



Oklahoma Tobacco Settlement Endowment Trust
Board of Directors Regular Meeting and Board Retreat Minutes
10 a.m. Aug. 23-24, 2023
Oklahoma Department of Wildlife Conservation
1801 N. Lincoln Blvd.
Large Conference Room, First Floor
Oklahoma City, OK 73105

1. Open Meeting Act Announcement and Call to Order

Board Chair Marshall Snipes calls the meeting to order at 10:03 a.m. and declared a quorum. Board members present were Snipes, Vice-Chair Susanna Gattoni, and Directors Jack Allen, Bruce Benjamin, Ken Rowe, Michelle Stephens, and Runako Whittaker. Ken Rowe was absent.

Staff present were Executive Director Julie Bisbee, Chief of Staff Lance Thomas, Program Architects Jonás Mata and Sjonna Paulson, Director of Strategic Communication Kelli Brodersen, Engagement and Impact Director Jessica Davis, Director of Finance Allison McMichael, Director of Public Information and Outreach Thomas Larson, Interim Associate Director of Integrated Communication James Tyree and TSET Brand Manager Sarah Carson.

2. Executive Director's Report

a. Overview of Executive Director Activities and Agency Updates

Executive Director Julie Bisbee told the board that TSET had completed the concept of operations transition as of July 1. Bisbee noted there will be additional hires made over the next few quarters to complete the process that seeks to improve operations and support increased impact.

The Helpline will celebrate its 20th year in 2023 and more information on its impact will come later. She updated the board that corrective statements as part of a federal lawsuit will also begin being posted in tobacco retailers. These statements are court ordered, saying tobacco companies colluded to mislead the public and downplay the harmful health effects of tobacco. Tobacco Stops With Me will have complementing messaging to further awareness of the deceptive business practices of the tobacco industry. TSET has two RFPs open – Built Environment that will close Sept. 1 and adult media services that will close Aug. 31, with the award going on Nov. 16. No action required.

b. Legislative Update

Bisbee recognized Director of Public Information and Outreach Thomas Larson to present the Legislative Update. Larson reported the legislative session is over and is now focusing on to interim studies. No tobacco interim studies were requested; however, physical education in schools, urban agriculture and expanding the serving of school lunches among others have been requested. Since the last board meeting, there also was a legislative veto override that will extend tribal tobacco compacts for one year. Board Chair Snipes asked how many interim studies were going on. Larson estimated there to be between 80 and 100 legislative interim studies currently. No action required.

c. Recognize new staff

i. Nafees Rashid, Senior Accountant

ii. Blake Ferguson, Accountant

Executive Director Julie Bisbee recognized and introduced accountants Nafees Rashid and Blake Ferguson as TSET's newest staff members and spoke briefly on the work experience. No action required.

3. Consent Agenda

a. Discussion and possible action to remove items from consent agenda for additional discussion

No items were removed for discussion. Chairman Marshall Snipes noted the significant improvement in TSET's balance sheet.

b. Discussion and possible action on approval of the consent agenda

Marshall Snipes moved to approve the Consent Agenda as presented. Bruce Benjamin seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker and Snipes. Rowe was absent. Motion carried.

4. Public Information and Outreach Committee

a. Discussion and possible action on policy resolution 1 – Reducing Youth Access to Tobacco

Larson reviewed the Resolution on Improving Retailer Compliance for Tobacco Purchases. He highlighted the goal of the Resolution was to support statewide and community efforts to ensure compliance with prohibiting tobacco sales to minors. He further stated that the Resolution also seeks to encourage the Oklahoma State Legislature to enact laws in support of these efforts.

As the recommendation to adopt the policy resolution came from committee, no motion or second was required.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion carried.

b. Discussion and possible action on policy resolution 2 – Authority Over Endowment Asset Mix

Larson explained that the Oklahoma Constitution gives the Board of Investors power to invest as needed, outside of legislative influence. In response to a bill that directs TSET to invest 4 percent in in-state investment capital, a Resolution on Protecting TSET Fund Investments was proposed to make it clear that the TSET Board of Directors does not approve of legislative efforts to mandate asset allocation of endowment investments and recommends investment decisions remain at the discretion of the TSET Board of Investors, within the parameters set out in the Oklahoma Constitution.

As the recommendation to adopt the policy resolution came from committee, no motion or second was required.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion carried.

c. Discussion and possible action on policy resolution 3 – Preventing and Reducing Obesity

Larson explained to the Board that Oklahoma ranks 45th in health ranking and 46th in adult obesity. He reviewed the Resolution to Support Policies to Reduce Obesity. He said the Resolution encourages the public and state local leaders to embrace policies that reduce obesity by encouraging active lifestyles and health-promoting dietary choices, and programs that teach wellness and healthy behaviors.

