

**Oklahoma Tobacco Settlement Endowment Trust**  
**Board of Directors Meeting Minutes**  
 May 15, 2014

9:00 – 11:00 a.m.  
 Oklahoma Medical Research Foundation

**Board of Directors Members Present:** Casey Killblane, George E. Foster, O.D., Jim Gebhart, Curtis Knoles, M.D., Lisa Nowlin, D.D.S, Don Millican

**Board of Directors Members Absent:** Ken Rowe

**Staff Present:** Tracey Strader, Dorothy Antwine, Julie Bisbee, Jonás Mata, Sjonna Paulson; Janet Love, Elyse Maxwell, Kimberly McCoy

**Guests Present:** Frank Merrick, president, Foundation Management; Beth Armstrong, Lindsey Funk, Laura Thompson, Robbie Repola, Matt Lowery, Visual Image

Agenda Item and Discussion	Action and Follow-up
<b>1. Open Meeting Act Announcement and Call to Order</b>	
TSET Board of Directors Chairman Casey Killblane called the meeting to order at 9:04 a.m.	Casey Killblane announced 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.
<b>2. Approval of minutes of the February 27, 2014 Regular Board Meeting</b>	
Killblane asks if there are any changes needed for the meeting minutes. There are none.	Motion to approve February 27, 2014 regular board meeting minutes made by Foster and seconded by Millican. Motion passed unanimously. (Rowe and Gebhart were absent.)
<b>3. Chair's Report</b>	
<b>3.a Review of remaining 2014 board meeting dates</b> Killblane directed members to the list of remaining board and committee meeting dates in the board packet. Nowlin requested a 12:00 p.m. time slot for the program development committee calls.	Board secretary will assure that calls are scheduled for the best efficiency of board members' time.
<b>3.b Discussion and preparation for board retreat</b> Strader announced that the TSET board retreat was confirmed for Sep 11-12 at the Chickasaw Conference and Retreat Center. Merrick addressed the board with agenda options for the upcoming retreat and strongly suggested that the board members address the TSET strategic plan with a focus on successes, failures and future possibilities. Killblane suggested convening a special board meeting to conduct business prior to the retreat. Strader also suggested scheduling a time-limited board meeting to address only agenda items that require a vote prior to moving into a strategic planning session at the retreat. (Gebhart arrives.)	Board members will send potential retreat agenda items to Strader and Merrick.

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<p><b>3.c Update on possible joint meeting with Board of Investors</b>                      Strader and Lisa Murray, Board of Investors Chief Investment Officer, discussed relevant topics for a joint board meeting. TSET board members may need to consider moving the November meeting date or schedule a special meeting date for a joint meeting.</p>	Strader will continue joint meeting planning discussions with Murray.
<p><b>3.d Status of Ethnic Commission reports</b>                      All board member reports have been submitted.</p>	Task complete.
<b>4. Director's Report</b>	
<p><b>4.a Introduction of new TSET staff</b>                      Strader introduced four new program officers -- Jessica Davis, LeaAnn Williams, Lisa Taylor, and Samuel McClendon.                      Strader also announced that Killblane was re-appointed by her appointing authority, the State Superintendent of Education, for another 7-year term.</p>	
<p><b>4.b Discussion and possible action on updated measures for the TSET strategic plan</b>                      Bisbee shared that she had worked with OSDH and research grantees to establish methods for updating the strategic plan.</p>	A final draft of TSET Strategic Plan updates will be presented at the Board Retreat.
<p><b>4.c Recent and upcoming training events</b>                      Strader directed members to the list of training events in the board packet. The board also discussed the Academy of State Goals town hall.</p>	Send board members the application for participation at the Academy of State Goals town hall.
<b>5. Public Information and Outreach Committee Report</b>	
<p><b>5.a Updates from the Public Information and Outreach Officer</b></p> <p><b>i. TSET Day at the Capitol</b> – Bisbee reported that 130 registered grantees (community, research &amp; unsolicited) attended the event, there were good connections created, and increased legislator interaction. Each lawmaker received a copy of the TSET dashboard and relative county profiles.</p> <p><b>ii. TSET Annual Report</b> – Bisbee reported that the FY2013 TSET Annual Report was released on the TSET website. It report featured the research scholars and OTRC, with a spotlight on the 3:1 leverage on research. Each board member received a copy of the annual report on CD.</p> <p><b>iii. TSET Organizational Chart</b> – Bisbee shared an overview of the organizational chart.</p> <p><b>iv. TSET History Project</b> – Steve Sturgis, Creative Director, VI Marketing and Branding showed an early video cut of the project. Eleven interviews have been completed.</p> <p><b>v. FY 14 Conference sponsorships</b> – \$61,100 total amount awarded to conference sponsorships in FY 14. Most recent award was to the Oklahoma Academy of Family Physicians for their Scientific Assembly event.</p>	<p>ii. The annual report will be posted on the TSET website, and distributed to the Governor, Speaker of the House, and President Pro Tempore of the Senate, as required by law.</p> <p>iv. Additional interviews are in development with founding board members and key stakeholders.</p>
<p><b>5.b Public Outreach Plan update</b> – Bisbee listed several media and public relations events that were held</p>	

