Oklahoma Tobacco Settlement Endowment Trust Board of Directors

Minutes

May 9, 2013

Board of Directors Members Present: Casey Killblane, Kenneth D. Rowe, Susan Walters Bizé, George E. Foster, O.D., Jim Gebhart,

Lisa Nowlin, D.D.S.; Don Millican

Board of Directors Members Absent: None.

Staff Present: Tracey Strader, Dorothy Antwine, Julie Bisbee, Jonás Mata, Sjonna Paulson, James Tyree

Guests Present: Curtis Knoles, M.D., Bill Lissau, D. Robert McCaffree, Sherian Kerlin, Julie Cox-Kain, Jan Preslar, Marla Baker, Stephen Gillaspy.

Agenda Item and Discussion	Action and Follow-up
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. Killblane called the meeting to order at 10:02 a.m.	
2. Approval of Minutes of the February 20, 2013 Regular Board Meeting 3.a. Board of Investors update – Update from the Board of Investors; 3.b. Status of FY	Motion to approve Minutes of the February 20, 2013 Regular Board Meeting made by Bizé and seconded by Gebhart. Motion passed unanimously. (Kenneth Rowe was not present.) Dorothy Antwine will make the minutes part of the permanent record.
2013 payments and earnings; 3.c. FY 2014 contract for staff support Sherian Kerlin reported that the portfolio balance is just over \$835 million, including this year's deposits of just over \$85 million. Kerlin described how the board of investors would define earnings for the purpose of calculating the 5% amount, per the settlement agreement between the sister boards. Previously certified but unspent earnings would not be included in the 5% calculation; however the uncertified reserve would be included. Kerlin also reported that the contract with Finley and Cook is ending, and the Board of Investors is in the RFP process to hire auditors. The Treasurer's Office has hired a Chief Investment Officer and she will be working with the TSET fund and Board of Investors. Executive Director Strader asked Kerlin to clarify that the Board will have two certifications, one in August and one in November. The second certification comes after the annual audit is completed, and may include some earnings from the uncertified reserve, as needed.	
Kenneth Rowe arrives.	

Agenda Item and Discussion	Action and Follow-up
4.a. Chair's Report – Introduction of incoming board member, Curtis Knoles, M.D. Killblane introduces Dr. Curtis Knoles, who will succeed Susan Walters Bizé as the State Auditor and Inspector's appointee. Knoles is a pediatric emergency physician at Children's Hospital. He will join the board effective July 1 and his first meeting will be in September.	
4.b. Chair's Report – Recognition of outgoing board member, Susan Walters Bizé Bizé is the last remaining founding member of the board. Killblane lauded her expertise, and commitment; she "kept us on task and focused she will be sorely missed." Killblane presented Bizé with a TSET glass trophy in appreciation. Dr. Robert McCaffree also gave comments about serving on the board with Bizé while he served as the board's founding chair. She was precise with law and financial backgrounds. Reminded the Board about exact implications of the board's actions and committed to assuring that programs funded were well within the constitutional mission. Strader presented a gavel to Bizé. Susan thanked everyone she worked with over the past 13 years and is pleased to see the results over the years. Complimented Strader for her guidance in the agency's growth.	
4.c. Chair's Report – Recognition of W.R. "Bill" Lissau, former TSET Board Member Killblane and Strader presented Bill Lissau with his award of appreciation for his service as the Treasurer's appointee. Lissau expressed his love and appreciation for the board.	
4.d. Chair's Report – Recognition of Georgiana Stephens, former Deputy Chief Investment Officer, Office of the State Treasurer Georgiana Stephens was unable to attend the meeting to receive a plaque of appreciation of her services to the board while working with the State Treasurer's Office.	
4.e. Chair's Report – Recognition of Riley Shaull, former Chief Operations Officer, Agency Business Services, Oklahoma Office of Management and Enterprise Services Riley Shaull was unable to attend the meeting to receive a plaque of appreciation of his services to the board while working with the Office of Management and Enterprise Services. Strader spoke highly of Shaull and Stephens and their work in service to TSET.	
4.f. Chair's Report – Review of remaining board meeting dates for 2013 Board meeting is coming up in September; retreat and board meetings in Dec. 3-4. Killblane suggested the idea of meeting once or twice more per year, beyond quarterly, because once in 3 or 4 months can be a long interim and so much business must be packed into each meeting. Board members discussed that those who have to drive several hours to a meeting would prefer	

