

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
November 16, 2011

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

Board of Directors Members Absent:

Staff Present: Tracey Strader, Jonás Mata, Sjonna Paulson, Lance Thomas, James Tyree, Dorothy Antwine

Guests Present: Laura Beebe, PhD, Tim Berney, Colin FitzSimons, Paul Kincade, PhD, Robert S. Mannel, M.D., Justin Martino, Frank Merrick, Stephen Prescott, M.D., Greta Puckett, Wade Williams

Agenda Item and Discussion	Action and Follow-up
<p>1. Open Meeting Act Announcement and Call to Order Ken Rowe announced the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met. He called the meeting to order.</p>	
<p>2. Approval of Minutes of the September 7, 2011 Regular Board Meeting</p>	<p>Motion to approve Minutes of the September 7, 2011 Regular Board Meeting made by Susan Bizé and seconded by George Foster. Motion passed unanimously. Dorothy Antwine will make the minutes part of the permanent record.</p>
<p>3a. Chair's Report – Discussion and Possible Action on Board Meeting Dates for 2012 Ken Rowe led a discussion on the available 2012 board meeting dates. Dates selected were February 16, 2012, May 17, 2012, September 13, 2012 and November 14-15, 2012.</p>	<p>Motion to approve 2012 board meeting dates made by Casey Killblane and seconded by John Kennedy. Motion passed unanimously. Dorothy Antwine will file the dates with the Secretary of State's Office.</p>
<p>4a. Director's Report – Introduction of New Staff Sjonna Paulson introduced James Tyree as the new Health Communication Consultant. Ms. Paulson said Mr. Tyree joined TSET from the Norman Transcript and had been a reporter for more than 19 years. Currently he is the president of JayMac, the alumni association of OU's Gaylord College of Journalism and Mass Communication, and teaches part-time at the Gaylord College as an adjunct instructor.</p>	
<p>4b. Director's Report – Recent Training Events Dr. Foster said he attended the American Public Health Association conference in Washington, DC in November. Dr. Foster said the most striking thing was the people attending are very impressed at what Oklahoma is already doing. Dr. Foster had a chance to visit with the Robert Wood Johnson Foundation, which has provided the stimulus money for much of the tobacco funded programs. He said they are going to be building more financial opportunities for obesity, health care access, clean air, active living, wellness program and domestic violence.</p>	<p>TSET staff will be watching for funding opportunities with the Robert Wood Johnson Foundation.</p>

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<p>Casey Killblane attended the Economic Development Summit in Norman. She said she learned a lot about Oklahoma and how social networking and social media impacted business. Economically Oklahoma is doing very well.</p> <p>Bill Lissau attended a meeting with Matt Myers, President of the Campaign for Tobacco Free Kids, and said it was interesting to hear about the tobacco companies’; efforts to try to discourage kids from smoking by telling them not to start, which has th opposite effect on kids - and that’s exactly what their intention is.</p> <p>Mr. Myers said focusing more on the unethical business practices, for example, the means that the tobacco companies have used to increase the addictive substances in tobacco products. A typical business would ethically not do that.</p> <p>Tracey Strader said we needed to do a better job on focusing our messaging around those unethical practices. Matt Myers said tobacco control efforts needed reputable business standing up and saying that’s not the way we operate</p>	
<p>4c. Director’s Report – <i>Upcoming Training Events</i></p> <p>Tracey Strader said Turning Point Policy Day and Fit Kids Policy Day have taken place. and Both organizations have have adopted the ‘Oklahoma Health Improvement Plans Legislative Agenda.’Restoring local rights is the top item .</p> <p>At the Oklahoma Tobacco Control Program annual meeting, grantees and partners came together a couple of days of intensive training.</p> <p>Dr. Beebe and Ms. Strader traveled to the University of California in San Diego. Both received a Federal grant together for targeting non-smokers to get them to support smokers to encourage them to quit.</p> <p>Ms. Strader attended the North American Quitline Consortium board meeting.</p> <p>In Nutrition and Fitness, TSET had its first Academy of Excellence meeting where coalition partners come together and learn about the model that is used.</p> <p>Ms. Strader said she and Jonás Mata had a chance to travel to Comanche County, where the local Fit Kids Coalition had a guest in from the President’s Council on Fitness and Sports. She was touring the community and learning about all of the various nutrition and fitness projects in Comanche County. Comanche County leads the way in what communities can do to address obesity.</p> <p>Ms. Strader said she attended a regional meeting convened by the Grantmakers in Health organization. The meeting brought together private funders and health departments dealing with maternal and child health issues. One of the topics was the fact that maternal smoking is one of the leading causes of maternal mortality.</p> <p>Ms. Strader traveled to Missouri to talk with them about Oklahoma’s experience with preemption because Missouri has been threatened with preemption. Ms Strader spoke with</p>	

