

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
September 9, 2010

Board of Directors' Members Present: Casey Killblane, Kenneth D. Rowe, Susan Walters Bizé, George E. Foster, O.D., John Kennedy, W.R. Lissau, Lisa Nowlin, D.D.S.,

Staff Present: Tracey Strader, Jonás Mata, Sjonna Paulson, Sharon Neal, Lance Thomas, Holly Gray, Dorothy Antwine

Guests Present: Marla Baker, Laura Beebe, Connie Befort, Sally Carter, Dr. Terry Cline, Commissioner of Health, Justin Martino, Doug Matheny, D. Robert McCaffree, M.D., Frank Merrick, Lynn Mitchell, Travis Monroe, Greta Puckett, Anne Roberts

Agenda Item and Discussion	Action and Follow-up
<p>1. Open Meeting Act Announcement and Call to Order 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. She called the meeting to order.</p>	
<p>2. Approval of Minutes of the May 18, 2010 Regular Board Meeting</p>	<p>Motion to approve Minutes of the May 18, 2010 Regular Board Meeting made by John Kennedy and seconded by Ken Rowe. 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.</p>
<p>3.a. Board of Investors Update – Certifications of Earnings from FY 2010 Travis Monroe announced that the Board of Investors certified \$18,164,000 at their last board meeting.</p>	
<p>Bill Lissau arrived</p>	
<p>3.b. Board of Investors Update – Other Updates Travis Monroe said the Board of Investors would be conducting a search for a custodial bank. In other actions, NEPC, the investment consultant suggested that in order to increase yield, the board could take 5% of the fund and direct it towards senior secured lending. This could increase the yield on an annual basis by \$1.6 million dollars.</p>	
<p>4.a. Chair's Report – Introduction of New Board Member, Lisa Nowlin, D.D.S. Casey Killblane introduced a new board member, Lisa Nowlin, D.D.S. from Elk City, who replaced Donald Cooper, M.D. Dr. Nowlin represents the 3rd Congressional District.</p>	
<p>4.b. Chair's Report – FY 2011 Board Retreat, November 17-18, 2010 Casey Killblane discussed the board retreat plans and said the meetings would start at 8:30 am on both November 17th and 18th. The meeting will be held at Post Oak Lodge in Tulsa.</p>	<p>Dorothy Antwine will coordinate with the board on lodging arrangements for November 16th.</p>

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Dr. Foster arrived	
<p>4.c. Chair’s Report – Discussion of Board Meeting Dates for 2011 Casey Killblane said 2011 board meeting dates would be voted on at the November board retreat.</p>	Dorothy Antwine will coordinate with the board on 2011 board meeting dates.
<p>5.a. Director’s Report – Presentation – <i>Oklahoma Health Improvement Plan Updates</i> – Dr. Terry Cline, Commissioner and Dr. Lynn Mitchell, Deputy Commissioner for Prevention & Preparedness Services, Oklahoma State Department of Health Dr. Cline reviewed the Oklahoma Health Improvement Plan (OHIP) and its three flagship issues: tobacco elimination and cessation; obesity reduction, and children’s health. The flagship workgroups, along with an executive committee, continue to work on these issues and stay in contact with the various stakeholders to move the agenda forward. OHIP is about taking the opportunity to pull all these efforts together and to work on coordination and on aligning and leveraging resources. These OHIP efforts are becoming evident through the media a variety of recent editorials. Dr. Mitchell introduced herself in her new role at OSDH. She is a family doctor who enjoys public health and was the Medicaid Director at Oklahoma Health Care Authority for 15 years previous to re-joining the OSDH. OSDH is supporting OHIP by strategically aligning resources for public health to meet OHIP goals such as Certified Healthy Businesses, Make It Your Business, full tobacco cessation benefits for all state employees, to finalizing financial incentives to close smoking rooms in restaurants, and in working with partners, such as TSET. Aligning financial resources with core services is a primary goal of OHIP. Dr. Mitchell closed by saying that OSDH looks forward to working with TSET on broadening the activities around nutrition and fitness.</p>	
<p>5.b.i. Director’s Report – Agency Updates – Office Move Tracey Strader announced that TSET’s office move to 3800 N. Classen Blvd., Suite 200, Oklahoma City, OK 73118 is complete.</p>	
<p>5.b.ii. Director’s Report – Agency Updates – Updated Equal Opportunity Employment, Affirmative Action, and Sexual Harassment Policies Tracey Strader said the Equal Opportunity Employment, Affirmative Action and Sexual Harassment policies were in the board packet to reflect that the agency was compliant in providing the board with these policies.</p>	
<p>5.b.iii. Director’s Report – Agency Updates- Update on TSET Logo and Rebranding Effort Tracey Strader updated the board on TSET’s new logo and discussed the rebranding strategies for getting the word out about who we are and what we do at TSET. Ms. Strader also reported that she has begun making a variety of various community visits to better understand</p>	