Agenda Item and Discussion	Action and Follow-up
to have longer, less frequent meetings. Those who have less drive time would prefer to have shorter, perhaps more frequent meetings. Strader suggested that perhaps having additional committee meetings between quarterly board meetings, would be an intermittent step. Killblane said she would consider the input and address the issue again, when the board establishes regular meetings for 2014.	
4.g. Chair's Report – Status of Ethics Commission reports Killblane stated that all Ethics Commission forms were submitted as required.	
4.h. Chair's Report – Discussion and possible action on the updated strategic plan	Motion to approve updated strategic plan, with Don Millican's suggested terminology clarification on tobacco consumption, made by Jim Gebhart and seconded by Rowe. Motion passed unanimously.
5.a. Director's Report - Employee recognition for Public Service Recognition Week Killblane presented a certificate to Strader. Certificates were also prepared for TSET staff and Strader will distribute those during an upcoming staff meeting.	
5.b. Director's Report – Presentation, TSET and OSDH Strategic Alliance and Integrated Work Plan for Tobacco, Physical Activity, Nutrition, and Obesity Strader delivers a slide presentation on the working partnership between TSET and the Oklahoma State Department of Health, Center for the Advancement of Wellness, on the shared strategic goals in tobacco control, nutrition and physical activity, and obesity. Provided a description of the roles both TSET and the Center play, with TSET serving as a grantmaker and grants manager, and the Center serving as content experts providing technical assistance, training, and coordination related to the program areas. Strader described that TSET had previously outsourced the grants management functions to the Center, but it was time for TSET to assume that responsibility to more fully embrace TSET's distinctive competence as grantmakers, now that the agency is over ten years old and has grown from an annual budget of less than \$1 million to nearly \$40 million.	
Gebhart commented on possible need to add staff to meet TSET's growing and changing tasks and needs, while seeing the need to remain good financial stewards and not expand too quickly. Killblane suggested looking at other funders to compare their staffing numbers, tasks and missions with that of TSET. Millican asked about how much time Center staff spends on grant management if TSET is to take that over, and would the change result in a reduction of funding to the Center. He also asked Strader how we will go forward with community grants – low time and management that requires fewer people and resources, or higher involvement in the communities and outcomes. Strader said she did not envision a reduction in the Center's	

Agenda Item and Discussion	Action and Follow-up
budget, primarily because there is a need for strong content expertise in various sectors such as	
businesses, schools, communities, faith-based organizations, and a variety of populations, each	
requiring talking points, tool kits, training, and technical assistance. These areas have suffered	
as Center staff have been focused on grants management. Strader said that a combination of	
low-intensity and high-intensity grants would be expected, given the diversity of the board's	
strategic priorities. She said that as the board discussed in the November 2012 retreat,	
community-based grants will require more intense resources than other types of grants due to	
the nature of their work, the need to move the needle statewide, and the need to remain	
outcome focused. Strader then explained a wellness integrated workplan blends tobacco,	
physical activity, nutrition and obesity. It involves state and community level interventions,	
with heavy emphasis on smokefree environments, healthy food and physical activity	
throughout. Strader invited Julie Cox-Kain, Chief Operating Officer with the Oklahoma State	
Department of Health to give a few comments to clarify Center's role. George Foster asked	
Cox-Kain about any other partners beyond TSET and the Center, Cox-Kain mentioned the role	
of Turning Point at the local level, though the Center and TSET are the primary funding	
partners. In answering another question from Foster, Cox-Kain said the Center often stresses to	
others the importance of TSET in this partnership. Gebhart asked about TSET funding going to	
other entities in partnership to help. Strader remarked that both TSET and OSDH work closely	
with other stakeholders and TSET provides grants to several state agencies and statewide	
organizations in addition to the community-based work.	
5.c. Director's Report – Recent and upcoming training events	
Lisa Nowlin will attend Smokeless Tobacco. Foster spoke on Grantmakers in Health	
conference in April; said it was very beneficial. They discussed the Affordable Care Act,	
among other topics. Suggested others attend next year.	
5.d.i. Director's Report – Public Information Updates – TSET outreach survey	
Julie Bisbee spoke on the outreach survey. About 600 people were interviewed on land and	
mobile phones. Good news is that many don't have a negative perception of TSET; most	
responses were positive or they didn't know much. People in rural NE Oklahoma are very	
aware of TSET. Bisbee shared the TSET Dashboard that illustrates what the agency is and its	
impact in the state. Gebhart and other members remarked on how useful the dashboard would	
be, and how well it represented the organization in a brief and easy to understand way. Other	
projects include working with VI to renovate the TSET website to make it more up-to-date and	
user-friendly. Strader said there is a branding plan, as well. Millican suggests an annual report	
to the people will be important to get word or TSET's work out. The survey showed 79 percent	
of people either have no opinion about TSET or had never heard of it.	

