

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
September 17, 2012

Board of Directors Members Present: Kenneth D. Rowe, Casey Killblane, George E. Foster, O.D., Don Millican, Lisa Nowlin, D.D.S.

Board of Directors Members Absent: Jim Gebhart, Susan Walters Bizé

Staff Present: Tracey Strader, Jonás Mata, Sjonna Paulson, Dorothy Antwine, Connie Befort, Julie Bisbee, Sharon Howard, Kim McCoy, Lance Thomas, James Tyree

Guests Present: Marla Baker, Laura Beebe, PhD, Tim Berney, Arlinda Copeland, Lindsey Funk, Frank Merrick, Greta Puckett, Rebekah Rhoades, Jacquelyn Shannonhouse, Georgiana Stephens, Steve Sturges

Agenda Item and Discussion	Action and Follow-up
<p>1. Open Meeting Act Announcement and Call to Order 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. He called the meeting to order.</p> <p>Lisa Nowlin left the meeting.</p>	
<p>2. Approval of Minutes of the May 17, 2012 regular Board Meeting and retreat.</p>	<p>Motion to approve Minutes of the May 17, 2012 Regular Board Meeting made by George Foster and seconded by Casey Killblane. Motion passed unanimously.</p> <p>Don Millican abstained from voting.</p> <p>Jim Gebhart, Lisa Nowlin and Susan Walters Bizé were absent for the vote.</p> <p>Dorothy Antwine will make the minutes part of the permanent record.</p>
<p>3.a. Board of Investors Update - Update from the Board of Investors</p> <p>Georgiana Stephens, deputy chief investment officer from the State Treasurer’s Office, said TSET’s certified earnings for FY12 is \$26.8 million, which represents a 26 percent drop from FY11. She cited market volatility and net depreciation as reasons for the decrease. Stephens said the market is doing well and FY13 is expected to show improvement. Stephens also said the certified increment amount is \$8.1 million, which does not include the certified earnings of \$26.8 million, and that the Board of Investors has hired two fund managers – AEW Associates real estate fund manager and TA Associates</p>	

<p>Realty – to help further diversify the portfolio.</p> <p>Lisa Nowlin returned to the meeting.</p>	
<p>3.b. Board of Investors Update – Certification of earnings from FY 12 investments</p>	
<p>4.a. Chair’s Report – Discussion of November meetings and planning retreat</p> <p>Retreat is planned to begin Nov. 14 at the Devon Energy Tower. The meeting will start with a joint meeting in the morning, followed by a business meeting and retreat.</p>	
<p>4.b. Chair’s Report – Introduction of new board member, Don Millican</p> <p>Millican, of Broken Arrow, expressed appreciation.</p>	
<p>5.a. Director’s Report – Training Events</p> <p>Tracey Strader introduced Sharon Howard and Kim McCoy as new employees hired since last TSET board meeting.</p> <p>Strader mentioned upcoming events in packet including Southern Obesity Summit in October in Charlotte, N.C., and the Certified Healthy Oklahoma recognition luncheon on Feb. 28, 2013.</p>	
<p>5.b. Director’s Report – TSET Certified Healthy Business application</p> <p>TSET applied for Certified Healthy Business certification last year and received basic level certification. Staff are working to improve the results for this year.</p>	
<p>5.c.i. Director’s Report – Public Information and Outreach Updates – Outreach and Policy updates.</p> <p>Julie Bisbee presented on studies and legislative committee meetings on claim that smokeless tobacco is “less harmful” than smoked tobacco; she brought Oklahoman news report on that. OHIP approved policy agenda over the summer; its sole objective will be restoring local rights that allows cities to enact local smoking laws. Turning Point also will focus on that, TSET will monitor.</p>	

<p>5.c.ii. Director’s Report – Public Information and Outreach Updates – FY 2013 conference sponsorships to date.</p>	
<p>6.a. Program Implementation Committee Report – Presentation – <i>Early Evaluation Results from the Healthy Communities Incentive Grants Program</i></p> <p>Rebekah Rhoades presented on recent evaluation of the Healthy Communities Incentive Grants Program. The evaluation questions dealt with four main topics: Role of incentive grants, application process, criteria/community buy-in and motivation to achieve. Many who were surveyed said they applied to promote wellness, similar goals, to pursue funds and for the recognition the community would receive. City officials surveyed said it was clear how to qualify and the instructions were clear, also appreciated the technical assistance. Survey respondents said the grant program could improve by being more specific, highlight that all communities are welcome and raising awareness. Rhoades said the survey showed strong community buy-in, though a big difference exists between belief that it will improve health and that it would attract new business. Money motivated many to apply and the application process was positive. Many communities believe the grants and changes will impact wellness and they are motivated to achieve greater incentive levels. Through the evaluation a recommendation was made for the certified healthy program to adopt a straightforward qualification process like the Healthy Communities Incentive grants, criteria include companion definitions and examples and continue informal methods and increase targeted methods of communication, especially for rural towns.</p>	
<p>6.b. Program Implementation Committee Report – Presentation – <i>Shape Your Future Health Communication Campaign Launch</i></p> <p>Health Communications Director Sjonna Paulson said the new testimonial for Tobacco Stops With Me is coming out soon, mentioned that TSET got a “best in show” type recognition at the national tobacco conference; several states want to use our commercials. Paulson mentioned the launch of Shape Your Future campaign and the KOCO On the Road tour from Sept 10-14 that trumpeted Shape Your Future, then previewed the new Shape Your Future television commercials, about eight in all. Print and radio ads are expected in the next few weeks.</p>	

