Helpline Quarterly Update – Dr. Jon Hart, Director, Oklahoma Tobacco Helpline, University of Oklahoma Health Sciences Center

e. Presentation

Jonás Mata reintroduced Dr. Laura Beebe from OUHSC, who provided an overview of the scope of work for all evaluation activities, evaluation highlights for each TSET program, and plans for FY23 and beyond.

- i. University of Oklahoma Hudson College of Public Health – Dr. Laura Beebe, Professor and Chair, Department of Biostatistics and Epidemiology, University of Oklahoma Health Sciences Center

Marshall Snipes exited the meeting at 11:41 a.m. and returned at 11:45 a.m.

f. Discussion and possible action on grant continuation for three-year grant renewal

Tessa North reported agreements approaching the end of their multi-year contract term are brought before the board each year for consideration to renew the agreement for an additional multi-year term. Following presentations by Dr. Hart of the Helpline and Dr. Beebe from the OU College of Public Health, who serves as TSET's external evaluator, North reminded the board these contracts will complete their current multi-year agreement on June 30, 2022. The Board was asked to consider whether these programs should be invited to request a three-year renewal in the spring.

The Board voted on the following renewal agreements. Multi-year contracts will be placed on the May agenda for consideration.

- i. Oklahoma Tobacco Helpline Services

Recommended by the Programs committee, a motion and second were not required.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

- ii. Oklahoma Tobacco Helpline Oversight and Management

Recommended by the Programs committee, a motion and second were not required.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

- iii. University of Oklahoma Hudson College of Public Health Evaluation

Recommended by the Programs committee, a motion and second were not required.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

g. Discussion and possible action on new funding opportunities

Tessa North shared TSET seeks to open the general unsolicited funding opportunity to accept proposals for short-term projects related to the agency's mission, which is expected to increase the variety of topics for funding proposals submitted for consideration. Proposals for this funding opportunity must be project-driven, time-limited, target a specific service area or population, require multiple funding partners, and consent to an external evaluation of the project. Additionally, proposals must identify immediate, impactful opportunities to positively transform and improve the health of Oklahomans.

Applicants may request up to three years of funding at a maximum of \$250,000 annually. TSET anticipates eligible proposals will be presented to the Board of Directors at two of their regular meetings for funding consideration annually. If approved, this funding opportunity is proposed to open in FY22 with contracts beginning in FY23, which prevents any financial impact on the TSET budget in the current fiscal year.

Following North's proposal, Marshall Snipes asked TSET staff why a limit was placed on the award amounts. Bisbee indicated staff developed the number internally, but she was amenable to discussions and asked what percentage of the overall budget the board is comfortable allocating to this opportunity. After further discussion the board decided to table the request until the next meeting, at which time TSET staff would provide a revised recommendation, to include a higher award amount and further discussion of matching funds requirements.

The board recessed for lunch at 12:18 p.m. and returned to session at 12:31 p.m.

8. Public Information and Outreach Committee Report

a. Tobacco Stops with Me Annual Evaluation Presentation

Sjonna Paulson, TSET Director of Health Communication, introduced Dr. Beebe, who shared the results of the TSWM campaign's annual evaluation. Dr. Beebe indicated many benchmarks were met but public awareness of the campaign was slightly lower this year.

Ken Rowe exited the meeting at 12:39 p.m. and returned at 12:42 p.m.

b. 2022 Legislative Update

Thomas Larson, TSET Director of Public Information and Outreach, was recognized to provide a legislative update. Thomas reviewed the board's August 2021 resolutions related to emerging nicotine products, protection from secondhand smoke and encouraging the legislature to repeal preemption, and an affirmation of TSET's mission.

Larson also provided context for the upcoming 2022 legislative session, stating tax receipts are higher than normal, the legislature must focus on plans for spending ARPA funds, and this is an election year for the Governor and other prominent leaders. Larson stated several health-related issues could see bills arising this year, from Medicaid expansion/managed care, medical marijuana regulation and reform, and regarding mask and vaccine mandates. Additionally, TSET-related bills from last session could be revived.

c. Health Communication Adult-Focused Brands

Sjonna Paulson informed the board of Kelli Broderson's promotion to Assistant Director of Health Communication. All brands are performing to plan. The increased money voted on by the Board in November now been approved and adjustments to the HC budget and plans for FY22 have been made and approved.

A new campaign Nicotine Equals, launched. The ads are very arresting and worked well to increase parents' and youths' knowledge about the dangers of nicotine in other states where it was used. TSET updated youth vaping informational pages to highlight how nicotine effects developing brains – increasing youth anxiety, moodiness, ability to concentrate and permanently rewiring pathways in their brains.

d. Health Communication Youth-Focused Brands

Sjonna stated receipt of the tobacco survey results from ad tests were expected the following day and preliminary data looks promising. Rescue liked the ads so much they want to partner with TSET to make ads they can use in other states, which will decrease our costs and allow us to ultimately get more products developed.

e. Public Health Academy of Oklahoma Update

Sjonna reported PHAO is performing as expected, and the platform is seeing more engagement as HLP grantees move into the implementation of their work.

f. Outreach Update

Thomas Larson shared TSET had several meetings with legislators over the previous months to get a read on the upcoming session, and the agency also made numerous incentive grant check presentations in the fall before COVID numbers got too high. He also shared his department planned to host a legislative webinar for grantees in February. Thomas reported 40% of the sponsorships budget had been expended so far, with the most recent award being \$2000 to the Oklahoma Coalition of Breastfeeding Advocates. He also shared a list of upcoming trainings and events and reminded the board the upcoming legislative session begins Monday, February 7.

9. Appointment of Executive Assistant

a. Consideration of a motion and vote to enter Executive Session pursuant to 25 O.S. § 307(B)(1) for the discussion of employment of any individual salaried public officer or employee.

i. Executive Assistant

Jack Allen made a motion to enter executive session and Jack Allen seconded. Motion carried.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

The board entered executive session at 1:02 p.m.

b. Consideration of a motion and vote to return to Open Session

Marshall Snipes made a motion to return to Open Session and Ken Rowe seconded. Motion carried.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

The board returned to Open Session at 1:08 p.m.

c. Discussion and possible action on a motion and vote related to the employment of any individual salaried public officer or employee.

i. Executive Assistant

Julie Bisbee stated the agency's intention to make an offer of employment to candidate B for the position of Executive Assistant, with candidate A as backup. Salary in the range of \$45,000-\$50,000 would be offered.

Susanna Gattoni made a motion to accept Bisbee's plan and Runako Whittaker seconded. The motion carried.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

10. New Business – Any matter not known about, or which could not have been reasonably foreseen prior to the time of posting the agenda [25 O.S. § 311 (A)(9)]

There was no new business.

11. Adjournment

Jack Allen made a motion to adjourn, and Marshall Snipes seconded. The motion carried.

Aye: Stephens, Allen, Gattoni, Rowe, Snipes, Whittaker

The meeting adjourned at 1:10 p.m.