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<p>community partners from across Missouri to help them understand how difficult it is to try to address tobacco prevention when local communities are preempted from passing ordinances stronger than state law.</p> <p>Ms.Strader referred the board to a list of upcoming Training Events in the board packets and invited the board to attend any of these training events. She recommended the board attend the Grantmakers in Health Annual Meeting on Health Philanthropy, CDC Division of Nutrition, Physical Activity and Obesity, and the National Conference on Tobacco or Health.</p>	
<p>4d. Director’s Report – FY 2012 Conference Sponsorships Tracey Strader referred the board to a list of all the approved conference sponsorships. TSET has spent nearly half of its conference sponsorship budget.</p>	
<p>5a. Program Implementation Committee Report – Presentation – Peggy and Charles Stephenson Oklahoma Cancer Center- Dr. Robert Mannel, Director Dr. Mannel presented information from the Cancer Center’s updated proposal for \$30.25 million over five and a half years. Dr. Mannel proposed a TSET Cancer Research Program in which Phase I Clinical Trials would be expanded to reach more Oklahomans with life-saving treatments; Oklahoma TSET Cancer Research Scholars would be recruited to Oklahoma bringing in high caliber talent, high-paying jobs, and research funding, as all TSET dollars would be tenure-able dollars. TSET funding could also be used to leverage other funding to establish and expand core services that support a variety of scientists from institutions involved in cancer research throughout Oklahoma. Memorandums of Understanding are already in place with the Oklahoma Medical Research Foundation (OMRF), Oklahoma State University (OSU), and the Oklahoma Tobacco Research Center (OTRC). Dr. Mannel also stated that this investment would position the Cancer Center to meet all of the qualifications and submit an application to become an NCI (National Cancer Institute) designated Comprehensive Cancer Center. This designation, which is only open to academic cancer centers such as the Stephenson Cancer Center, will open the door to many funding opportunities that are only available to NCI designated cancer centers. Dr. Mannel also requested that the board appoint a member or designee to serve on the Cancer Center’s Leadership Council.</p>	
<p>5b. Program Implementation Committee Report – Discussion and Possible Action on Grant Funding for TSET-Supported Cancer Research within the Peggy and Charles Stephenson Oklahoma Cancer Center</p>	<p>Program Implementation Committee recommended grant funding for TSET-Supported Cancer Research within the Peggy and Charles Stephenson Oklahoma Cancer Center for a total of \$30,250,000 effective January 1, 2012 for 5 ½ years. January 1 through June 30, 2012 = \$2,750,000; then \$5.5 million for the</p>