<p>6.c. Program Implementation Committee Report – Update on status of Healthy Communities and Healthy Schools Incentive Grants Programs</p> <p>Healthy Community Incentive Grant Coordinator Connie Befort and Health Schools Incentive Grant program coordinator Sharon Howard have visited 12 counties in last month and a half, averaging more than two communities per county. They have also attended the state school board association meeting to promote the Healthy Schools Incentive Grant program. Befort and Howard were also exhibiting and participating at the Oklahoma Municipal League annual conference. They planned to meet with mayors, school officials, coalition members about certified healthy business, school and community program, mentioning that schools and city governments also can apply as businesses.</p> <p>Dr. Foster left the meeting.</p>	
<p>6.d. Program Implementation Committee Report – Discussion and possible action on assignment of the Oklahoma Afterschool Network grant from the Oklahoma Institute for Child Advocacy to the Communities Foundation of Oklahoma, Inc.</p> <p>Dr. Foster returned to the meeting.</p>	<p>Program Implementation Committee made recommendation on assignment of the Oklahoma Afterschool Network grant from the Oklahoma Institute for Child Advocacy to the Communities Foundation of Oklahoma, Inc. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>6.e.i. Program Implementation Committee Report – Discussion and possible action on renewal of Communities of Excellence grantees - Tobacco Control Wave 1, Round 2</p>	<p>Program Implementation Committee made recommendation on renewal of Communities of Excellence grantees - Tobacco Control Wave 1, Round 2. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>6.e.ii. Program Implementation Committee Report – Discussion and possible action on renewal of Communities of Excellence grantees - Tobacco Control Wave 3</p> <p>Jonas Mata, director of grants and programs, addressed the board and said some minor adjustments to grantee work plans could be made as needed.</p>	<p>Program Implementation Committee made recommendation on renewal of Communities of Excellence grantees - Tobacco Control Wave 3. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>6.e.iii. Program Implementation Committee Report – Discussion and possible action</p>	<p>Program Implementation Committee made</p>

<p>on renewal of Communities of Excellence grantees - Nutrition and Fitness</p> <p>The Nutrition and Fitness grantees this month are completing their planning year (the first of their five-year plans) and are moving into implementation. Most grantees asked for more than what they received this year. Fifteen nutrition and fitness grantees so far, Mata said.</p>	<p>recommendation on renewal of Communities of Excellence grantees - Nutrition and Fitness. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p> <p>Don Millican will receive more information on the core and optional community indicators and social capital assets that grantees are working on.</p>
<p>7.a. Agency Operations Committee Report – Discussion and possible action on TSET Governance Policy to address grant assignments</p> <p>Refers to coalition moving forward with new lead agency (or contract assignment)</p>	<p>Agency Operations Committee made recommendation to approve TSET Governance Policy to address grant assignments. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>7.b.i Agency Operations Committee Report - FY 2012 Fourth Quarter Budget to Actual - Operating Budget</p>	
<p>7.b.ii Agency Operations Committee Report - FY 2012 Fourth Quarter Budget to Actual - Programs Budget</p> <p>Don Millican had questions on several budget lines.</p>	<p>Tracey Strader will email the board an updated Budget-to-Actual report.</p>
<p>7.c.i. Agency Operations Committee Report – Discussion and Possible Action on final FY 2013 Operating Budget.</p> <p>Strader told board members that money was used to replace computers that were stolen, remove some funding from CX budget, and budget includes money for two interns. The TSET Budget is \$1.283 million for FY13, originally was \$997,000 in FY12 but the preliminary was revised to \$1.1 million in May due to more personnel.</p>	<p>Agency Operations Committee made recommendation to approve final FY 2013 budget. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>7.c.ii. Agency Operations Committee Report – Discussion and Possible Action on final FY 2013 Programs Budget</p>	
<p>8.a-b. Proposed Executive Session to consider items from the Program Development Committee - a. Review and Discussion of proposals for the Communities of Excellence in</p>	<p>Motion to move into Executive Session to discuss a.) proposals for the Communities of Excellence in Tobacco Control Program (Wave 2, Round 2), TSET</p>

<p>Tobacco Control Program (Wave 2, Round 2), TSET RFP #092-6, as authorized by the Open Meeting Act – 25 O.S. § 307(b)(7) and as required to preserve confidentiality under 62 O.S. 2011, § 2309(D)(4).</p> <p>b. Review and discussion of proposals for TSET Health Communications and Marketing, TSET RFP #092-8, as authorized by the Open Meeting Act – 25 O.S. § 307(b)(7) and as required to preserve confidentiality under 62 O.S. 2011, § 2309(D)(4)</p>	<p>RFP #092-6 and b.) proposals for TSET Health Communications and Marketing, TSET RFP #092-8 made by Dr. Foster and seconded by Casey Killblane. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p> <p>Motion to move out of Executive Session made by George Foster and seconded by Casey Killblane. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>9. Consideration and possible action on items from Executive Session – Dr. George Foster, Program Development Committee Chair</p>	<p>a.) Program Development Committee made recommendation to approve proposals for the Communities of Excellence in Tobacco Control Program (Wave 2, Round 2), TSET RFP #092-6 for a five year period at a total of \$996,091 for grant year 1. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p> <p>b.) Program Development Committee made recommendation to approve Vendor A for Comprehensive Social Marketing and Media Services, TSET RFP #092-8. Motion Passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
<p>10. 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)] Ken Rowe called for new business. There was no new business</p>	
<p>11. Public Comment Ken Rowe called for public comment. There was no public comment.</p>	
<p>12. Adjournment</p>	<p>Motion made to adjourn made by Casey Killblane and</p>

	<p>seconded by Dr. Nowlin. Motion passed unanimously.</p> <p>Jim Gebhart and Susan Walters Bizé were absent for the vote.</p>
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