



Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Regular Meeting and Planning Retreat
May 24, 2017

Board members present: Don Millican; Bruce Benjamin; Jim Gebhart; Casey Killblane; Curtis Knoles; Ken Rowe; Michelle Stephens

TSET staff present: Julie Bisbee; Kathie Darr; Jonás Mata; Elyse Maxwell; Sharon Neal; Tessa North; Sjonna Paulson; Jennifer Treadwell; LeaAnn Williams; John Woods

Guests present: Greta Anglin, VI Marketing and Branding; Laura Beebe, OU Health Sciences Center; Tim Berney, VI Marketing and Branding; Kari Blakley, Foundation Management, Inc.; Lindsey Funk, VI Marketing and Branding; Stephen Gillaspay, OU Health Sciences Center; Martha Kulmacz, Attorney General’s Office; Frank Merrick, Foundation Management, Inc.; Rachel Merritt, VI Marketing and Branding; Lisa Murray, Oklahoma State Treasurer’s Office; Rebekah Rhoades, OU Health Sciences Center; Johnny Stephens, OSU Center for Health Sciences; Leroy Young, OSU Center for Health Sciences

Agenda Items and Discussions	Actions and Follow-Up Items
1. Open Meeting Act Announcement and Call to Order – Don Millican, Chair	
The TSET Board Chair, Don Millican, called the meeting to order at 8:00 a.m. and announced that TSET had met all Open Meeting Act requirements.	
2. Approval of Minutes of the March 28, 2017, Regular Board Meeting	
Millican asked if there were any changes to the March 28, 2017, board minutes as written. Hearing none, he called for a motion. <i>Motion:</i> Jim Gebhart <i>Second:</i> Curtis Knoles	The board voted unanimously to approve the minutes of the March 28, 2017, board meeting. (Absent: Ken Rowe)
3. Executive Director’s Report – John Woods	
<p>a. <u>Report on Oklahoma Medicaid savings attributable to smoking cessation</u> Woods referred the board to an analysis in their packet assessing the impact of TSET on reducing Medicaid expenditures noting both the cost savings and cost avoidance related to smoking cessation.</p>	
<p>b. <u>Legislative update</u> With the state legislature scheduled to adjourn by week’s end, Woods provided to the board a synopsis of the budget agreement and an update on TSET-backed initiatives. He acknowledged April’s MSA payment and confirmed the endowment’s corpus balance.</p>	Note: Provide to board post-legislative session update.
4. Carter County TSET Healthy Living Program	
Woods advised the board that the Community Children’s Shelter could no longer oversee the Carter County HLP grant for the school and community/institution sectors. He proposed that a third party assume the contract through	The board voted unanimously to approve the reassignment of the Carter County HLP grant to



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<p>the grant cycle. Following legal clarification, a motion was made to assign the contract, and accompanying responsibilities. <i>Motion:</i> Jim Gebhart <i>Second:</i> Bruce Benjamin</p>	<p>the Carter County Health Department. (Absent: Ken Rowe)</p>
<p>5. Agency Operations Committee Report – Jim Gebhart, Chair</p>	
<p>a. <u>FY 2017 operating and programs budget to actual</u> Gebhart stated that 73 percent of the operating budget and 63 percent of the programs budget had been expended as of April 30.</p>	
<p>b. <u>FY 2018 budget, discussion and possible action</u> Reminding the board of the three budget scenarios put forth at the January board meeting, Gebhart recapped the option the board had selected outlining provisions and funding reductions.</p>	<p>Upon recommendation from the Agency Operations Committee, the board voted unanimously to approve the FY 2018 budget. (Absent: Ken Rowe)</p>
<p>c. <u>ACE-HI Adair County financial review, discussion and possible action</u> Gebhart informed the board of the findings from a recent financial review of ACE-HI discussing various courses of action.</p>	<p>Ken Rowe arrived at 8:42 a.m. Upon recommendation from the Agency Operations Committee, the board voted unanimously to approve the transfer of any relevant information to the Adair County District Attorney for review.</p>
<p>6. Program Implementation Committee Report – Curtis Knoles, Chair</p>	
<p>a. <u>Contract and grant renewals</u> Knoles directed the board to their packet for a complete slate of contract and grant renewals, noting modifications to strike the grant to Community Children’s Shelter and adjust the Carter County Health Department total grant amount to \$250,000 reflecting the reassignment of the Carter County HLP grant.</p>	<p>Upon recommendation from the Program Implementation Committee, the board voted unanimously to approve all contract and grant renewals as revised.</p>
<p>b. <u>Program status updates</u> Knoles advised the board of participation trends in Fitnessgram and that an annual comprehensive report would be provided to them by June 30. He highlighted the goals of OCASCR and presented a request on behalf of the OCASCR Steering Committee to direct a portion of their research budget to help fund costs associated with the retention of qualified faculty.</p>	<p>Upon recommendation from the Program Implementation Committee, the board voted unanimously to approve the OCASCR request to use research grant money for retention efforts.</p>
<p>c. <u>Health communications updates</u> Noting that all brands were performing at goal metrics, Knoles referred the board to their packet for updates on recent presentations, recognitions and accolades. He advised of the expiration of the current media services</p>	<p>Upon recommendation from the Program Implementation Committee, the board voted unanimously to approve the release of an RFP for media services.</p>



