

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
May 15, 2008

Board of Directors' Members Present: Kenneth D. Rowe, Susan Bizé, Donald Cooper, M.D., George E. Foster, O.D., Casey Killblane, W.R. Lissau, D. Robert McCaffree, M.D.

Board of Directors' Members Absent: none

Staff Present: Tracey Strader, Jonás Mata, Sharon Neal, Sjonna Paulson Dorothy Antwine

Guests Present: Laura Beebe, Preston Draper, Wes Glinsmann, Mary Kokstis, Doug Matheny, Tim McAfee, Anne Roberts, Bryan Smith
James Wilbanks, Linda Wright Eakers

Agenda Item	Discussion and Notes	Action and Follow-up
1. Open Meeting Act, Call to Order and Opening Remarks	Ken Rowe announced that the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met and called the meeting to order.	
2. Approval of Minutes of the February 25, 2008 Regular Board Meeting		Motion to approve made by Dr. Cooper and seconded by Dr. McCaffree. Motion passed unanimously. Dr. Foster and Bill Lissau were not present for the vote. Dorothy Antwine will make the minutes part of the permanent record.
4. b. Chair's Report – Introduction of Assistant Attorney General, Preston Draper	Tracey Strader introduced TSET's new attorney from the Attorney General's Office, Preston Draper.	
3. Board of Investors Report – James Wilbanks, Director of Revenue & Fiscal Policy, State Treasurer's Office	James Wilbanks stated that the Board of Investors had seen some affects on the portfolio balance as a result of the market fluctuations. The April 15 th deposit of \$65 million was spread throughout their asset allocation. Mr. Wilbanks reported that they currently had two RFP's out on the market. The international piece and the high yield piece were out for rebid. Mr. Wilbanks said they are continuing the pressure on the fees, continuing to look for ways to put more money out while still protecting the long-term viability of the funds.	
4.a. Chair's Report – Ethics Commission Reporting	Ken Rowe reported that all board members and staff had completed and filed their Ethics forms.	
4.c. Chair's Report – Upcoming Board Meetings	Ken Rowe said the next board meeting was scheduled for September 3, 2008 in the Water Resources Board conference room. The board's retreat this year is scheduled for November 19-20, 2008 in Ardmore.	Dorothy Antwine will reserve the dates on the board members' calendars. Casey Killblane will check with the Noble Foundation and Dornick Hills for meeting space.
5.a. Director's Report – Recent Training Events and Upcoming Training Opportunities	Tracey Strader reported on previous conferences attended and directed the board to a list of upcoming training opportunities in 2008 and 2009.	

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<p>5.b. Director’s Report – Communications Updates</p>	<p>Tracey Strader reported that she and several board members held editorial board meetings with the Oklahoman and Tulsa World to discuss the board’s new strategic plan. She also reported that the FY 08 annual reports had been distributed.</p> <p>Ms. Strader reported that as a result of TSET’s membership with the National Alliance for Tobacco Cessation, Sjonna Paulson worked with the American Legacy Foundation to coordinate the logistics of a coffee truck and radio remotes at various locations within Oklahoma City and Tulsa to distribute free coffee and promote the “Become an Ex” web-based cessation program and the Oklahoma Tobacco Helpline.</p> <p>Ms. Strader also reported that a launch of the Spanish version of the Tobacco Stops With Me campaign was held at the Latino Community Development Agency. Every Spanish-language television station and print publication in the greater Oklahoma City and Tulsa areas attended. Representatives from the Oklahoma City and Tulsa Hispanic Chambers of Commerce were present and the Tulsa Hispanic Chamber published a one-page article in its monthly newsletter on the launch.</p>	
<p>Dr. Foster arrived.</p>		
<p>6. Evaluation Committee Report – Presentation – Evaluation Updates</p>	<p>Helpline - Dr. Beebe reported that the Helpline had been enrolling participants in the weight concerns clinical trial since March 2008. 439 participants were enrolled as of the end of April. The six month follow-up study is scheduled to begin in September.</p> <p>Communities of Excellence - Dr. Beebe reported that during the second year of implementation, the Communities of Excellence (Wave I) grantees had made significant progress with passage of local ordinances addressing clean indoor air and youth access to tobacco products, public and private schools’ adoption of 24/7 tobacco free campus policies, and an increase in employers who provided tobacco dependence treatment coverage consistent with PHS clinical practice guidelines.</p> <p>Tobacco Stops With Me campaign - Dr. Beebe reported that there were two components to the three year evaluation of the Tobacco Stops With Me campaign targeting 18 to 54 year olds. 1) The longitudinal study assesses the affects of the campaign by comparing cognitive and behavioral outcomes among the same individuals over a three year period. Some of the baseline data from the longitudinal</p>	