As the recommendation to adopt the policy resolution came from committee, no motion or second was required.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion carried.

d. Discussion and possible action on policy resolution 4 – Increasing Access to Cancer Screenings

Larson reviewed the details of the Resolution on the Importance of Cancer Screenings. Larson explained the Resolution focuses on support for early detection through the following efforts: expanding cancer screening programs, reducing the cancer screening stigma, improving screening access, leveraging technology to encourage screenings, reducing structural barriers to screenings, and preventing overall cancer risks. As the recommendation to adopt the policy resolution came from committee, no motion or second was required.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion carried.

e. Presentation: Evaluation Overview of Tobacco Stops With Me and Shape Your Future, Laura Beebe, Ph.D., external evaluator, OU Hudson College of Public Health

Dr. Beebe told the Board that cross-sectional surveys are taken each year to evaluate health communication campaigns. Survey responses were collected Sept. 23, 2022, through April 20, 2023, and data were collected for Tobacco Stops With Me and Shape Your Future concurrently. Tobacco Stops With Me met the majority of campaign benchmarks and narrowly missed the objectives that were not obtained. Campaign evaluation of Shape Your Future showed that the campaign met one of five benchmarks – awareness of the Shape Your Future messaging exceeded campaign targets. This was also the first year the campaign evaluation had used new measurement method. Beebe said campaign messaging may have been too general for survey respondents to differentiate it. As the measurement method was changed, 2023 may be a year to establish a new baseline.

5. Committee Activities and Reports

Bisbee mentioned that the committees were provided with information on reports listed in the agenda. The reports were also part of the Board meeting packet. Bisbee asked if Board Members had any questions or wanted to discuss the informational reports further. No questions or additional discussion was requested.

- a. Program Committee
 - i. Update on increased nicotine replacement for Oklahoma Tobacco Helpline registrants
 - ii. Oklahoma Tobacco Helpline Staffing Update
 - iii. Overview of Pay for Success model
- b. Public Information and Outreach Committee
 - i. Adult-Focused Media Brands Update
 - ii. Youth-Focused Media Brands Update
 - iii. Outreach Update
 - iv. Sponsorship Update
 - v. Upcoming Events and Training
 - vi. Update on Lung Cancer Screening Bus

6. Executive Session

- a. Consideration of a motion and vote to enter Executive Session pursuant to 25 O.S. §307(b)(1) for the discussion of employment for any individual salaried public officer or employee.
 - i. Director of Quality and Performance
 - ii. Executive Assistant
 - iii. Program Manager
 - iv. Campaign Manager

Jack Allen moved to enter into executive session at 10:43 a.m. Runako Whittaker seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion approved.

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

Allen moved to return to Open Session. Gattoni seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion approved. The Board returned to Open Session at 11:20 a.m.

c. Discussion and possible action on a motion and vote related to the employment and compensation of any salaried public officers or employees

Benjamin moved to extend an offer of employment for the position of Director of Quality and Performance to candidate A, with candidate B as an alternative should candidate A decline the offer of employment. Allen seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion approved.

Benjamin moved to extend an offer of employment for the position of Executive Assistant to candidate A, with candidate B as an alternative should candidate A decline the offer of employment. Allen seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion approved.

Gattoni moved to extend an offer of employment for the position of Program Manager to candidate A with candidate B as an alternative should candidate A decline the offer of employment. Allen seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion approved.

Whittaker moved to extend an offer of employment for the position of Campaign Manager to candidate A and called for a motion and second regarding offer of employment. Benjamin seconded.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Rowe was absent. Motion approved.

7. New Business

Snipes asked if there was any new business. There was no new business. Snipes moved to recess the meeting at 11:23 a.m. for lunch.

Planning Retreat, Aug. 23

The meeting reconvened at 12:10 p.m. to continue with the planning retreat. Jack Allen and Ken Rowe were absent.

1. Governance Committee

a. Board portal resources

Bisbee provided an overview of the new board portal that allowed board members to access packets and resources from previous meetings. Bisbee demonstrated how the portal worked and took questions. Board members provided feedback that the portal was helpful.

b. Discussion of annual board service agreement

Bisbee presented to the board annual policies and service agreements as approved in the Board policy manual. Bisbee provided copies to board members to sign policies to include service agreement and conflict of interest policy. Bisbee noted board policies will be reviewed annually at the retreat.

c. Discussion of committee duties

Bisbee also highlighted the committee duties and roles that were approved in March 2023 for board committees and committee roles. Bisbee entertained any questions about duties as described.