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or are scheduled, including the TSET board member social media and spokesperson trainings, the CX Western Oklahoma Legislative Brunch and editorial meeting with the Clinton Daily News, KAUT interview on the FitnessGram grant, and TSET earnings payment press release. Millican commented that the work is great and we should see compounding effects over time.	
<b>6. Program Development Committee Report</b>	
<b>6.a Update on disaster relief funding</b> – Merrick updated the board on the status of disaster relief funding needs. He spoke with Debby Hampton at United Way who expressed great appreciation for the offer of funds to address health issues resulting from 2013 tornado disasters. Hampton said they have sufficient funding to address any physical or mental health needs. Gebhart, who serves as a United Way board member, confirmed their appreciation for the TSET offer.	
<b>6.b Updates from the Director of Programs</b>	
<b>6.b.i Wellness Initiative update</b> – Mata reported that he convened two Wellness Initiative work groups to develop the program framework. Groups reviewed the best and promising practices for integrating tobacco control and physical activity and nutrition. Mata also announced that TSET is working with national health promotion experts, Lawrence Green and Steven Schroeder.	
<b>6.b.ii Healthy Communities and Healthy Schools Incentives Grants</b> – Mata reported that no new Healthy Community applications were received during the current quarter. Program staff conducted outreach interviews with a variety of cities to promote the incentives and determine if cities have any concerns. Regarding Healthy Schools, there were five completed applications recommended for funding. Grant recipients have been investing their funds in items such as health curriculum, emergency and athletic equipment.	
<b>6.b.iii School-Based Health Education Environmental Scan</b> – Strader and Merrick met with Steve Crawford and Lela Odom, state education stakeholders, to provide an orientation of school-based health initiatives currently being funded by TSET and/or OSDH and discuss the need for a School-Based Health Education Environmental Scan. Due to the unavailability of the previously identified evaluators, Crawford and Odom recommended the services of the Oklahoma Technical Assistance Center, under the direction of Kathy McKean. An introductory meeting was held and proposal is forth coming.	
<b>7. Program Implementation Committee Report</b>	
<b>7.a Update on Center for the Advancement of Wellness</b> – Julie Cox-Kain, OSDH Chief Operating Officer, expressed her agency’s commitment to the Wellness Initiative and provided an update on the organizational transitions taking place in the Center. They are currently working with an external consultant and are committed to establishing a world-class technical assistance center. Additionally, Cox-Kain assured the board that they welcome the TSET support for consultants to help with program design	Send the board members the list of Community Chat events – dates and locations.

