

**MINUTES OF THE REGULAR MEETING AND PLANNING RETREAT OF THE BOARD OF DIRECTORS FOR THE OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST**

September 5 – 6, 2019

Dominion House  
Estate Private Dining  
602 E College Avenue  
Guthrie, Oklahoma

**1. Open Meeting Act Announcement and Call to Order**

The TSET Board of Directors Chair, Bruce Benjamin, called the meeting to order at 10:06 a.m. and announced that TSET had met all Open Meeting Act requirements.

Members of the board present for the meeting were Bruce Benjamin, Michelle Stephens, Jack Allen, Casey Killblane, Curtis Knoles, Ken Rowe and Marshall Snipes, and there was a quorum.

TSET staff present for the meeting were Julie Bisbee, Kathie Darr, Thomas Larson, Jonás Mata, Tessa North, Sjonna Paulson and Jennifer Treadwell.

Assistant Attorney General Martha Kulmacz, General Counsel for the board, was present on September 5, 2019, for agenda items 1 through 10.

**2. Approval of Minutes**

- (a) **Killblane moved board approval of the May 23 minutes as presented. Knoles provided a second. Motion carried.**

*Aye: Benjamin, Stephens, Allen, Killblane, Knoles, Rowe, Snipes*

- (b) **Killblane moved board approval of the July 19 minutes as presented. Allen provided a second. Motion carried.**

*Aye: Stephens, Allen, Killblane, Knoles, Rowe, Snipes*  
*Abstain: Benjamin*

**3. Board of Investors' Report**

Lisa Murray, Chief Investment Officer for the Oklahoma State Treasurer's Office, was recognized to give an update from the Board of Investors. She discussed year-to-date performance of the TSET portfolio and answered board member questions relating to investment returns and procedures for the maintenance of financial records. She verified that the Board of Investors had preliminarily certified \$60,253,351 in trust earnings with final certification expected at the November BOI meeting, and stated that the TSET annual audit was underway.

**4. Chair's Report**

- (a) Benjamin introduced TSET's newly-appointed board member Jack Allen and read his bio noting credentials and relevant background experience.
- (b) Benjamin stated that Michelle Stephens had joined the Agency Operations Committee and Jack Allen would serve on the Programs Committee.

## **5. Executive Director's Report**

- (a) Bisbee provided an update on legislative activity stating that the joint House and Senate Healthcare Working Group continues to meet discussing matters related to the Health Information Exchange, social detriments of health, as well as the state's tobacco prevention and cessation infrastructure. She provided information on interim studies and their respective hearing dates, and shared that HJR 1017, the proposed ballot measure directing 90% of future Master Settlement Agreement payments to a newly-created Community and Regional Empowerment Fund, remained eligible to be heard in Senate committee for the upcoming session.
- (b) Bisbee reported that all vacant staff positions had been filled and, per board approval, she would bring on additional workforce over the next few months to fill newly-created positions including an epidemiologist, policy manager and program officer to assist with the new Healthy Living Grants program.

She stated that the office move from 3800 N Classen Blvd. to the Department of Ag building on Lincoln Blvd. was complete with the agency realizing a reduced cost in monthly rents.

- (c) Bisbee stated that since the last board meeting, she had made visits all over the state speaking to community and civic organizations, advocacy groups and the media to proactively share with the public new campaign messaging through Shape Your Future and Tobacco Stops With Me.

## **6. Agency Operations Committee Report**

Snipes presented a report from the Agency Operations Committee.

- (a) He referred the board to their packet for Budget to Actual financial reports. He stated that the FY 2019 operating and programs budgets through July 2019 were at spend rates of 88% and 82%, respectively, and reported July expenditures for FY 2020.
- (b) Snipes noted no budget revisions.
- (c) Snipes reminded the board that earnings from FY 2019 will be certified in FY 2020, at the November meeting of the Board of Investors, and available for use in FY 2021.
- (d) Snipes recognized Bisbee to discuss the 3 year rolling average and how new earnings will affect overall budgeting for FY 2021. Due to the increase in earnings over the previous fiscal year, Bisbee indicated those additional funds would be available for expenditure in FY 2021, and the TSET Board of Directors reserve would be at approximately \$68,000,000.
- (e) Snipes stated that board members could find in their packet a report outlining multi-year contractual commitments.

## **7. Programs Committee Report**

Jonás Mata, TSET's Director of Programs, was recognized.

- (a) Mata provided highlights for three of TSET's grant programs and stated that board members could find in their packet full summaries for each.

### *ChangeLab Solutions*

ChangeLab Solutions creates toolkits, policy guides, infographics and fact sheets for TSET's community programs, as well as consultation and training to grantees. ChangeLab Solutions also

provides TSET with analysis, research and policy recommendations on tobacco control, physical activity and nutrition drawn from evidence-based best practices.