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5.d.ii. Director's Report – Public Information and Outreach Updates – TSET Day at the Capitol Photos, media clippings from TSET Day at the Capitol, more than 100 were there. The next TSET Day is scheduled for April 9, 2014.	
5.d.iii. Director's Report – Public Information Updates – Policy updates Senate Bill 501 was signed, allows cities and towns to make municipal properties smokefree, including parks. House Bill 1467 combined a number of the state health department's advisory boards, will have far fewer boards. TSET executive director is specifically named in the bill to serve on one of the remaining advisory boards. SB 640 mentioned too, which mentions a possible grant application to TSET.	
5.d.iv. Director's Report – Public Information Updates – FY 2013 conference sponsorships Spent \$43,200 of the \$50,000 on sponsorships. Packet lists the 10 conferences that TSET has sponsored.	
5.d.v. Director's Report – Public Information Updates – Update on student interns Announced hiring of two interns, which will help in getting stories out that people can embrace and relate to.	
Kenneth Rowe left the meeting. 6.a. Program Implementation Committee report - Presentation - Organizational Changes within the Oklahoma Tobacco Research Center Gebhart introduced McCaffree, who spoke of the OTRC restructuring. McCaffree will work .50 time; Laura Beebe will be .20 FTE, and McCaffree introduced Stephen Gillaspy, who will be a .30 FTE co-director with Beebe. Gillaspy will lead Helpline and Tobacco Dependency Treatment Program (TDTP) operations. This will take effect July 1.	
6.b. Program Implementation Committee report - Discussion and possible action on amendment to RFP # TSET 092-3 to remove requirement for provision of video-to-video services through the Oklahoma Tobacco Helpline for the deaf and hard of hearing. Strader stated that Alere Wellbeing had made numerous good faith efforts to provide video-to-video services over the years, including an investment of over \$100,000 to train and support staff from an organization that serves the deaf and hard of hearing. Services were never promoted or used, and Alere is asking to be released from this requirement.	Program Implementation Committee recommended approval on amendment to RFP # TSET 092-3 to remove requirement for provision of video-to-video services through the Oklahoma Tobacco Helpline for the deaf and hard of hearing. Motion passed unanimously via roll call. Kenneth Rowe was not present.