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<p>Oklahoma’s communities, and their challenges and opportunities. She hopes this information might help the board and staff better understand the context in which their grants are made, and identify possible future connections.</p>	
<p>5.c. Director’s Report – Conference Sponsorship Updates Tracey Strader reported that, to date in FY 11, TSET has sponsored the <i>18th Oklahoma Child Abuse and Neglect and Healthy Families Conference</i> and the Rural Health Association of Oklahoma <i>19th Annual Conference, Health Reform and Rural Oklahoma</i>.</p>	
<p>5.d. Director’s Report – Recent Training Updates Tracey Strader updated the board on recent training events attended by staff, including <i>Communities Putting Prevention to Work</i>, the CDC’s stimulus initiative, the Health Care Authority Board Retreat, and the Cherokee Nation Government Relations Retreat.</p>	
<p>5.e. Director’s Report – Upcoming Training Opportunities Tracey Strader discussed various upcoming training opportunities, encouraged board members to attend the Oklahoma Tobacco Control Program Annual Meeting and announced that TSET’s submission to do a panel presentation at the Grantmakers in Health Annual Meeting with the Missouri Foundation for Health, Virginia Foundation for Healthy Youth, Robert Wood Johnson Foundation, and Samuels & Associates scored very high.</p>	
<p>6.a. Program Development Committee Report – Discussion of FY 2011 Funding Approach Susan Bizé said since TSET has only level earnings this year, there would not be additional funding available for the Oklahoma Tobacco Research Center for FY 2011 other than the OTRC’s carryover. Board and staff members alike were impressed with the OTRC Phase II presentation and would likely be open to considering additional funding if it was available. In addition the budget for the Fitness and Nutrition Initiative will be shifted to FY 2012, both as a result of having fewer earnings available than expected and also as a result of the time it takes to get through the Request for Proposals cycle.</p>	
<p>6.b. Program Development Committee Report – Update on Status of Fitness and Nutrition Community Grants Jonás Mata discussed the progress made to date on developing the Fitness and Nutrition Request for Proposals (RFP). He has been working with Samuels & Associates and using feedback from the regional logic modeling sessions to develop the RFP. He is exploring options for using various technical assistance providers, and identifying an evaluator for the initiative. He anticipates that the RFP will be released in October or November, with awards to be made in May, and grants to begin in July, 2011.</p>	

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<p>6.c. Program Development Committee Report – Update on Identification of Fitness and Nutrition Technical Assistance and Evaluation Providers Jonás Mata said he would be meeting with Dr. Beebe to discuss identifying the Fitness and Nutrition Technical assistance and the Evaluation providers.</p>	
<p>7.a. Program Implementation Committee Report – Presentation – <i>Tobacco Control Evaluation Updates, Cumulative Helpline Report and Tobacco Stops With Me Evaluation Findings</i> Dr. Laura Beebe presented evaluation data on the 5-year Cumulative Oklahoma Tobacco Helpline and on the 3-year Longitudinal Tobacco Stops With Me Campaign. The Oklahoma Tobacco Helpline 5-year Cumulative report indicates:</p> <ul style="list-style-type: none"> • Increasing calls yearly • High reach of the program among tobacco users especially among populations with limited resources and educational attainment and those using a pack-a-day or more. • High satisfaction rate among registered callers • Callers heard about Helpline primarily from “friends and family” and “TV” • Discussion about increasing internet and social media promotions/reach was held and will be pursued • Quit rates were highest among multiple call registrants at 34% compared with 20% for single call users • Participants who quit are more likely to use nicotine replacement products and tend to stay quit <p>The Tobacco Stops With Me 3-year Longitudinal study with additional data from the Media Tracking Surveys indicates:</p> <ul style="list-style-type: none"> • High awareness of TSWM campaign • Statistically significant findings showed the <ul style="list-style-type: none"> ○ Positive impact on attempting to quit among people who were daily tobacco users at first follow-up; ○ The odds for attempting to quit were double for Oklahomans who were aware of the campaign compared to those not aware of the campaign ○ Among Nonsmokers there are more robust findings: <ul style="list-style-type: none"> ▪ Exposure to the campaign continued to be positively associated with the desire to curb tobacco use and its advertising 	

