

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
September 3, 2008

Board of Directors' Members Present: Ken Rowe, Don Cooper, M.D., George Foster, O.D., Casey Killblane, D. Robert McCaffree, M.D., Susan Walters Bizé

Board of Directors' Members Absent: W.R. Lissau

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

Guests Present Candice Adson, Laura Beebe, Connie Befort, Preston Draper, Wes Glinsmann, Janet Love, Mary Massey, Doug Matheny, Frank Merrick, Gretta Puckett, Anne Roberts, James Wilbanks, Adeline Yerkes

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 May 15, 2008 Regular Board Meeting		Motion to approve Minutes of the May 15, 2008 Regular Board Meeting made by Dr. McCaffree and seconded by Casey Killblane. 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.
3.a. Board of Investors Update – Notification of Certification of Earnings from FY 2008	James Wilbanks reported that the certified earnings for FY 2008 were \$15,530,534.54. Mr. Wilbanks reviewed the performance of the various investment managers.	
4.a. Chair's Report – Board Meeting Dates for 2009	Ken Rowe announced that the time frames being considered for 2009 board meeting dates were February, May, September and November.	Dorothy Antwine will contact board members to review their available dates for 2009.
4.b. Chair's Report - Preparation for November Board Retreat	Ken Rowe announced that the November 19-20, 2008 board retreat will take place in the Oklahoma City area in order to accommodate the Nutrition and Fitness Study Group.	Frank Merrick asked the board members to email him their goals for the retreat and what outcomes the board would like to see.
Dr. Foster arrived.		
4.c. Chair's Report – Other Updates	Ken Rowe reported that Dr. Foster had been reappointed to the board. He also stated that the board would recognize the Lawton-Ft. Sill SWAT team at the November 19 th board meeting.	

Agenda Item	Discussion and Notes	Action and Follow-up
7.a. Program Committee Report – Presentation – Tobacco Stops With Me Campaign Update	Janet Love with the Oklahoma State Department of Health presented Phase II of the Tobacco Stops With Me campaign. She said that the Phase II strategy was to expand on the testimonial execution while addressing secondhand smoke. The new ads were based on formative research conducted through focus groups throughout the state. In addition the ads were also tested after development through additional focus groups.	
3.b. Board of Investors Updates – Final FY 2009 Board of Investors’ Budget		Motion to approve Board of Investors FY 2009 budget made by Dr. McCaffree and seconded by Dr. Cooper. Motion passed unanimously among the members present.
5.a. Director’s Report – Recent Training Events and Upcoming Training Opportunities	<p>Susan Bizé reported on her attendance at the Social Marketing in Public Health Academy and Conference. She said reinforced the importance of social marketing and of having a comprehensive integrated program approach.</p> <p>Jonás Mata reported on attending the Grantmakers in Health meeting on Integrating Approaches in Working with Children, which focused on the need to bring a multi-disciplinary approach to services for families.</p> <p>Tracey Strader reported on her attendance at the Oklahoma Health Care Authority Board Retreat. A collaborative process was used, including panels of presenters and interactive voting among the retreat participants.</p> <p>Ms. Strader reported that a CDC site visit was scheduled to take place September 16-18, 2008. She also reported on her participation on the North American Quitline Consortium Advisory Council. Recent meeting topics included developing a uniform way to calculate quit rates and quitline reach.</p>	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>5.b. Director’s Report – Agency Updates</p>	<p>Tracey Strader reported that the Equal Employment Opportunity and Sexual Harassment policies had been updated, as required. She asked Sjonna Paulson to provide updates on communications activities.</p> <p>Ms. Paulson reported that a Helpline Caller from Shawnee, OK was featured on the front page of the Oklahoman on June 2008 discussing how the new Helpline protocol for pregnant women had helped her quit during her second pregnancy. Her story was also used in USA today.</p> <p>Ms. Paulson also reported that she was planning a revision of the TSET website, identifying opportunities to brand the TSET, create a logo for the Communities of Excellence program, and distributing “tobacco facts” through email to a variety of organizations and individuals. The Attorney General is also planning to mark the 10th anniversary of the Master Settlement Agreement with a press conference on Monday, 11-17-08 at the State Capitol.</p>	
<p>6.a. Evaluation Committee Report – Communities of Excellence</p>	<p>Dr. Cooper asked Dr. Beebe to provide updates on the evaluation of the Communities of Excellence program, including the coalition satisfaction survey, and an assessment of program coordinators which was being conducted by the Tobacco Technical Assistance Consortium (TTAC). Overall the coalitions are satisfied with the program approach and accomplishments, and the grantees are supportive of the program direction. She reported that grantees also provided valuable feedback on improvements to streamline reporting processes. Dr. Beebe also reported that the evaluation of the Tobacco Stops With Me campaign is underway and media tracking surveys suggest that the campaign is having the desired effect. The longitudinal survey (following the same 4,000 Oklahomans over three years) would be conducted for the second time in the fourth quarter of the calendar year.</p>	