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	next five years ending June 30, 2017. Motion passed unanimously among voting members. Ken Rowe abstained from vote.
<p>5c. Program Implementation Committee Report – Presentation – <i>Oklahoma Center for Adult Stem Cell Research</i> by Dr. Paul Kincaide, OCASCR Scientific Director, and Dr. Stephen Prescott, President, Oklahoma Medical Research Foundation</p> <p>Dr. Prescott described the current status of the OCASCR, and stated that Dr. Ferretti is still serving as OU’s representative on the governing board, even though he has retired as provost. The governing board continues to function well. An advisory Scientific Review Committee reviews grant application for individual projects and core infrastructure. TSET funding also assists with recruitment of scientists to Oklahoma. Dr. Kincaide reported that OU Norman has recently joined OCASCR. He stated that originally they had been cautious about the stability of the funding and awarded only one-year grants, however they are interested in providing multi-year grants, and additional funding would assist with this. Parent institutions have also provided faculty lines and they are working on encouraging scientists to cross fields and begin to focus on adult stem cell research. Institutions are also keeping indirect costs to about one-fifth of their typical rate. With additional TSET funding in FY 12, OCASCR will put out a call for proposals for equipment, with the agreement that parent institutions will provide matching funds. Dr. Kincaide stated that every new dollar would be spent on research; bad science would not be supported, the \$100,000 cap on projects would be expanded or lifted; project lengths would be increased, core facilities and shared instrumentation would be acquired; more investigators would be attracted; and they intend to try a new type of grant in which they would acquire enabling technology through contracts with other companies.</p> <p>Bill Lissau left the meeting during this presentation.</p>	
<p>5d. Program Implementation Committee Report – <i>Discussion and Possible Action on Increased Funding for the Oklahoma Center for Adult Stem Cell Research</i></p>	<p>Program Implementation Committee recommended increased funding of \$2 million and carry-over for FY 12 and each remaining year of the grant for the Oklahoma Center for Adult Stem Cell Research. Motion passed unanimously. Bill Lissau was absent for the vote.</p>
<p>5e. Presentation – <i>Oklahoma Tobacco Control Program Comprehensive Evaluation Results, a Ten Year Trend Analysis</i></p> <p>Dr. Beebe’s presentation was moved to later in the committee report and follows item 5j.</p>	

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<p>5f. Program Implementation Committee Report – Discussion and Possible Action on Renewal of Contract with the Oklahoma State and Education Employees Group Insurance Board (OSEEGIB) for Oklahoma Tobacco Helpline Services for Calendar Year 2012 OSEEGIB provides funding to TSET in a cost-sharing arrangement for Helpline services for their HealthChoice health plan members. OSEEGIB operates on a calendar year basis and it is time to renew the agreement. Funds are paid based on the number of HealthChoice members using the service, and the amount of services received. This amounts to approximately \$100,000 per year. Committee recommends renewal. Vote for renewal was unanimous.</p>	<p>Program Implementation Committee recommended renewal of contract for \$100,000 with the Oklahoma State and Education Employees Group Insurance Board (OSEEGIB) for Oklahoma Tobacco Helpline services for Calendar Year 2012. Motion passed unanimously. Bill Lissau was absent for the vote.</p>
<p>5g. Program Implementation Committee Report – Discussion and Possible Action on Grant Amendment to Tobacco Control Program within the Oklahoma Department of Mental Health and Substance Abuse Services As a result of the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) participation in Leadership Summit on Wellness and Smoking Cessation sponsored by the Smoking Cessation Leadership Center, lead by Dr. Steve Schroeder, and the SAMHSA (federal Substance Abuse and Mental Health Services Agency), the Department created an Action Plan with a significantly broader scope of work with the potential of greater impact than the original plans funded by TSET. The ODMHSAS has requested a revision to their grant. The purpose of the revision is to focus part of the work on the larger system of mental health and substance abuse, rather than a single focus within the Department and its contractors. There is no budget impact from this adjustment at this time, but instead of having two staff focused on the Department’s internal system, one staff person will focus on the internal system, and another staff person will oversee the implementation of a broad-based action plan, involving numerous stakeholders. The action plan was developed this past summer as the outcome of a Summit that was funded and facilitated with grant funds from the Robert Wood Johnson Foundation and SAMHSA. Although the amount of the grant awarded will not change, a budget revision to accommodate the new scope of work is forthcoming from the Department.</p>	<p>Program Implementation Committee recommended grant amendment to tobacco control program within the Oklahoma Department of Mental Health and Substance Abuse Services for the scope of the work under existing grant. Motion passed unanimously. Bill Lissau was absent for the vote.</p>
<p>5h. Program Implementation Committee Report – Discussion and Possible Action on Release of a Request for Proposals for the Wave II, Round II, of the Communities of Excellence in Tobacco Control Program Jonás Mata reported that the Communities of Excellence Wave II program is in its fifth year of a five-year grant. In order to renew the wave of grants, it will be necessary to release a new Request for Proposal.</p>	<p>Program Implementation Committee recommended a release of a Request for Proposals for the Wave II, Round II, of the Communities of Excellence in Tobacco Control program. Motion passed unanimously. Bill Lissau was absent for the vote.</p>