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<ul style="list-style-type: none"> ▪ Odds of trying to help someone quit were approximately 1.5 times higher for those aware of the TSWM ads compared to those not aware of the campaign (strongest among those with ongoing exposure to the campaign) ▪ Results indicate the campaign’s continuing impact on Oklahomans who are not tobacco users, particularly in terms of inspiring social support and community action to combat tobacco use ○ Among Both Smokers and Nonsmokers – statistically significant findings: <ul style="list-style-type: none"> ▪ Increased knowledge that SHS causes asthma and children’s ear infections. ▪ Increased awareness of quit-smoking helplines or web sites. ▪ Overall awareness of the campaign in the cohort was high: 81% • These are notable achievements for a campaign that is really only two years old. • The evaluation design going forward will change to do repeated cross-sectional studies of a sufficient sample size to look at associations in behavior and attitudes to baseline and other data points. This study will be shared with local, state and national partners and groups. 	
<p>7.b. Program Implementation Committee Report – Presentation – <i>FY 2011 Tobacco Control Health Communications Updates</i> Sjonna Paulson, TSET Director of Communications reported that testing has recently been completed on three new Tobacco Stops With Me television ads and one new Oklahoma Tobacco Helpline ad. The ads tested well and the commercial placement for FY 2011 will be finalized within the next two weeks. Currently the “Colors” television print and outdoor ads from New York are being used to educate the public about the tobacco industry’s effort to continue to use different colored packaging to imply that certain brands of cigarettes are healthier, lower in tar, etc. Ms. Paulson also explained that the Students Working Against Tobacco program is getting a new look and new structure with “campaigns” or projects with specific Measures of Progress. Video training modules are being developed for youth members and adult partners. Ms. Paulson also noted that TSET staff are working with Visual Image on a print/web/radio campaign in partnership with the OSDH to promote the Oklahoma Health Improvement Plans recommendations. Work is beginning on the development of the Oklahoma Tobacco Helpline web site.</p>	
<p>7.c.i. Program Implementation Committee Report – Discussion and Possible Action on Renewal of Program Grants and Contracts for GY 2011 – Communities of Excellence in Tobacco Control (Wave I) Dr. Foster said the committee recommended renewal of the slate of CX I grantees.</p>	<p>Program Implementation Committee recommendation to approve Communities of Excellence Wave I grants. Motion passed unanimously.</p>

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<p>7.c.ii. Program Implementation Committee Report – Discussion and Possible Action on Renewal of Program Grants and Contracts for GY 2011 – Communities of Excellence in Tobacco Control (Wave II) Dr. Foster said the committee recommended renewal of the slate of CX II grantees.</p>	<p>Program Implementation Committee recommends funding for renewal of slate of Communities of Excellence Wave II grants. Motion passed unanimously.</p>
<p>7.c.iii. Program Implementation Committee Report – Discussion and Possible Action on Renewal of Program Grants and Contracts for GY 2011 – Addressing Tobacco in Specific Populations, Tobacco-Free Zone Dr. Foster said the committee recommended renewal of the Tobacco Free Zone for its fifth and final year.</p>	<p>Program Implementation Committee recommends renewal of Addressing Tobacco in Specific Populations, Tobacco-Free Zone grant. Motion passed unanimously.</p>
<p>7.d. Program Implementation Committee Report – Discussion and Possible Action on New Program Officer Position Dr. Foster said that based on recommendations from consultants and the Office of State Finance, the committee recommends converting the Accountant position, which the board approved in May, to a Program Officer.</p>	<p>Program Implementation Committee recommendation to convert Accountant position to a Program Officer position. Motion passed unanimously.</p>
<p>7.e.i. Program Implementation Committee Report - Update on Oklahoma Tobacco Helpline – Services for Youth ages 13-17 Tracey Strader reported that attorneys from both TSET and the OSDH were in agreement that the Helpline could indeed serve youth ages 13-17 without written parental consent. This would not include nicotine replacement products. The youth would be referred to their health care professional for any medications. Services should begin January 2011.</p>	
<p>7.e.ii. Program Implementation Committee Report – Update on Oklahoma Tobacco Helpline – Update on cost-sharing arrangement with Oklahoma State and Education Employees Group Insurance Board Tracey Strader reported that the contract is in place with the Oklahoma State and Education Employees Group Insurance Board (OSEEGIB). Ms. Strader said all HealthChoice members have access to all five Helpline calls and up to 12 weeks of nicotine replacement products. The contract with OSEEGIB is a ‘cost sharing’ arrangement. TSET is paying for registration, the first call, and a 2-week starter kit of patches or gum. All additional calls and nicotine replacement products are covered by OSEEGIB. Services began in July.</p>	
<p>8.a. Proposed Executive Session – Review and discussion of proposals in response to the Request for Proposals for the Communities of Excellence in Tobacco Control (Wave III) (RFP# TSET 092-4), 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 made to go into Executive Session to discuss Communities of Excellence Wave III and the evaluation of the Executive Director made by Dr. Foster and seconded by Ken Rowe. Motion passed unanimously.</p>