Agenda Item	Discussion and Notes	Action and Follow-up
7.b. Program Committee Report – Presentation – Oklahoma Tobacco Research Center Update	Dr. Beebe presented updates on the Oklahoma Tobacco Research Center. A steering committee was established to help the OTRC with planning activities, provide guidance on direction of the Center, and setting priorities. Dr. Beebe discussed the goals and plans for FY 09, described the three seed grants that have been funded, and reported that the OTRC has also sponsored seminars and presentations..	
7.c.i. Program Committee Report – FY 09 Program Funding Recommendations – Amendments to the Oklahoma Tobacco Helpline RFP/Contract (RFP #0920000002)	Susan Bizé discussed amendments recommended by the Program Committee to increase the contract amount with Free & Clear for the Oklahoma Tobacco Helpline, and to extend the contract date from June 30, 2009 to November 30, 2009 to allow for completion of the Weight Concerns Randomized Clinical Trial. .	Recommendation to amend the contract with Free & Clear, Inc., to increase the budget by \$1 million and to extend the contract date through November 30, 2008 made by the Program Committee. Motion passed unanimously among the members present.
7.c.ii. Program Committee Report – FY 09 Program Funding Recommendations – Amendment to Contract with the Oklahoma State Department of Health for Social Marketing Services	Susan Bizé stated that the Program Committee recommended that the Oklahoma State Department of Health’s contract be increased by \$600,000 to re-budget lapsed funds from FY 2008, to be used in counter-marketing initiatives.	Recommendation to approve amendment to the increase the Oklahoma State Department of Health’s contract by \$600,000 made by the Program Committee. Motion passed unanimously among the members present.
7.c.iii. Program Committee Report – FY 09 Program Funding Recommendations – Grant Renewals	Jonás Mata updated the board on the grantees seeking contract renewals for FY 2009.	<p>The program committee recommended renewal of the grant with the OSU Tobacco-Free Zone for \$100,000. Motion passed unanimously among the members present.</p> <p>The committee recommended that the board make a recommendation to the Department of Central Services to approve renewal of the CX I grants for a total of \$3,237,442 for the period 10/01/08 – 09/30/08. Motion passed unanimously among the members present.</p> <p>Recommendation to approve renewal of the CX II grants for a total of \$870,079 made by the Program Committee. Motion passed unanimously among the members present.</p>

Agenda Item	Discussion and Notes	Action and Follow-up
7.d. Program Committee Report – Communities of Excellence (Wave II) Supplemental Funding for FY 09	Susan Bizé explained that due to the amount of earnings certified by the Board of Investors, the Program Committee recommended allowing CX II grantees to apply for supplemental funding to better support their planned activities.	Recommendation to allow CX II grantees to apply for supplemental funding for up to \$50,000 or their maximum under the grant whichever is less made by the Program Committee. Motion passed unanimously among the members present.
7.e. Program Committee Report – Conference Sponsorship Application Process	Susan Bizé reviewed the proposed conference sponsorship application guidelines. Sponsorships would focus on statewide conferences that address any of the TSET’s focus areas, and leverage resources from a variety of funding sources. Staff would be authorized to award conference sponsorships with approval of the board chair and notification of the board at the next board meeting. Unallowable expenditures were also identified. .	Recommendation to approve the conference sponsorship process made by the Program Committee. Motion passed unanimously among the members present.
7.f. Program Committee Report – Amendments to the Unsolicited Proposals Process	Susan Bizé discussed the amendments to the unsolicited proposals process. Ms. Bizé said the revisions were needed to clarify that the unsolicited proposals process was established to allow for short-term projects, and that the projects should have a cash match from one or more third party funding sources.	Recommendation to approve amendments to the unsolicited proposals process made by the Program Committee. Motion passed unanimously among the members present.
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).		Motion to move into Executive Session to discuss unsolicited proposals made by Ken Rowe and seconded by Casey Killblane. Motion passed unanimously among the members present. Motion to move out of Executive Session made by Dr. Foster and seconded by Casey Killblane. Motion passed unanimously among the members present.
12.a. Agency Operations Committee Report – FY 2008 Fourth Quarter Expenditures, Budget to Actual	Casey Killblane reviewed the FY 2008 Fourth Quarter Expenditures. The FY 2008 final closeout will be discussed at the November board meeting.	