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<p>5i. Program Implementation Committee Report – Presentation – <i>Health Communication Updates by Sjonna Paulson, TSET Director of Health Communication</i> Sjonna Paulson, Director of Health Communications, presented media products and media buy plans for the TSET brand ads, to educate Oklahomans on TSET’s programs and impact. She also presented information on the development of the Shape Your Future campaign concepts and an updated ad to support the Oklahoma Health Improvement Plan policy agenda.</p>	
<p>5j. Program Implementation Committee Report – <i>Discussion and Possible Action on Health Communication Budget Revision to Increase Funding for Tobacco Control and Fitness and Nutrition Health Communication Campaigns</i> Ms. Paulson indicated that \$1 million is needed to maintain the levels of duration, reach and frequency needed in the Tobacco Stops With Me campaign and that an additional \$1 million could be effectively used in FY 12 to develop and place media products for the Shape Your Future campaign.</p>	<p>Program Implementation Committee recommended approval of health communication budget revision to increase funding for tobacco control and fitness and nutrition health communication campaigns by \$2 million. Motion passed unanimously. Bill Lissau was absent.</p>
<p>5e. Program Implementation Committee Report – Presentation – <i>Oklahoma Tobacco Control Program Comprehensive Evaluation Results, a Ten Year Trend Analysis by Dr. Laura Beebe, Ph.D., OU College of Public Health, Department of Biostatistics and Epidemiology</i> Dr. Beebe began her report by stating the comprehensive tobacco control program providing funding to county-wide and multi-county initiatives at the local level is making a difference. To track the smoking prevalence in Oklahoma, 2001 through 2010 BRFSS data (CDC sponsored) has been used, along with additional supporting data from the Helpline, taxes, the Youth Tobacco Survey and the Tobacco Stops With Me health communications surveys. The tracking analysis uses a linear regression method with statistical significance at a 95% confidence level. In 2011, the BRFSS methodology for measuring smoking prevalence was changed so the prevalence going forward will not be comparable to that of 2010 and before. The prevalence rate going forward is apt to be higher due to the measurement methods used. Looking at the 2001 through 2010 trends, Dr. Beebe stated smoking trends have been decreasing approximately 1.3% annually (as PP slide 3 illustrates). Everyday smoking rates reveal more of the same decreasing trend at roughly 2.4% per year...a very good trend. Conversely, someday smoking prevalence has seen an upward trend of approximately 2.5% per year possibly indicating that everyday smokers have become someday smokers or that young people are becoming someday smokers versus everyday smokers. This is a primary reason why Oklahoma is doing HAVOC. On the other hand, Dr. Beebe said former smokers are trending upwards which is what we desire to see. In addition, the</p>	