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<p>9.a. 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>	<p>Motion made to come out of Executive Session made by Ken Rowe and seconded by John Kennedy. Motion passed unanimously.</p>
<p>10.a. Consideration and possible vote on items from Executive Session – Proposals in response to the Request for Proposals for the Communities of Excellence in Tobacco Control Program, Wave III (RFP# TSET 092-4) Slate of applicants recommended: Canadian County Health Department - Canadian County for Children and Families, Canadian County, \$75,000 Gateway to Prevention and Recovery - Prague Turning Point Coalition, Lincoln & Seminole Counties, \$75,000 KI Bois Community Action Foundation - Haskell County Coalition & Living in Latimer Coalition (forming a Consortium), Haskell & Latimer Counties, \$75,000 LeFlore County Youth Services, Inc. - LeFlore County Coalition for Healthy Living, LeFlore County, \$75,000 Norman Regional Health Systems - Community Alliance of Resources for Everyone, McClain County, \$75,000 Norman Regional Health Systems - Interagency and Community Coalition of Grady County, Grady County, \$75,000 Northwest Family Services, Inc. - Woods County & Major County Coalitions (forming a Consortium), Woods & Major Counties, \$75,000 Pontotoc County Health Department - Pontotoc County Turning Point/Systems of Care Coalition, Pontotoc County, \$75,000 Rural Health Projects, Inc. - Enid Metropolitan Health Planning Committee- Garfield County Tobacco Free Coalition, Garfield County, \$75,000 The Next Step Network, Inc. - Texas County Coalition, Texas County, \$70,000</p>	<p>Motion made to approve slate of ten Communities of Excellence Wave III grantees made by Dr. Foster and seconded by Susan Bizé. Motion passed unanimously.</p>
<p>10.b. Consideration and possible vote on items from Executive Session – Evaluation of the executive director and salaries of the executive director and staff Casey Killblane announced that the board was very pleased with the work of the Executive Director and discussed that although there would be no salary increases this year, small bonuses could be given based on employee performance.</p>	<p>Tracey Strader will implement the agency’s Performance Based Salary Adjustments Policy as it relates to performance-based lump-sum payments.</p>
<p>11.a.i. Agency Operations Committee – FY 2010, Fourth Quarter Budget to Actual – Operating Budget Ken Rowe reviewed fourth quarter Operating expenditures.</p>	
<p>11.a.ii. Agency Operations Committee – FY 2010, Fourth Quarter Budget to Actual – Programs Budget Ken Rowe reviewed fourth quarter Programs expenditures. FY 2010 invoices are still being processed and the staff should have closeout figures by the November meeting.</p>	

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<p>11.b.i. Agency Operations Committee – Consideration and Possible Action on FY 2011 Final Budgets – Operating Ken Rowe reviewed the FY 2011 final Operating budget noting the primary change reflects the conversion of the Accountant position to a Program Officer position.</p>	<p>Agency Operations Committee recommends approval of Operating Budget for FY 2011 in the amount of \$877,336, or 4.83% of certified earnings. Motion passed unanimously.</p>
<p>11.b.ii. Agency Operations Committee – Consideration and Possible Action on FY 2011 Final Budgets – Programs Ken Rowe reviewed the FY 2011 final Programs budget noting the primary changes include the new Program Officer position, a shift of most of the budget for Fitness and Nutrition grants to FY 2012, and a re-budget of carryover from the OTRC.</p>	<p>Agency Operations Committee recommends approval of Programs Budget for FY 2011 in the amount of \$21,814,753. Motion passed unanimously.</p>
<p>12. 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)) Casey Killblane called for new business. There was no new business.</p>	
<p>13. Public Comment -Casey Killblane called for public comment. No public comment.</p>	
<p>14. Adjournment</p>	<p>Motion to adjourn made by Bill Lissau and seconded by Ken Rowe. Motion passed unanimously.</p>