Agenda Item	Discussion and Notes	Action and Follow-up
12.b.c Agency Operations Committee Report – FY 2009 Operating and Program Budget	Casey Killblane reviewed the FY 09 Final Operations and Program budgets.	Recommendation to approve the final FY 09 Operating and Program budgets for a total of \$17,543,122.59 made by the Agency Operations Committee. Motion passed unanimously among the members present.
12.d. Agency Operations Committee Report - Administrative Rules	Casey Killblane reported that the TSET attorney has advised that the agency will need to pursue administrative rules.	Tracey Strader will work with the attorney and the board to prepare administrative rules for the legislative session in FY 2010.
12.e. Agency Operations Committee Report – FY 9 Agency Audit and Grantee Desk Audits	Casey Killblane reported that the audit of the fund and the agency was underway, and that a final report would be provided at the November board meeting. She also mentioned that TSET staff have conducted desk audits of the grantees and no serious problems were identified.	
14. Presentation – Oklahoma’s Efforts to Address Childhood Obesity	Anne Roberts discussed the board’s desire to explore its role in addressing fitness and nutrition. She said that there is very little evidence about what works to address childhood obesity, and because food can’t be eliminated, it is important to help people make better choices. Although schools do not necessarily cause the problem, they have a role to play in creating solutions and healthier environments. However, the issue extends far beyond the school day. Ms. Roberts said that knowledge alone does not lead to behavior change.	Tracey Strader suggested discussing this in greater detail at the November board retreat when the funder’s panel is convened.
Casey Killblane left the meeting.		
13. Presentation – Oklahoma State Plan for Physical Activity and Nutrition	Adeline Yerkes presented the Oklahoma State Plan on Physical Activity and Nutrition (OKPAN). The goal is to promote evidence-based policy and environmental change among communities, worksites, schools, health care organizations, as these initiatives are more likely to have an impact. Ms. Yerkes said the plan includes objectives based on the national Healthy People 2010 goals and the science that currently exists. Ms. Yerkes explained that a state plan will help guide the state’s efforts and assure that a comprehensive approach is used to address the issues.	

Agenda Item	Discussion and Notes	Action and Follow-up
15. Presentation – Update on Tobacco Control Legislation and Policy	Wes Glinsmann reported that the Alliance was going to focus on removing the exemptions from the Smoking in Public Places and Workplaces Act, and repealing language in tobacco-related statutes that prohibits local ordinances stronger than state law.	
10. Proposed Executive Session – Board of Directors to Discuss Evaluation of the Executive Director and Salaries of the Executive Director and Staff – as authorized by 25 O.S. § 307 (B)(1)		<p>Motion to move into Executive Session made by Dr. McCaffree and seconded by Dr. Foster. Motion passed unanimously. Bill Lissau and Casey Killblane were not present for the vote.</p> <p>Motion to move out of Executive Session made by Dr. Foster and seconded by Dr. Cooper. Motion passed unanimously. Bill Lissau and Casey Killblane were not present for the vote.</p>
11. Consideration and Possible Vote on Items from Executive Session		Motion made to increase the Executive Director’s salary by 3% made by Dr. Foster and seconded by Dr. McCaffree. Motion passed unanimously. Bill Lissau and Casey Killblane were not present for the vote.
16. New Business	There was no new business.	
17. Public Comment	There was no public comment.	
Adjournment		Motion to adjourn made by Dr. Cooper and seconded by Dr. McCaffree. Motion passed unanimously. Bill Lissau and Casey Killblane were not present for the vote.