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<p>contract and requested the release of an RFP. He also suggested the appointment of a board member to the media services RFP selection committee.</p>	<p>Upon recommendation from the Program Implementation Committee, the board voted unanimously to approve the appointment of Ken Rowe, on behalf of the Public Information Committee, to oversee the media services selection process as needed.</p>
<p>7. Public Information and Outreach Committee Report – Ken Rowe, Chair</p>	
<p>a. <u>Outreach activities</u> Referencing the meeting packet, Rowe highlighted outreach accomplishments including an update on various social media efforts.</p>	
<p>b. <u>Conference and training sponsorships</u> Rowe directed the board to their packets for a full list of sponsorships, noting that six organizations had received grants for a total of 48% of the annual budget expended.</p>	
<p>c. <u>Upcoming events</u> Rowe identified upcoming events, mentioning Woods’ representation at the 9th Biennial Childhood Obesity Conference the following week.</p>	
<p>8. Program Development Committee Report – Bruce Benjamin, Chair</p>	
<p>a. <u>Discussion and possible action on Healthy Communities Incentive Grants</u> Benjamin acknowledged the receipt of six applications for Healthy Communities Incentive Grants for a total of \$120,000, and requested approval.</p>	<p>Upon recommendation from the Program Development Committee, the board voted unanimously to approve the slate of Healthy Communities Incentive Grants.</p>
<p>b. <u>Discussion and possible action on Healthy Districts Incentive Grants</u> Benjamin acknowledged the receipt of sixteen applications for Healthy Districts Incentive Grants for a total of \$50,000, and requested approval.</p>	<p>Upon recommendation from the Program Development Committee, the board voted unanimously to approve the slate of Healthy Districts Incentive Grants.</p>
<p>c. <u>Discussion and possible action on Healthy Schools Incentive Grant</u></p>	<p>Upon recommendation from the Program Development Committee, the board voted</p>



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Benjamin acknowledged the receipt of one application for a Healthy Schools Incentive Grant for a total of \$2,500, and requested approval.	unanimously to approve the Healthy Schools Incentive Grant.
9. New Business	
No new business.	
10. Public Comment	
No public comment. The board recessed at 9:41 a.m.	
11. TSET Program Review	
See Retreat Notes	
12. Review Statewide Survey	
See Retreat Notes	
13. Board Role in Policy/Advocacy	
See Retreat Notes	
14. 2015 Strategic Plan	
See Retreat Notes	
15. Future Program Review	
See Retreat Notes	
16. ASAP – Creating deadlines for action items	
See Retreat Notes	
17. Adjournment	
<i>Motion:</i> Ken Rowe <i>Second:</i> Bruce Benjamin	The board voted unanimously to adjourn and the meeting adjourned at 3:53 p.m. (Absent: Jim Gebhart)

Tobacco Settlement Endowment Trust

Retreat Notes

May 24, 2017

I. TSET Program Review

TSET staff members provided an in depth program review for the board

Review Statewide Survey for Board

- a. John Woods reviewed the highlights of the statewide survey
- b. Survey shows that brand awareness of TSET brand is growing in recognition and brand awareness of all other programs remains consistent
- c. TSET staff has info and crosstabs available if board members would like to review the data in detail

II. Board Role in Policy/Advocacy

- a. John presented his proposal on the role that TSET should play in advocacy

III. 2015 Strategic Plan

- a. The board reviewed the current strategic framework and identified a couple of areas that need work, listed below and covered in detail in ASAP
 - i. Scorecard
 - ii. Board Development and effectiveness
 1. The board shared a desire for reading materials/facts/discussion points that they can learn and communicate with public
 2. Suggested ongoing media training
 3. Update and educate the board on the 'elevator speech' using information presented at the retreat

IV. Future Program Review

- a. At this time, the board does not need a further review of any program. The scoring matrix for programs takes top priority in the next 18 months

V. ASAP

- a. Healthy Living Program review

The board also identified a need for evaluation of the Healthy Living Program review based on the Outcomes and Implementation Strategies listed in the RFP. This review will help the board see what the outcomes of the programs are and identify grantees that may need some help

Ownership: Staff

Timeline: November 2017 board meeting