Agenda Item and Discussion	Action and Follow-up
 6.c. Program Implementation Committee report - Update on FY 2013 health communications Sjonna Paulson shared recent updates with social media, Thunder "share your stories" the Sweet 16 nutrition bracket. Success of pharmacy bags with program messaging – 50,000 bags for only \$1,000. Paulson also discussed the success of a new ad campaign that uses a testimonial from a smokeless user. Since the James Capps campaign started calls to the Oklahoma Tobacco Helpline have increased from about 34 smokeless callers per week to over 120 in a week. The ad also drew more smokers to call the Helpline as well. Governor's Walk will be May 15, Gov. Fallin and others will wear the Thunder, Shape Your Future T-shirts. Marketing websites (Tobacco Stops With Me, Shape Your Future, Helpline, etc.) are moving off the ok.gov platform, which will allow them to be more user-friendly and more responsive in a competitive environment. 6.d. Program Implementation Committee report - Discussion and possible action on FY 	Program Implementation Committee recommended
2014 health communications plans and recommended budget	approval on FY 2014 health communications plans and recommended budget of \$8 million. Motion passed unanimously via roll call. Kenneth Rowe not present.
6.e.i.1. Program Implementation Committee report - Discussion and possible action on renewal of program grants and contracts for FY 14 - Communities of Excellence in Tobacco Control - Wave I 6.e.i.2 Discussion and possible action on renewal of program grants and contracts for FY 14 - Communities of Excellence in Tobacco Control - Wave II 6.e.i.3 Discussion and possible action on renewal of program grants and contracts for FY 14 - Communities of Excellence in Tobacco Control - Wave III 6.e.ii Communities of Excellence in Physical Activity and Nutrition Strader advised the board that the amounts are "not-to-exceed" amounts (totaling \$9,702,500) for all three waves plus nutrition and physical activity, so the actual funding will be finalized with the Program Implementation Committee prior to July 1, 2013	Program Implementation Committee recommended approval on renewal of Communities of Excellence in Tobacco Control – - Wave I - Wave II - Wave III. - Communities of Excellence in Physical Activity and Nutrition. Motion passed unanimously, via roll call. Kenneth Rowe was not present. Program Implementation committee will report on the final figures for each grantee at the September 2013 meeting

Agenda Item and Discussion	Action and Fo
6.e.iii.1. Program Implementation Committee report - Research and grants - Oklahoma	Program Imple
Center for Adult Stem Cell Research – Oklahoma Medical Research Foundation	approval on re
6.e.iii.2 Research and grants - TSET Cancer Research Program – Peggy and Charles	- Oklah

6.e.iii.3. - Research and grants - Oklahoma Tobacco Research Center - Peggy and Charles Stephenson Cancer Center, for research and program evaluation

Grants for all three research grants total \$8.8 million.

Stephenson Cancer Center

6.e.iv. Program Implementation Committee report - Oklahoma Tobacco Helpline services - Alere Wellbeing, Inc.

- 6.e.v.1. Unsolicited proposals Oklahoma Child Care Association for wellness initiatives in three star child care facilities
- 6.e.v.2. Unsolicited proposals Communities Foundation of Oklahoma, Oklahoma Afterschool Network (OKAN) – for development of after school standards
- 6.e.v.3. Unsolicited proposals Oklahoma State University Dining Services improved nutrition, menu labeling, and student involvement
- 6.e.v.4. Unsolicited proposals Physician Manpower Training Commission for physician recruitment to rural and underserved areas
- 6.e.vi.1.- Program Support Tobacco and Physical Activity and Nutrition promotion and program support - Oklahoma Health Care Authority
- 6.e.vi.2. Program Support Tobacco Control and Physical Activity and Nutrition State Program Office - Oklahoma State Dept. of Health, Center for the Advancement of Wellness
- 6.e.vi.3. Program Support Physical Activity and Nutrition community grants evaluation - Oklahoma State University, Division of Nutrition Sciences
- 6.e.vii.1. Health Communications Initiatives Marketing Services VI Marketing and Branding, Inc.
- 6.e.vii.2. Health Communications Initiatives Web Site Services Ok.gov
- 6.e.vii.3. Health Communications Initiatives Graphic Design Shauna Schroder

Gebhart asked that items 6.e.iv – 6.e.vii.3 be combined and approved in a slate. Killblane asked if there was an item that anyone wanted to be taken out and discussed. No board member expressed a desire to discuss a specific item under 6.e.iv – 6.e.vii.3.

Follow-up

plementation Committee recommended renewal of all Research and Grants –

- homa Center for Adult Stem Cell Research (Oklahoma Medical Research Foundation)
- TSET Cancer Research Program (Peggy and Charles Stephenson Cancer Center)
- Oklahoma Tobacco Research Center (Peggy and Charles Stephenson Cancer Center).

Motion passed unanimously, via roll call. Kenneth Rowe was not present.

Program Implementation Committee recommended approval on renewal of all of the following items:

- Oklahoma Tobacco Helpline services with Alere Wellbeing, Inc.

