

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
March 3, 2009

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

Board of Directors' Members Absent: George E. Foster, O.D.

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

Guests Present: Laura Beebe, Ph.D., Connie Befort, Kelly Bounds, State Auditor Steve Burrage, July Cox-Kain, Judy Duncan, Darrell Eberly, Doug Matheny, Travis Monroe, Greta Puckett, Regina Switzer

Agenda Item	Discussion and Notes	Action and Follow-up
1. Open Meeting Act, Call to Order and Opening Remarks	Casey Killblane 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 November 19-20, 2008 Regular Board Meeting and Retreat		Motion to approve Minutes of the November 19 & 20, 2008 Regular Board Meeting made by Dr. McCaffree and seconded by Susan Bizé. Motion passed unanimously. Dr. Foster was not present for the vote. Dorothy Antwine will make the minutes part of the permanent record.
4.a. Ethics Commission Reporting	Casey Killblane announced that the Ethics Commission reports would be due April 30 th .	
4.b. Introduction of Assistant Attorney General, Regina Switzer	Casey Killblane introduced the agency's new Assistant Attorney General, Regina Switzer.	
4.c. Chair's Report – Other	Casey Killblane announced that Dr. McCaffree had received the "Leadership in Lung Health" Award from the American Lung Association of the Central States in February 2009	
5.a. Communications Updates	Sjonna Paulson provided updates on the various communications campaigns, Helpline materials and other media updates. Ms. Paulson said the Tobacco Stops With Me Phase III planning was underway. She also announced that the Tobacco Stops With Me campaign won seven Addy awards in February.	
5.b. Training Updates and Upcoming Training Opportunities	Tracey Strader discussed upcoming conferences and training opportunities in 2009.	

Agenda Item	Discussion and Notes	Action and Follow-up
<p>6.a. Program Development Committee Report</p>	<p>Judy Duncan with the Oklahoma State Department of Health provided an update on the wide range of activities occurring across the state to address physical activity and nutrition. She said that the ‘Strong and Healthy Oklahoma’ initiative had been renamed to ‘The Partnership for Strong and Healthy Oklahoma’ to more accurately reflect the variety of partners involved. Darrell Eberly provided an update on behalf of Julie Cox-Kain, OSDH Deputy Director for Disease and Prevention Services. Mr. Eberly reported that the OSDH has developed the Physical Activity and Nutrition (PAN) Division and have a basic infrastructure in place. They are also pursuing stimulus funding and a Healthy Communities grant from the CDC to help enhance their capacity to assist with community efforts. Mr. Eberly said the division is looking for opportunities to partner, maximize their resources, and implement evidence-based programs.</p>	<p>Ms. Duncan will provide a chart or matrix to help illustrate the various organizations and activities described in her presentation.</p>
<p>7.a. Program Implementation Committee Report</p>	<p>Dr. Beebe presented information on the evaluation of the Communities of Excellence (Wave I) grantees that are currently in their fourth year of implementation. Dr. Beebe said that she is seeing a good natural progression in most indicators and assets over the years. In particular there has been a steady increase in the number of local ordinances/policies passed, the number of 24/7 tobacco-free campus policies passed, and an increase in Helpline utilization. Grantees have been particularly good at mobilizing community youth and adults for community action and events.</p>	
<p>6.b. Proposed Executive Session to 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 to review and discussion of unsolicited proposals made by Dr. McCaffree and seconded by Ken Rowe. Motion passed unanimously. Dr. Foster was not present for the vote. Motion to move out of Executive Session made by Ken Rowe and seconded by Dr. Cooper. Motion passed unanimously. Dr. Foster was not present for the vote.</p>