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<p>downward trend in current smokers as compared to the upward trend in former smokers is now roughly the same percentage which is also a measure of success. Dr. Beebe presented additional data involving the increasing quit rates using the Helpline, decreases in youth smoking prevalence, decreasing per capita consumption of cigarettes (from 108.1 per capita to 71.0) and changes in social norms supported by the Tobacco Stops With Me evaluation results.</p> <p>Dr. Beebe stated that the Communities of Excellence funded by TSET are leading the way in changing prevalence rates and social norms and cited that 85% of Oklahomans live in a community covered by the grant program, 181 Student Working Against Tobacco (SWAT) teams have been created and effectively promote tobacco free policies and expose the tobacco industry marketing practices, over 200 public school districts have 24/7 policy, 17 universities and 5 career techs have adopted tobacco free policies, dozens of businesses and worksites have adopted tobacco free policies, 11 communities have passed ordinances making their parks tobacco free, etc.</p> <p>Dr. Beebe briefly discussed the work that remains among specific populations with high smoking rates. Her data illustrates that those with less education, young adults, the American Indian and African Americans populations, and service workers (food industry, construction and landscape workers, painters, roofers, etc.) have the highest smoking prevalence rates.</p> <p>Dr. Beebe concluded that:</p> <ul style="list-style-type: none"> • Oklahoma’s tobacco control program is comprehensive and based on best practices. • Interventions occur through multiple social structures and systems at the community and state level. • Evidence demonstrates that programs, policy and media are all influencing anti-tobacco norms within the population. • As a result, smoking rates are at a historic low, and there are as many former smokers in Oklahoma as current smokers. <p>John Kennedy remarked that each significant change in policy and programs resulted in the reduction of a billion cigarettes sold. He suggested that the board consider the best way to reduce the next billion.</p>	

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<p>6a. Program Development Committee Report - Discussion and Possible Action on an Amendment to the Healthy Communities Incentive Contract from the Oklahoma State Department of Health to add TSET Administration of a Healthy Schools Incentive Grants Program The Oklahoma State Department of Health would like to amend the Healthy Communities Incentive Grants contract to add a Healthy Schools Incentive Grants program for TSET’s to administer. Dr. Foster inquired as to the amount of funding involved. Funding in the amount of \$5 million over the next three to four years will be available and a staff position will be needed.</p>	<p>Program Development Committee recommended approval of an amendment to the Healthy Communities Incentive contract from the Oklahoma State Department of Health, to add TSET administration of a Healthy Schools Incentive Grants of \$5 million over the next 3-4 years. Motion passed unanimously. Bill Lissau was absent.</p>
<p>6b. Program Development Committee Report - Discussion and Possible Action on Establishing a Consultation Contract with Samuels & Associates to Conduct an Assessment of Youth Programs Related to Nutrition and Fitness Initiatives Mr. Mata and Ms.Strader explained that the Communities of Excellence in Nutrition and Fitness program had been launched without a youth program component, which has been critical to the success of the Communities of Excellence in Tobacco Control Program. Staff recommend contracting with Samuels & Associates to conduct an assessment of youth programs related to nutrition and fitness and to make recommendations to the staff and board.</p>	<p>Program Development Committee recommended approval of establishing a consultation contract up to \$35,000 with Samuels & Associates to conduct an assessment of youth programs related to nutrition and fitness initiatives. Motion passed unanimously. Bill Lissau was absent.</p>
<p>7a.i. Agency Operations Committee Report – Final FY 2011 Budget to Actual – Operating Budget Dr. Foster reviewed the final FY 2011 operating budget and said the 78% was expended.</p>	
<p>7a.ii. Agency Operations Committee Report – Final FY 2011 Budget to Actual – Programs Budget Dr. Foster reviewed the final FY 2011 programs budget and said the 87% was expended.</p>	
<p>7b.i. Agency Operations Committee Report – First Quarter FY 2012 Budget to Actual – Operating Budget Dr. Foster reviewed the first quarter FY 2012 operating budget and said the 12% was expended and for the month of October 5%</p>	
<p>7b.ii. Agency Operations Committee Report – First Quarter FY 2012 Budget to Actual – Programs Budget Dr. Foster reviewed the first quarter FY 2012 programs budget and said the 3% was expended and for the month of October 5%</p>	
<p>7c. Agency Operations Committee Report – Discussion and Possible Action on FY 2012 TSET Staffing and Organizational Chart Dr. Foster discussed the proposed organizational chart to reflect the changes in job titles for two employees from the Program Officer and Health Communication Consultant to Senior Program Officer and Senior Health Communication Consultant with a promotion. A new position has been added for a new Program Manager for the Healthy Schools Incentive Grants</p>	<p>Agency Operations Committee recommended approval of FY 2012 TSET staff titles changes and one new position reflected in the organization chart. Motion passed unanimously. Bill Lissau was absent.</p>