Unsolicited Proposals –

- Oklahoma Child Care Association (for wellness initiatives in three star child care facilities)
- Communities Foundation of Oklahoma, Oklahoma Afterschool Network (OKAN) (for development of after school standards)
- Oklahoma State University Dining Services (improved nutrition, menu labeling, and student involvement)
- Physician Manpower Training Commission (for physician recruitment to rural and undeserved areas).

Program Support –

- Oklahoma Health Care Authority (tobacco and physical activity and nutrition promotion and program support)
- Oklahoma State Dept. of Health, Center for the Advancement of Wellness (tobacco control and physical activity and nutrition state program office)
- Oklahoma State University, Division of Nutrition Sciences (physical activity and nutrition community grants evaluation).

Agenda Item and Discussion	Action and Follow-up
	Health Communications Initiatives – - VI Marketing and Branding Inc. (marketing services) - Ok.gov (website services) - Shauna Schroder (graphic design) Motion passed unanimously, via roll call. Kenneth Rowe was not present.
6.f.i. Program Implementation Committee report - Discussion and possible action on renewal of program contracts from other agencies - Oklahoma State Dept. of Health – Healthy Communities and Healthy Schools Incentive Grants programs 6.f.ii Discussion and possible action on renewal of program contracts from other agencies - Oklahoma Health Care Authority – health communications for SoonerCare and Insure Oklahoma members 6.f.iii Discussion and possible action on renewal of program contracts from other agencies - Oklahoma Health Care Authority – cost-share for Oklahoma Tobacco Helpline services for SoonerCare and Insure Oklahoma members 6.f.iv. Discussion and possible action on renewal of program contracts from other agencies - Oklahoma Employees Group Insurance Division, Oklahoma Management and Enterprise Services – cost-share for Oklahoma Tobacco Helpline Services for HealthChoice members. 6.f.v Discussion and possible action on renewal of program contracts from other agencies - Oklahoma State Dept. of Health – cost-share for Oklahoma Tobacco Helpline Services Gebhart suggested that all items 6.f.i – 6.f.v be combined and voted on as a slate. Killblane asks if any board member would like to discuss a specific item under 6.f.i – 6.f.v. No board member indicated a desire to discuss a specific item.	Program Implementation Committee recommended approval on all renewal of program contracts from other agencies — - Oklahoma State Dept. of Health (Healthy Communities and Healthy Schools Incentive Grants program) - Oklahoma Health Care Authority (health communications for SoonerCare and Insure Oklahoma members) - Oklahoma Health Care Authority (cost-share for Oklahoma Tobacco Helpline services for SoonerCare and Insure Oklahoma members) - Oklahoma Employees Group Insurance Division, Oklahoma Management and Enterprise Services (cost-share for Oklahoma Tobacco Helpline Services for HealthChoice members) - Oklahoma State Dept. of Health (cost-share for Oklahoma Tobacco Helpline Services). Motion passed unanimously, via roll call. Kenneth Rowe was not present.
7.a. Agency Operations Committee report - Discussion and possible action on a Business Analyst staff position	Agency Operations Committee recommended approval of Business Analyst staff position. Motion passed unanimously, via roll call. Kenneth
	Rowe was not present.