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<p>and helping to enhance the Center’s capacity. TSET currently provides OSDH \$1.1 million for program support. In addition to TSET funds, OSDH allocated federal funds to support the Center, maintaining a focus on supporting TSET grants with expert technical assistance and consultation services. While the Center has suffered up to a 32 percent vacancy rate, they are now at 5 percent. Staffing positions will be filled by June. She is personally committed to refilling current management staff vacancies, Center Director, Tobacco Control and Physical Activity and Nutrition managers. Foster thanked Cox-Kain, Dr. Cline and the State Board of Health for their attendance at a planning event in Tahlequah and asked what could be done to support the County Health Depts. (CHDs) that do not receive TSET funding. Cox-Kain said that each county will develop a Health Improvement Plan and will go through the accreditation process. CHDs have several possibilities for resources including the TSET Incentive Grants and the upcoming Wellness initiative. There are currently 80 community-based public health coalitions and providing infrastructure to coalitions is always helpful. Outcomes-based community work cannot advance without coalition support. Turning Point is currently undergoing business planning. OSDH leadership is currently conducting community chats and plans on publishing the results in January 2015.</p>	
<p><b>7.b.i Discussion and possible action on pursuing agreements with additional consultants for the community-based Wellness Initiative</b> – Mata presented the need to pursue additional expert consultants to assist with program design for the Wellness Initiative. He said that TSET is in discussions with a consulting group to assist both TSET and OSDH in building capacity and developing tools for grantees. Following a planning call May 21, the consultants will provide a proposal and budget estimates up to \$200,000. Program Implementation Committee requested that board authorize the Program Implementation Committee to make final contract decisions and recommendations in procuring services.</p>	<p>Program Implementation Committee requested board authorization to make final contract decisions for additional expert consultants for the community-based Wellness Initiative. Recommendation passed unanimously. (Rowe was absent).</p> <p>Send the consultant’s URL to board members.</p>
<p><b>7.b.ii Discussion and possible action on pursuing an agreement with a contract to develop an online training and peer learning system for the Public Health Academy of Oklahoma</b> – Mata presented that the purpose of the agreement is to establish a shared learning management system application for the tri-agency collaborative (TSET, OSDH &amp; Oklahoma Department of Mental Health and Substance Abuse Services) delivering training materials, managing curriculum, and tracking training performance evaluations for community-based public health professionals and volunteers. The LMS (Learning Management System) will be designed to launch with the Wellness Initiative. Program Implementation Committee requested that the board authorize staff to work with the Program Implementation Committee to advance and approve final contract(s) for service. Budget estimates of approximately \$680,000 are provided in the Proposed FY 2015 budget. Mata said that prior to finalizing the agreements, staff will determine the levels of cost-sharing among the partners, and TSET’s share may be reduced. Mata said that</p>	<p>Program Implementation Committee requested board authorization to work with TSET staff to advance and approval contract(s) up to \$680,000 to develop an online training and peer learning systems for the Public Health Academy of Oklahoma (PHAO). Recommendation passed unanimously. (Rowe was absent).</p>

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<p>following a demonstration of LMS components, he was excited about the system and was encouraged that it was worth pursuing. Gebhart confirmed that an LMS is a good resource for providing better stewardship on training investments. Strader mentioned that the recommendation for the LMS follows the alignment of community based efforts from among the three agencies, which is intended to improve efficiencies and reduce the burden of multiple public health initiatives. External consultants, too, are interested in the work that Oklahoma is doing with the tri-agency partnership. Foster commented that in rural areas, when an employee leaves a program, it would be beneficial to have access to online training resources to build capacity in new staff. The PHAO LMS would be a comprehensive, multi-component training system that includes but is not limited to an online, interactive and measurable training center and learning community for peer-to-peer mentoring and resource sharing.</p>	
<p><b>7.b.iii FitnessGram progress and budget revision</b> – Mata reported that the project is making major progress, with only 37 schools needed to meet their target of 160 participating schools. Trainings are scheduled.</p>	
<p><b>7.b.iv OK Boathouse Foundation program and contract finalization</b> – Mata said the grantee is very willing to see how they can expand their youth program services statewide and are currently work on their evaluation plan. They have been very open to TSET programming and branding ideas and are expanding their outreach to youth serving organizations.</p>	
<p><b>7.c Notification of additional funding allocation to FY 2014 Health Communications budget</b> – Mata reported that, as requested by the board during the February meeting, the Program Development Committee met and approved recommendations to allocate \$950,000 to the FY14 Health Communication budget to increase Helpline call volume through increased media exposure. New budget resources will be used for new ad production – focusing on Helpline coaches, testimonials from successful quitters, and additional media products for the Shape Your Future campaign.</p>	
<p><b>7.d FY 2014 Health Communications update</b> – Paulson provided an overview of media products and events. New products included, but are not limited to, St. Patrick’s Day ad, regional Lawton mall advertising, Spanish language ads for Plaza Mayor, OKC, SFY summer challenge ads, social media. Paulson also provided a list of recent OKC Addy and American Marketing Association awards given to TSET. Paulson shared that a joint meeting with OSDH was held with VI Marketing and Branding for campaign concept presentations. Four out of five concepts moved forward for online testing, plans to start production this summer.</p> <p>Paulson said they plan to revise and move the Tobacco Stops With Me (TSWM) website off of the ok.gov website so TSET can update the content in a timely manner. Plans are to complete the move from late</p>	