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<p>program. Ms. Strader said in the committee meeting Mr. Lissau recommended that an agency policy be established to address what the criteria would be to become senior in their area.</p>	<p>Staff will work on developing an agency policy to reflect what the criteria would be in becoming a senior in their area.</p>
<p>7d. Agency Operations Committee Report – Discussion and Possible Action on FY 2012 Budget Revision to Reflect Staffing and Funding Decisions Dr. Foster said the proposed budget revision reflects the funding decisions made today and adds the new Healthy Schools Incentive Grants Program Manager. It also adds \$50,000 back into the budget for the final months of the Specific Populations grantees. That amount had been mistakenly omitted at the last board meeting.</p>	<p>Agency Operations Committee recommended approval of FY 2012 budget revision to reflect staff and funding decisions. Motion passed unanimously. Bill Lissau was absent.</p>
<p>7e. Agency Operations Committee Report – Update on Grants Management Software Mr. Mata gave an update on the grants management software and said staff are working with Agate to integrate the forms for the request for proposals for the Communities of Excellence grant programs in tobacco and nutrition and fitness because they are going to be very similar. The hope is that these would be tested in December and available for use by the time the RFP for the Communities of Excellence, Wave II, Round 2 grants is open in spring 2012.</p>	
<p>8a. Election of Officers – Election Ken Rowe opened the discussion for election of officers for Chair and Vice Chair.</p>	<p>George Foster made a motion to nominate Ken Rowe as Chair. Motion was seconded by Casey Killblane. Ken Rowe abstained from the vote. The motion passed with an affirmative vote of the remaining six board members. Bill Lissau was absent for the vote. John Kennedy made a motion to nominate Casey Killblane for Vice Chair. George Foster seconded the motion. Motion passed unanimously. Bill Lissau was not present for the vote.</p>
<p>8b. Election of Officers – Committee Assignments</p>	
<p>9. 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)) John Kennedy suggested TSET recommend Dr. McCaffree for an award. Frank Merrick, with Foundation Management, Inc., said Dr. McCaffree would be a good candidate for the ‘Evening of Excellence’ award for his administrative work at TSET, the VA and as a physician.</p>	
<p>10. Public Comment Greta Puckett said VI Marketing and Branding has been working on a variety of media products to support smokefree environments and compares Oklahoma with our surrounding cities and states.</p>	
<p>Recess</p>	

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Board Members Absent: Bill Lissau

Staff Present: Tracey Strader, Jonás Mata, Dorothy Antwine

Guests Present: Kari Koster, Frank Merrick

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<p>11. Overview of Retreat Purpose and Goals – Frank Merrick reviewed the purpose and goals of the retreat, to discuss the implications of the new definition of endowment earnings, review current funding commitments, review and update the strategic plan, review the unsolicited proposals criteria, and update plans for TSET outreach efforts</p>	
<p>12. Discussion and Possible Action on Establishing a Reserve Fund Board members discussed Board members discussed the new definition of earnings and the decision by the board of investors and board of directors to create a settlement agreement in order to use as a reserve fund the estimated \$42 million that would have been certified in prior years under the current definition of earnings. Board members recommended the creation of an ad hoc committee of two members from the board of investors and two members from the board of directors to work with the attorneys and staff to craft the language of the settlement agreement. The agreement could be considered by each board at their February 2012 meetings.</p>	<p>Ken Rowe appointed himself and Susan Bizé to serve on the ad hoc committee. Ken Rowe will send a letter to Treasurer Miller to recommend the ad hoc committee approach to creating the settlement agreement. Ms. Strader will draft the letter.</p>
<p>13b. TSET Strategic Plan Update - Review Current Funding Commitments Ms. Strader led the board in a discussion of TSET’s current funding commitments, including multi-year grants. Board members requested Ms. Strader create a spreadsheet of current grant and administration commitments to clearly understand the minimum amount of funding needed each year to keep staff and currently funded grants in place.</p>	<p>Ms. Strader will create a spreadsheet of current grant and administration commitments and distribute this to the board for reference.</p>
<p>13a. TSET Strategic Plan Update - Review of Current Strategic Plan and 13c. TSET Strategic Plan Update - Discussion and Possible Action on Adjustments to Strategic Plan Board members discussed the Strategic Plan and recommended the following revisions: On the section related to the Cancer Center, remove “Oklahoma” from the “Stephenson Oklahoma Cancer Center” and remove “tobacco-related cancers” in the objectives. Work with the Cancer Center and OCASCR to review and update objectives. Change “To make funding decisions based on the priorities of the board and the merits of the proposal, and</p>	<p>Staff will make the recommended changes and bring the final draft to the board for approval in February 2012.</p>