Agenda Item and Discussion	Action and Follow-up
7.b. Agency Operations Committee report - Update on grants management software and	
recommended FY 2014 budget	
George Foster provided an update that grants management software coming online is getting	
closer. Strader said she had a demonstration of the software and was impressed by how user-	
friendly it is. The software was also tested with grantees and one cohort of grantees (CX Wave 2) is already using it.	
2) is already using it.	
7.c. Agency Operations Committee report - FY 2013 budget revision to increase the	Agency Operations Committee recommended FY 2013
budget for the Oklahoma Tobacco Helpline, program consultation, and Health Care	budget revision.
Authority reimbursements, and decrease the budgets for incentive grants, and a youth	
program in physical activity and nutrition.	Motion passed unanimously, via roll call. Kenneth
	Rowe was not present.
7.d. Agency Operations Committee report - Discussion and possible action on office space	Motion directing staff to move forward on pursuing
renovation or expansion The space would cost shout \$20,000 per years board approval would only allow TSET to begin	office space renovation or expansion. George Foster made the motion. Gebhart seconded.
The space would cost about \$30,000 per year; board approval would only allow TSET to begin the OMES state government process of getting approval to get that space. Gebhart asked if the	made the motion. Geomati seconded.
building owner would be willing to put a TSET sign on the building, since TSET would be a	Motion passed unanimously. Kenneth Rowe was not
majority tenant in the building.	present.
7.e.i. Agency Operations Committee report - FY 2013 Third Quarter Budget to Actual -	Foster said operating and programs budgets are on
Operating Budget	track, just submitted as information items.
7.e.ii FY 2013 Third Quarter Budget to Actual - Programs Budget	
Strader said evaluation of the Healthy Community and Healthy Schools evaluation would be	
included in the Tobacco Control evaluation, and they are spending at a good rate and are on	
track. It will be tracked separately going forward.	
7.f.i. Agency Operations Committee report - Discussion and possible action on FY 2014	Agency Operations Committee recommended approval
budget - Operating Budget	of FY 2014 Operating and Program Budgets.
7.f.ii Discussion and possible action on FY 2014 budget - Programs Budget	orr 1 2011 operating and 110gram 2 dogetor
Foster presented a budget that included a \$1.7 million operating budget and a \$39.5 million	Motion passed unanimously, via roll call. Kenneth
program budget for an overall budget of \$40.8 million. Killblane said the budget is based on	Rowe was not present.
earnings projections from the Tobacco Settlement Endowment Fund. Earnings will be certified	-
in August. Total TSET funds are \$37.6 million. Strader said the \$37 million is less than what	
earnings projections will be when earnings are certified in August.	
7.g. Agency Operations Committee report - Discussion and possible action on final	Agency Operations Committee recommended approval
Allocation of Earnings and Reserve Fund Policy	of final Allocation of Earnings and Reserve Fund
Board takes a brief recess and returns, making the motion to go into Executive Session.	Policy. Motion passed unanimously, via roll call.
	Kenneth Rowe was not present.

Agenda Item and Discussion	Action and Follow-up
8.a.i. Program Development Committee report - Proposed Executive Session - Review	Motion made to move in to Executive Session to review
and discussion of Healthy Communities Incentive Grant applications, as authorized by the Open Meeting Act – 25 O.S. \S 307(b)(7) and as required to preserve confidentiality under 62 O.S. 2011, \S 2309(D)(4). 8.a.ii Proposed Executive Session - Review and discussion of Healthy Schools Incentive Grant applications, as authorized by the Open Meeting Act – 25 O.S. \S 307(b)(7) and as required to preserve confidentiality under 62 O.S. 2011, \S 2309(D)(4). 8.a.iii Proposed Executive Session - Review and discussion of Unsolicited Proposals, as authorized by the Open Meeting Act – 25 O.S. \S 307(b)(7) and as required to preserve confidentiality under 62 O.S. 2011, \S 2309(D)(4).	 and discuss Healthy Communities Incentive Grant applications Healthy Schools Incentive Grant applications Unsolicited Proposals Motion made by Jim Gebhart and seconded by Susan Bizé. Motion passed unanimously. Kenneth Rowe was not present.
 9. Consideration and possible action on items from Executive Session Healthy Communities Incentive Grant applications Healthy Schools Incentive Grant applications Unsolicited Proposals 	Motion passed to move out of Executive Session made by Jim Gebhart and seconded by Don Millican. Motion passed unanimously. Kenneth Rowe was not present. Motion made to approve Executive Session items reviewed and discussed - Healthy Communities Incentive Grant applications. Motion passed unanimously. Kenneth Rowe was not present. Motion made to approve Executive Session items reviewed and discussed - Healthy Schools Incentive Grant applications Motion passed unanimously. Kenneth Rowe was not present. Motion made to approve Executive Session items reviewed and discussed - Unsolicited Proposals Motion passed unanimously. Jim Gebhart abstained from the vote. Kenneth Rowe was not present.
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)] Killblane said there was no new business.	

TSET – Board of Directors' Meeting Minutes – May 9, 2013

Agenda Item and Discussion	Action and Follow-up
11. Public Comment	
Killblane asked if there was public comment. There was no public comment.	
12. Adjournment	Motion to adjourn made by Bizé and seconded by
	Foster. Motion passed unanimously. Kenneth Rowe
	was not present.