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<p>fall/early winter. Media campaign evaluations are under the oversight of Dr. Laura Beebe, OTRC. There is currently a cross-sectional survey in the field as well as media tracking. The survey, which will be repeated each year focuses on measuring meaningful change in attitudes/behaviors, while the media tracking system measures exposure levels and processes. In wrapping up, Paulson invited members to the upcoming Governor’s Walk, May 21 at 12:30pm on the North side of the Capitol.</p>	
<p><b>7.e. Discussion and possible action on FY 2015 health communication plans and recommended budget --</b> See Item #7.c above.</p>	<p>Program Development Committee recommended allocating \$950,000 to the FY14 Health Communication budget to increase Helpline call volume through increased media exposure. New budget resources will be used for new ad production – focusing on Helpline coaches, testimonials from successful quitters, and additional media products for the Shape Your Future campaign. The Committee recommended funding the FY2015 slate of program grants and contract renewals. Recommendation passed unanimously. (Rowe was absent).</p>
<p><b>7.f Discussion and possible action on renewal of program grants and contracts for FY 2015 –</b> See board packet for slate of program grant renewals and contracts.                      Approved slate included the following grants and contracts:</p> <ul style="list-style-type: none"> <li>• Stephenson Cancer Center                         <ol style="list-style-type: none"> <li>1. Oklahoma Tobacco Research Center – addition of staff and scientist recruitment</li> <li>2. Tobacco Cancer Research Program – Oklahoma Center for Adult Stem Cell Research</li> </ol> </li> <li>• Communities of Excellence                         <ol style="list-style-type: none"> <li>1. Tobacco Control, Wave II                                 <ol style="list-style-type: none"> <li>1. Bryan CHD</li> <li>2. Great Plains Youth and Family Services</li> <li>3. Kingfisher CHD</li> <li>4. Okmulgee CHD</li> <li>5. Southwest Oklahoma Community Action Group, Inc.</li> <li>6. Wagoner CHD</li> </ol> </li> <li>2. Tobacco Control, Wave III                                 <ol style="list-style-type: none"> <li>1. Canadian CHD</li> <li>2. Gateway to Prevention &amp; Recovery</li> <li>3. Ki Bois Community Action Foundation</li> <li>4. LeFlore County Youth Services, Inc.</li> <li>5. Norman Regional Health Systems - Grady</li> <li>6. Norman Regional Health Systems – McClain</li> <li>7. Northwest Family Services, Inc.</li> <li>8. Pontotoc CHD</li> </ol> </li> </ol> </li> </ul>	

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<p>9. Rural Health Projects, Inc.            10. Texas CHD</p> <p>3. Physical Activity &amp; Nutrition</p> <ol style="list-style-type: none"> <li>1. Bryan County Health Department (CHD)</li> <li>2. Carter CHD</li> <li>3. City of Elk City</li> <li>4. Comanche CHD</li> <li>5. Great Plains Youth and Family Services</li> <li>6. INCA Community Services</li> <li>7. Jackson CHD</li> <li>8. Johnston CHD</li> <li>9. Logan CHD</li> <li>10. McCurtain CHD</li> <li>11. Muskogee CHD</li> <li>12. Norman Regional Health Systems, Inc.</li> <li>13. Oklahoma City-County Health Dept.</li> <li>14. Okmulgee CHD</li> <li>15. Tulsa CHD</li> </ol> <ul style="list-style-type: none"> <li>• Health Systems Initiatives               <ol style="list-style-type: none"> <li>1. Oklahoma Hospital Association – Mercy support &amp; e-referral systems</li> <li>2. Oklahoma Health Care Authority – SoonerQuit Provider Engagement</li> <li>3. Oklahoma Department of Mental Health &amp; Substance Abuse Services – Training &amp; support</li> </ol> </li> <li>• Unsolicited Proposals               <ol style="list-style-type: none"> <li>1. Physician Manpower Training Commission – Physician Recruitment</li> <li>2. Oklahoma City Boathouse Foundation – Youth programming</li> <li>3. Oklahoma State Department of Health – FitnessGram</li> <li>4. Rescue Social Change – Free the Night Campaign</li> </ol> </li> <li>• Program Support &amp; Evaluation               <ol style="list-style-type: none"> <li>1. Oklahoma Health Care Authority – Program Support</li> <li>2. Oklahoma State Department of Health – Program Support</li> <li>3. Oklahoma Tobacco Research Center – PAN Community Grants Evaluation</li> <li>4. Oklahoma State University – PAN photomapping, Wellness initiative consultation</li> <li>5. Lawrence Green, Dr. Ph.- Wellness initiative consultant</li> </ol> </li> </ul>	