*Oklahoma State Department of Health Center for Chronic Disease Prevention and Health Promotion*  
Oklahoma State Department of Health Center for Chronic Disease Prevention and Health Promotion provides consultation and training services for TSET's community and statewide grants and serves as Oklahoma's content specialists on best practices in tobacco control, physical activity and nutrition.

*University of Oklahoma College of Public Health*  
Since the launch of the Oklahoma Tobacco Helpline in 2003, The University of Oklahoma College of Public Health has served as the external evaluator for TSET's funded programs.

- (b) Mata stated that every November the performance of each Healthy Living Program grantee is assessed upon impact at the local level in promoting strong healthy living practices through policy implementation. Referring to infographic pages from board member packets, he highlighted grantee achievement and overall reach. Board members discussed investment in rural areas and metrics for targeted outcomes.

#### **8. Public Information and Outreach Committee Report**

Killblane presented a report from the Public Information and Outreach Committee.

- (a) Killblane stated that health communication brands are performing at or above plan benchmarks. She referred the board to their packet for overviews of ongoing mass media efforts through Tobacco Stops With Me, Shape Your Future and the Oklahoma Tobacco Helpline noting new campaign messaging and video testimonials.
- (b) Killblane announced the launch of the @TSETDirector Twitter account to further the reach of the TSET agenda from the perspective of Executive Director Bisbee and highlighted other outreach efforts for the TSET brand.
- (c) Killblane presented to the board for consideration two policy resolutions identifying support efforts aimed at addressing critical issues under the purview of TSET's constitutional mandate: childhood obesity, and limited access to healthy foods and active transportation.

*Support policies to curb childhood obesity*

**Stephens moved board approval of the resolution as presented. Knoles provided a second. Motion carried.**

*Aye: Benjamin, Stephens, Allen, Killblane, Knoles, Rowe, Snipes*

*Support policies to remove barriers to healthy foods and active transportation*

**Killblane moved board approval of the resolution as presented. Stephens provided a second. Motion carried.**

*Aye: Benjamin, Stephens, Allen, Killblane, Knoles, Rowe, Snipes*

- (d) Killblane referred the board to their packet for a listing of sponsorship and training grants and noted that \$17,000 of the \$35,000 budget had been expended for a 49% spend rate, and included event topics ranging from public health and physical activity to trainings on substance abuse prevention.

- (e) Killblane encouraged attendance at the Southern Obesity Summit to be held in Oklahoma City in late October and stated that a full listing of upcoming events could be found in the board packet.

**9. New Business**

No new business.

**10. Public Comment**

No public comment.

**11. Introduction of Laurie Schulte, Meeting Facilitator, The Clarion Group**

Benjamin thanked the TSET board and staff for their commitment to the organization. Stating that all board business had concluded, he welcomed all attendees to the annual planning retreat and introduced Laurie Schulte with whom he had contracted to facilitate retreat discussions.

**12. Overview Discussion of TSET Mission and Future Direction**

TSET staff presented a summary from the previous year's planning retreat and the strategic map put forth by the board in 2015 noting areas of major accomplishment. Schulte engaged board members in discussions on future vision and overall direction for the agency.

**13. Strategic Planning**

Schulte directed board members and attending staff to break into small discussion groups for a review of milestone achievements and central challenges.

Attendees returned to the group session and discussed success metrics, alignment of operational systems, and conducted a thorough evaluation of investment priorities.

**14. Recess**

Benjamin announced that the retreat would reconvene at 8:00 a.m. on Friday, September 6, 2019, and the board went into recess at 4:57 p.m.

**15. Discussion on Implementation Priorities for Future Initiatives**

Benjamin called the meeting to order at 8:07 a.m. on Friday, September 6, 2019.

Members of the board present for the meeting were Bruce Benjamin, Jack Allen, Casey Killblane, Curtis Knoles, Ken Rowe and Marshall Snipes, and there was a quorum.

TSET staff present for the meeting were Julie Bisbee, Kathie Darr, Thomas Larson, Jonás Mata, Tessa North, Sjonna Paulson and Jennifer Treadwell.

The board met in small groups for an in depth review of the strategic map and discussed modifications to the plan capturing an updated direction that reflects current environment and provides for alignment with the TSET mission.

Michelle Stephens entered at 8:37 a.m.

Schulte presented cumulative findings from small group discussions. Attendees identified targeted tracks of work and finalized an updated strategy with which to direct future decision-making.

Schulte thanked board members for their time and attention.

**16. Adjournment**

**Killblane moved board approval to adjourn. Stephens provided a second. Motion carried.**

*Aye: Benjamin, Stephens, Killblane, Knoles, Rowe, Snipes*

*Nay: Allen*

The meeting adjourned at 4:23 p.m.