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	<p>study showed that smokers reported more lenient rules about smoking in vehicles compared to homes: 55% allowed smoking in homes and 80% allowed smoking in vehicles. Additionally, 77% of respondents were unaware that second hand smoke causes SIDS. 2) Media tracking surveys are periodic surveys of a different sample of the population to track awareness of the campaign, understanding of the messages and its perceived attributes. Data from the first media tracking survey showed that 53% said they had heard of TSWM; 32% report main message as next generation will not smoke and 20% identify campaign's effort to get kids not to smoke; and 91% agreed that ads reminded them that kids are watching adults and may be influenced by what adults do while 75% agreed that the ads helped them better understand how smoking affects the people around them.</p>	
<p>7.a. Program Committee Report – Presentation: Quitlines, the Oklahoma Tobacco Helpline and Why They Work</p>	<p>Dr. Tim McAfee, Medical Director of Free & Clear, Inc. presented information on the protocols and counseling provided by the quit coaches for the Oklahoma Tobacco Helpline. Dr. McAfee discussed the new Public Health Service Clinical Practice Guidelines on Treating Tobacco Use and Dependence and its recommendations regarding effective tobacco cessation interventions such as brief interventions in clinical settings, combining counseling and medications, the types and intensity of counseling offered in face-to-face and quitline settings, healthcare system policy, and work with specific populations. He stressed the importance of quitlines as a core part of the comprehensive program and stated that Oklahoma was a leader among state quitlines.</p>	
<p>11. Update on Tobacco Control Legislation and Policy</p>	<p>Wes Glinsmann reported that SB1182 by Senator Myers (R-Ponca City) was approved in Committee but did not have adequate support for approval by the full Senate. The bill would have repealed most of the exemptions in state smoking laws. Senator Myers is very committed to the issue and said he would work on it again next year. SB1745 by Senator Bass (D-Lawton) dealt with the driver's license scanning for marketing purposes. It passed the Senate unanimously, but was not given a hearing in the House of Representatives. HB3341 by Representative Thompson (R-Oklahoma City), requiring "fire-safe" cigarettes by July 2009, was signed into law. SB 1404 by Senator Brown (R-Broken Arrow), expanding eligibility of the Insure Oklahoma program to businesses with up to 500 employees, was signed into law. The Insure Oklahoma program is funded with state</p>	

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	<p>tobacco tax revenues.</p> <p>Mr. Glinsmann said the Campaign for Tobacco Free Kids recently recognized the Lawton-Fort Sill SWAT group as the national Youth Advocacy Group of the Year. He also said the Alliance was working with the Oklahoma Municipal League on language for local ordinances and resolutions related to local tobacco control policy.</p>	
<p>Bill Lissau arrived.</p>		
<p>12. Update on Fit Kids Coalition Activities, Legislation and policy</p>	<p>Ms. Roberts reported that SB 1186 was signed into law. The provisions add 60 additional minutes of physical activity and health education to the already required 60 minutes of P.E. This brings the total number of minutes to 120 per week. The first 60 minutes remain as a structured physical education period and cannot include recess; the new additional 60 minutes are flexible, and can include fitness breaks, recess, and health and nutrition education to be determined by each local board of education.</p> <p>SB 519 directs the Oklahoma State Department of Health to facilitate the development of Fitness Testing Software for piloting in 15 elementary schools. The goal is to establish a baseline of data that will help to determine if the programs and activities being put into place are having the desired outcomes.</p> <p>SB 1612 was signed into law and establishes a grant program to help fund obesity prevention in after school programs. However, the legislature did not allocate any funding for this program. The after school network will work with the Oklahoma State Department of Health to develop a Request for Proposals process and identify best practices. The intent is to utilize existing resources within the communities.</p>	
<p>7.b. Program Committee Report – Nutrition and Fitness Updates</p>	<p>Susan Bizé reported that Tracey Strader and Jonás Mata have had conference calls with the Robert Wood Johnson Foundation and other national organizations to learn about their work in fitness and nutrition and prepare for a study group for an upcoming board meeting.</p> <p>Tracey Strader and Dr. McCaffree also met with Sue Hale at the Oklahoman about the Strong and Healthy Oklahoma Guidebooks and how they fit in the overall plan for Strong and Healthy Oklahoma. As a result TSET will be included in upcoming planning meetings for these types of Strong and Healthy Oklahoma initiatives.</p>	