2. Presentation: Discussion of TSET Brand awareness survey

Director of Public Information and Government Affairs Thomas Larson discussed the findings of the annual survey of public opinion about TSET and policy issues that impact TSET's work. Larson noted that TSET maintained high awareness with the survey respondents, and high favorability. In his presentation he also noted good public support for preventing smoking in cars with children, as well as support for increasing physical activity in schools. Survey data collected in 2023 also showed support for reducing the tax on healthy foods.

3. FY23 highlights video

A 10-minute video of FY2023 accomplishments was shown to board members and audience. The video included interviews with grantees, community members.

4. Chair's Report, Marshall Snipes

a. Overview of Activities

Snipes discussed his recent visit to the OSU-Stillwater student farm and highlighted how the farm is producing fruits and vegetables that are distributed to a local food pantry. Snipes said the student farm is one way the university is working to expand its footprint to support healthier Oklahoma. Snipes said he and Allen attended a presentation at OSU and were very impressed with the project. Snipes said staff are expected to attend a tour in September.

b. Future strategic direction of TSET

Snipes highlighted how TSET has the opportunity to invest in transformational projects and programs and encourage board members to consider that as they discussed the strategic plan. Snipes said he had several discussions with staff about ways that TSET could support greater impact, or partner with groups that could have a statewide effort to improve health. Snipes applauded current programming, but also encouraged the board to think about goals that could be transformational. Snipes encouraged board members to seek out projects that prevent poor health outcomes by doing upstream efforts to ensure people can make healthy choices.

Snipes also discussed his desire to work with the Board of Investors closer and discussed the possibility of forming an audit committee as a way the two boards could work together.

5. Discussion of FY24-FY26 Strategic Plan, Bill Fournet, The Persimmon Group

Fournet discussed the process used to develop the strategic plan to include key informant interviews, focus groups with staff and stakeholders and a thorough process by TSET's leadership team to discuss goals and supporting initiatives. Fournet presented the six outcomes of the strategic plan:

- Improve the health outcomes, well-being, and economic opportunity for Oklahomans by preventing and reducing tobacco use and obesity; have diverse group of grantees who want to work with TSET to become the foundation of change that supports a long-term strategy of health improvement; cultivate a network of partners who work with mutual respect to ignite a deeper level of commitment to shared goals and aligned missions; ensure the public understands and promotes the scope of our work, and the TSET logo inspires pride in Oklahomans and use data-driven resource planning to simplify and align processes and workload so staff can be their best.

Each outcome has goals and initiatives that support the achievement of the outcome. Fournet described the process for tracking and ensuring progress and reporting to the board. Bisbee encouraged board members to look over the plan over the evening and bring any feedback to the second day of planning.

Chair Snipes recessed the Retreat at 3:45 p.m. and announced the meeting would resume at 8:30 a.m. on Aug. 24.

August 24, 2023

Retreat reconvened at 8:45 a.m. Jack Allen and Ken Rowe were absent.

3. TSET History Panel Discussion

Former Attorney General Drew Edmondson; Former Lt. Governor and former state representative Jari Askins discussed Oklahoma's litigation against big tobacco. Edmondson discussed how harms brought to the state because of tobacco was well documented and his efforts to bring justice to the state. Askins discussed the legislative strategy and discussions at the time to create a fund that would be available to address ongoing health needs and ensure payments from the 1998 Master Settlement Agreement went to health. Both took questions and answers about the accomplishment that Oklahoma is the only state with a constitutionally protected trust for health.

4. Discussion of Implementation Priorities for Future Initiatives, Bill Fournet, The Persimmon Group

Fournet recapped the work done the day before and asked if there were any questions. There were none. Fournet highlighted goals and timelines that the plan included and discussed TSET's leadership team would be formalizing timeline for three-year initiatives to support strategic plan goals.

5. Discussion and possible action FY24-FY26 Strategic Plan

Bisbee asked if there were additional questions, clarifications or edits needed to the strategic plan as proposed. Board members had no additional questions or edits to the plan. Bisbee asked for a motion to approve the plan. A motion was made by Benjamin and seconded by Gattoni.

Aye: Allen, Benjamin, Gattoni, Stephens, Whittaker, Snipes. Allen and Rowe were absent. Motion approved.

6. Adjournment

Seeing no further business, Vice Chair Gattoni made a motion to adjourn. The motion was seconded by Benjamin. The meeting adjourned at 10:10 a.m.

These minutes were approved by the Board of Directors.

Marshall Snipes, Chair of the Board

Susan Yingling, Board Secretary