Agenda Item	Discussion and Notes	Action and Follow-up
6.c. Consideration and Possible Vote on Items from Executive Session		Motion made by Susan Bizé to ask the two identified unsolicited proposals to submit full proposals. Motion seconded by Dr. Cooper and passed unanimously. Dr. Foster was not present for the vote.
7.b.i. Contract with OK.gov for Dedicated Resource (FTE)	Bill Lissau said the purpose of the contract with OK.gov was to fund an FTE to have someone dedicated to TSET to develop and update websites including TSET, Tobacco Stops With Me, and other websites that would be developed related to programs and/or social marketing campaigns. Mr. Lissau said this was funding that had been in the media budget and would require a new contract with OK.gov.	Motion made to approve the contract with OK.gov for a dedicated resource made by the Program Implementation Committee. Motion passed unanimously. Dr. Foster was not present for the vote.
7.b.ii. Discussion and Possible Action on Contract Renewals for FY 2010	Bill Lissau described three contract renewals recommended by the committee: 1. OSDH for State Program Office services to support grantees (level funding at \$458,000), 2. University of Oklahoma College of Public Health for evaluation services (increase by \$33,000 to a total of \$710,517) including evaluation of the new cessation systems grants, and 3. OU Cancer Institute for Implementation of the Oklahoma Tobacco Research Center (\$1 million).	Committee recommendation to approve FY 2010 contract renewals for FY 2010 with OSDH, OU College of Public Health and OU Cancer Institute passed unanimously. Dr. Foster was not present for the vote.
7.b.iii. Discussion and Possible Action on Amendment of Contract with Free & Clear, Inc. for Oklahoma Tobacco Helpline Services and 7.b.iv. Discussion and Possible Action on Amendment of Contract with Visual Image for Health Communications Services	Bill Lissau said they needed to move \$200,000 from the social marketing budget to the Helpline budget due to the anticipated increase in Helpline callers as a result of the 62 cent increase in the federal tobacco tax effective April 1, 2009. Mr. Lissau said the funding in the media budget was originally allocated to production of testimonial ads to promote the Helpline.	Committee recommendation to recommend to DCS to reduce the Visual Image contract by \$200,000 and increase the Free & Clear contract by \$200,000 passed unanimously. Dr. Foster was not present for the vote.
7.b.v. Discussion and Possible Action on Amendment To The Communities of Excellence in Tobacco Control (Wave II)	Bill Lissau said an amendment to the Communities of Excellence Wave II RFP was needed to allow flexibility in making changes to the Indicators and Social Capital Assets that the grantees were working to achieve.	Committee recommendation to approve the Communities of Excellence (Wave II) RFP Amendment passed unanimously. Dr. Foster was not present for the vote.

Agenda Item	Discussion and Notes	Action and Follow-up
7.b.vi. Update on Disposition of “Addressing Tobacco in Specific Populations” Grant with Rural Health Projects, Inc.	Bill Lissau reported that by mutual agreement Rural Health Projects, Inc. had withdrawn from the grant to prevent smokeless tobacco use among youth. Jonás Mata reported that January 31, 2009 was the end of the contract period and that the grant was closed.	
7.b.vii. Update on Assignment of “Communities of Excellence in Tobacco Control” Grant from John Crow IV Foundation to Gateway Prevention and Recovery	Bill Lissau said the grant assignment from John Crow IV Foundation to Gateway to Prevention and Recovery for CX I services was complete.	
8.a. Agency Operations Committee Report – FY 2009 Second Quarter Operating Expenditures Budget to Actual	Ken Rowe reviewed the FY 2009 Second Quarter Expenditures – Budget to Actual report for the Operating.	
8.b. FY 2009 Second Quarter Program Expenditures Budget to Actual	Ken Rowe reviewed the FY 2009 Second Quarter Expenditures – Budget to Actual report for the Program.	
8.c. Discussion and Possible Action on FY 2009 programs Budget Revision	Ken Rowe discussed the budget revisions to reflect the \$200,000 increase in the Free & Clear contract, the decrease of \$200,000 in the Visual Image contract, an increase of \$35,000 in the OK.gov line item to fund a full-time employee at OK.gov, and a corresponding \$35,000 decrease in the amount of funding needed for the National Alliance for Tobacco Cessation.	Committee recommendation to approve budget revisions passed unanimously. Dr. Foster was not present for the vote.
3. Board of Investors Report	Travis Monroe reported that the Board of Investors had not rebalanced the investments in an effort to generate more earnings, and that the projected earnings for FY 2010 would be approximately \$15 million.	
16. New Business	Casey Killblane called for new business. There was no new business.	
17. Public Comment	Casey Killblane called for public comment and there was no public comment.	
18. Adjournment		Motion to adjourn made by Dr. McCaffree , seconded by Dr. Cooper, and passed unanimously. Dr. Foster was not present for the vote.