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<p>the best interest of the people of Oklahoma” to “To make funding decisions based on the best interests of the people of Oklahoma and the merits of the proposals.”</p>	
<p>14. Discussion and Possible Action on Options Related to Expanded Program Opportunities and Priorities Mr. Mata and Ms.Strader discussed with the board some of the inquiries received regarding potential grant ideas.</p>	
<p>15. Discussion and Possible Action on Revisions to the Unsolicited Proposals Criteria and Guidelines Ms. Strader opened the discussion of the unsolicited proposals criteria to address concerns that some potential applicants may not be able to meet the 50% matching funds requirement, and that potential applicants would like to be able to apply for TSET funding in this category throughout the year rather than during a time limited period each year. Board members discussed the need for buy-in and a preference for those projects that can demonstrate the greatest leverage. Ms Strader and Mr. Mata pointed out that if TSET receives a substantial increase in proposals additional funding and additional staff may be needed.</p>	<p>Staff will work with the Program Development Committee to revise the unsolicited proposals guidelines and application instructions for the board’s consideration at the February 2012 meeting.</p>
<p>16. Discussions of TSET brand and Outreach John Kennedy stated that based on the presentation provided by Dr. Beebe, we have twice experienced a drop of a billion cigarettes. He suggests that we need to think out of the box and identify the “next big thing” to do to decrease smoking by another one billion cigarettes. The board discussed a milestone event, a brainstorming conference, reaching out to all the groups funded by or sponsored by TSET as well as other non-traditional parties. Mr.Merrick suggested that he knew of a person who could facilitate a large event such as this. The board discussed holding the event in September or October 2012, and that we might ask Dan Heath, the author of “Switch” to present, and that we might want to seek sponsors to endorse the event. Board members also discussed the naming opportunity within the Cancer Center. They prefer to use the TSET logo (without text) followed by “TSET Phase I Clinical Trials Center” inside the building and outside. They prefer to use “Oklahoma TSET Cancer Research Scholars” for the name of the scientists recruited as a result of TSET funding. Members also expressed a desire to have similar opportunities with OCASCR.</p>	<p>Staff will develop a plan for the brainstorming event, involve board members in planning and preparation, and keep the board members apprised of progress.</p> <p>Mr.Rowe and Ms. Strader will follow-up with the Cancer Center regarding the naming opportunities and a celebratory event.</p> <p>Ms.Killblane will follow-up with OCASCR regarding the potential for naming or other opportunities to bring attention to TSET’s support.</p>
<p>17. Wrap Up Mr.Rowe asked the board members to contact him with their preferences regarding committee assignments. Board members discussed the need to appoint a designee to serve as TSET’s designee to Cancer Center’s leadership board. Members expressed a need for the designee to serve a three-year term in order to build relationships.</p>	<p>Mr. Rowe appointed Ms. Killblane to serve as the board’s designee to the Cancer Center leadership board on a temporary basis. Board members will vote on this appointment at the February 2012 meeting.</p>

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18. Adjournment	Motion to adjourn made by Ms. Killblane and seconded by Dr. Nowlin. Motion passed unanimously. Bill Lissau was absent for the vote.