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<p>7.c & d. Program Committee Report – FY 2009 Program Approaches and Funding Allocations and consideration and possible action on FY 09 contracts</p>	<p>Susan Bizé reviewed the FY 09 program budget and recommended approval of the FY 2009 program contracts.</p>	<p>Committee recommendation to approve contract with the Oklahoma State Department of Health to provide funding to TSET for the Oklahoma Tobacco Helpline Services in the amount of \$1,340,000. Motion passed unanimously.</p>
		<p>Committee recommendation to approve renewal of contract with Free & Clear, Inc. for Oklahoma Tobacco Helpline Services. Motion passed unanimously.</p> <p>Committee recommendation to amend the FY 09 contract with the Oklahoma State Department of Health to include a position to assist with social marketing. Motion passed unanimously.</p> <p>Committee recommendation to approve renewal of Specific Populations grants – Communication Services for the Deaf, Rural Health Projects, Inc., and OSU Seretean Wellness Center. Motion passed unanimously.</p> <p>Committee recommendation to approve renewal of the contract with American Legacy Foundation for membership in the National Alliance for Tobacco Cessation. Motion passed unanimously.</p> <p>Committee recommendation to approve renewal of contract with OU College of Public Health for Tobacco Control Evaluation. Motion passed unanimously.</p> <p>Committee recommendation to approve renewal of contract with the OU Cancer Institute for the Oklahoma Tobacco Research Center. Motion passed unanimously.</p> <p>Committee recommendation to approve renewal of the contract with Finley and Cook</p>

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		<p>for auditing services. Motion passed unanimously.</p> <p>Committee recommendation made to approve renewal of the contract with Visual Image for media services. Motion passed unanimously.</p>
<p>8.a. Proposed Executive Session – Review and Discussion of Unsolicited Proposals, as authorized by the Open Meeting Act – 25 O.S. § 307 (b)(7) and as required to preserve confidentiality under 62 O.S. Supp. 2006, §2309 (C)(4).</p>		<p>Motion to move into Executive Session made by Susan Bizé and seconded by Casey Killblane. Motion passed unanimously.</p> <p>Motion to move out of Executive Session made by Dr. Foster and seconded by Casey Killblane. Motion passed unanimously.</p>
<p>9. Consideration and Possible Vote on Items from Executive Session</p>	<p>Casey Killblane reviewed the FY 2008 Third Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets.</p>	<p>Recommendation made to invite full proposals from the three applicants identified in Executive Session made by the Program Committee. Motion passed unanimously.</p>
<p>10.a. FY 2008 Third Quarter Expenditures, Budget to Actual, Operating and Programs Budgets</p>	<p>Casey Killblane discussed the budget revision notifications for both Operating and Programs.</p>	
<p>10.b. Notification of FY 2008 Budget Revisions to Operating & Programs Budgets</p>	<p>Casey Killblane reviewed the FY 09 Preliminary Operating and Programs budgets.</p>	
<p>10.c. Agency Operations Committee – Consideration and possible action on FY 09 Preliminary Operating a& Programs Budgets</p>	<p>Ken Rowe called for new business and there was no new business.</p>	<p>Recommendation to approve the FY 09 Preliminary Operating Budget made by the Agency Operations Committee. Motion passed unanimously.</p> <p>Recommendation to approve the FY 09 Preliminary Programs Budget made by the Agency Operations Committee. Motion passed unanimously</p>
<p>13. New Business</p>	<p>Ken Rowe called for public comment and there was none.</p>	
<p>14. Public Comment</p>		
<p>15. Adjournment</p>		<p>Motion to adjourn made by Dr. Cooper and seconded by Bill Lissau. Motion passed unanimously.</p>