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<ul style="list-style-type: none"> <li>• Oklahoma Tobacco Helpline                             <ul style="list-style-type: none"> <li>1. Alere Wellbeing – helpline services</li> </ul> </li> </ul>	
<b>8. Discussion and possible action to move into Executive Session</b>	
8.a Review and discussion of unsolicited proposals, as authorized by the Open Meeting Act-25 O.S. §307(b)(7) and as required to preserve confidentiality under 62 O.S. §2309(c)(4). (p. 74)	Motion to move into Executive Session made by Knoles and seconded by Gebhart. Motion passed unanimously. (Rowe was absent).
8.b Review and discussion of unsolicited proposals, as authorized by the Open Meeting Act-25 O.S. §307(b)(7) and as required to preserve confidentiality under 62 O.S. §2309(c)(4). (p. 74)	Motion to exit Executive Session made by Nowlin and seconded by Knoles. Motion passed unanimously. (Rowe was absent).
<b>9. Consideration and possible action on items from Executive Session</b>	
Review and discussion of unsolicited proposals - Board members discussed a proposal for a teen pregnancy prevention program.	Program Development Committee did not recommend the request of a full proposal Recommendation passed by majority. Millican abstained. Rowe was absent.
Review and discussion of proposals received for the Healthy Schools Incentive grants program. Approved slate included the following Public School Districts: <ul style="list-style-type: none"> <li>1. Afton</li> <li>2. Poteau</li> <li>3. Millwood</li> <li>4. Antler</li> <li>5. Pleasant Grove</li> </ul>	Program Development Committee recommended funding the slate of five grants for the Healthy Schools Incentive Program. Recommendation passed unanimously. (Rowe was absent).
<b>10. Agency Operations Committee</b>	
10.a Discussion and possible action on TSET tobacco use policy to comply with Governor’s Executive order 2013-43.	Agency Operations Committee recommended updating the TSET No Tobacco Use Policy to comply with The Governor’s Executive Order 2013-43. Recommendation passed unanimously. (Rowe was absent).
10.b Discussion and possible action on FY 2014 Budget Revision to reflect reductions in travel, furniture, grants management application, grant review, and general operating expenses, as well as budgets for OSDH FitnessGram, disaster relief. Also includes a previously approved increase to the health communications budget.	Agency Operations Committee recommended approval of the FY2014 Budget Revision. Recommendation passed unanimously. (Rowe was absent).
10.c Discussion and possible action on renewal of agreement with the State Treasurer’s Office for staff support of the TSET Board of Investors – The current contract is funded at \$130,000, increase of \$3,000	Agency Operations Committee recommended approval of the renewal of the agreement with the

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covers additional workload and salary adjustments.	State Treasurer's Office in the amount of \$130,000. Recommendation passed unanimously. (Rowe was absent).
10.d Discussion and possible action on renewal of agreement with Agate, Inc. for grants management system development.	Agency Operations Committee recommended renewal of the agreement with Agate, Inc. for the grants management system. Renewal included in the FY2015 Budget. No action needed.
10.e Discussion and possible action on pursuit of a contact management application for grants management – The board discussed the purchase of a robust grants contact management system, for the amount of \$30,000.	Agency Operations Committee recommended pursuit of a grants contact management system. Funding included in the FY2015 Budget. No action needed.
10.f Discussion and possible action on pursuit of a board book application – OMES is convening agencies interested in utilizing a board book application. Once application is presented and demonstrated, TSET will move forward with purchase.	Agency Operations Committee recommended pursuit of a board book application in the amount of \$2,000. Funding included in the FY2015 Budget. No action needed.
10.g Office space update – The office space expansion is moving forward with a goal to have all renovations and moves complete by June 30, 2014.	
10.h FY14 Third Quarter Budget-to-Actual -- Board members were directed to two versions of the Budget-to-Actual. The additional version reflects the expenditure rates after the recently approved budget revisions.	Staff will continue to closely monitor expenditures.
10.h.i Operating Budget – Expenditures are as expected. The furniture item will be spent by the end of the fiscal year.	
10.h.ii Programs Budget – Expenditures are as expected after the budget revision approved during this meeting.	
10.i Discussion and possible action on FY 15 Operating and Programs budgets – The FY15 Operating budget reflects an increase of just under \$150,000, primarily due to new staff positions that will be on board for a full 12-months in FY15 and technology purchases needed for more efficient agency functioning. The FY15 Programs budget reflects an increase of just over \$6,000,000. Most increases are related to additional funding for new and renewed grants and contracts, as well as program consultation, health communications, and annualized expenses for unsolicited grants that began mid-FY2014.	Agency Operations Committee recommended approval of the FY15 Operating and Programs budgets. Recommendations passed unanimously.
<b>11. New Business</b> – Dr. Foster introduced his wife and invited the board members to their 50 <sup>th</sup> Anniversary celebration, which will be August 20, 2014 in Bristow.	

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<b>12. Public Comment</b> – Killblane asked if there were any comments.	
<b>13. Adjournment</b> – Seeing no new business, Killblane called for a motion to adjourn.	Motion to adjourn was made by Knoles and seconded by Gebhart. Motion passed unanimously. (Rowe was absent).