

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

May 23, 2019

University Research Park
PHF Conference Center, Kiva Conference Room
655 Research Parkway
Oklahoma City, Oklahoma

1. Open Meeting Act Announcement and Call to Order

The TSET Board of Directors Chair, Bruce Benjamin, called the meeting to order at 10:01 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, Casey Killblane, Curtis Knoles, Ken Rowe and Marshall Snipes. Absent: Don Millican.

Kathie Darr served as recording secretary.

2. Approval of Minutes of the March 28, 2019, Regular Board Meeting

Killblane moved board approval of the March 28 minutes as presented. Stephens provided a second. Motion carried.

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

Absent: Millican

3. Chair's Report

(a) Benjamin recognized the service of Don Millican to the TSET board, acknowledged his contributions to board policy and the mission to improve health of Oklahomans, and stated that his term on the board of directors expires on June 30.

(b) Benjamin stated that the 2019 board retreat, to be held in conjunction with the August regular meeting, is scheduled for August 15 and August 16 at the Dominion House in Guthrie.

4. Executive Director's Report

(a) Dianne McGarry and Denice Yardley, who were in attendance at the meeting, were recognized for upcoming retirements from TSET administrative staff. Bisbee noted their years of service and presented them with certificates.

(b) Stating that the legislature was expected to adjourn by day's end, Bisbee noted major legislative accomplishments for the TSET mission including the passage of the 24/7 tobacco free, vapor free school bill and funding for the healthy food financing initiative. She stated that as part of the omnibus budget deal, state employees would be receiving a pay increase which would necessitate a budget revision for the 2020 fiscal year.

(c) Bisbee introduced new TSET hires LaToshia Broadwater and Kelli Brodersen, who were in attendance at the meeting, and announced that Whitney Dinger had been promoted to Public Information and Outreach Officer. She provided a timeline for the office relocation stating that due to unforeseen circumstances, the move had been delayed until mid-June.

- (d) Bisbee highlighted her recent activities on behalf of the agency noting speeches, presentations and media profiles, and shared that TSET would begin providing content for a monthly column in the Journal Record.

5. Oklahoma Tobacco Helpline Oversight Overview

Dr. Stephen Gillaspay was recognized for presentation. He identified collaboration efforts and key partnerships, FY 2017 metrics for the Helpline including spend rate and comparison statistics with surrounding states, and stated that the Helpline has the highest treatment reach and best response rate in the nation.

He discussed current and emerging research supported with federal funding and reported high participation rates for the American Indian tobacco cessation pilot program.

Dr. Gillaspay notified the board that he had accepted a position with the American Psychological Association and would soon be resigning from the Oklahoma Tobacco Helpline. He stated that he was working with faculty on a succession plan and reassignment of duties.

6. Oklahoma Tobacco Helpline FY 2018 Evaluation Results

Dr. Laura Beebe was recognized to discuss Helpline utilization and outcomes for FY 2018. She outlined sociodemographic characteristics and utilization patterns of Helpline registrants and stated that in FY 2018 the Helpline reached tobacco users in all 77 counties with reach and quit rates consistently ranking in the top 5 for state quitlines.

She stated that future evaluation would monitor the impact of Helpline programs and factors associated with levels of engagement and quit success.

7. Oklahoma Tobacco Helpline Media Dashboard Overview

Greta Anglin, Scott Gokey and Alex Taylor were recognized to present on behalf of VI Marketing and Branding the overall strategy for media reach and FY 2019 objectives for the Helpline. They discussed success metrics for visitors to the OTH website and how tailored campaign messaging was producing record registrations.

8. Agency Operations Committee Report

Bisbee presented a report from the Agency Operations Committee in Millican's absence.

- (a) She referred the board to their packet for Budget to Actual financial reports through April 2019 noting that operating and programs budgets are right on track for this time of year with spend rates at 70% and 60%, respectively.
- (b) Bisbee noted no budget revisions.
- (c) She identified the estimated reserve amount at \$57,549,609 based on the FY 2019 budget. The board, noting a reduction in contribution amount to the reserve account, discussed in length their policy with regard to reserves based on a 3 year rolling average and agreed to revisit the policy at their August retreat.
- (d) Bisbee stated that board members could find in their packet a report outlining multi-year contractual commitments and expected routine expenditures.

- (e) The board was presented the proposed FY 2020 budget. Bisbee outlined request amounts at \$1,764,371 for the operating budget and \$47,555,196 for the programs budget, and summarized allocations and fluctuations from the previous fiscal year.

Agency Operations Committee recommends board approval of the FY 2020 budget. No second required. Motion carried.

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

Absent: Millican

9. Programs Committee Report

- (a) Knoles 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, and stated that all brands are meeting target objectives. He updated the board on the Southern Obesity Summit to be held in Oklahoma City in October noting efforts related to sponsorships and guest speakers.

- (b) Knoles requested approval on behalf of the Programs Committee for a slate of FY 2020 contract and grant renewal requests and stated that the full listing could be found in the agenda.

ChangeLab Solutions	\$380,000
<i>Technical assistance, training, and product development</i>	
Emory University	\$225,000
<i>Public Health Academy of Oklahoma</i>	
Oklahoma Department of Mental Health and Substance Abuse Services	\$405,292
<i>Wellness enhancement systems initiative</i>	
Oklahoma Health Care Authority	\$284,454
<i>Promoting tobacco cessation and wellness to SoonerCare members</i>	
Oklahoma Health Care Authority	\$2,000,000
<i>Health communications</i>	
Oklahoma Hospital Association	\$627,000
<i>Health improvement initiatives (Hospitals Helping Patients Quit & WorkHealthy Hospitals)</i>	
Oklahoma State Dept. of Health - Center for Chronic Disease Prevention & Health Promotion	\$1,140,103
<i>Technical assistance, coordination, and training</i>	
Physician Manpower Training Commission	\$403,726
<i>Oklahoma Medical Loan Repayment Program</i>	
Shauna Schroder	\$7,000
<i>Graphic design</i>	
TSET Healthy Living Program	\$12,257,940
Atoka County Health Department	\$230,000
Bryan County Health Department	\$274,350
Canadian County Health Department	\$295,089
Cherokee County Health Services Council	\$237,150
Cherokee Nation Public Health	\$230,400
City of Elk City	\$402,502
Comanche County Health Department	\$175,000
Comanche County Memorial Hospital	\$196,000
Gateway to Prevention and Recovery, Hughes, McIntosh & Okfuskee	\$303,600
Gateway to Prevention and Recovery, Pottawatomie	\$299,920
Gateway to Prevention and Recovery, Seminole	\$235,200
Great Plains Youth & Family Services, Inc.	\$246,450
Jackson County Health Department	\$193,000
Johnston County Health Department	\$191,000
KI BOIS Community Action Foundation, Inc.	\$191,000
Kingfisher County Health Department	\$265,750

LeFlore County Youth Services	\$232,556
Lincoln County Health Department	\$217,506
Logan County Health Department	\$278,770
Mayes County HOPE Coalition	\$284,280
McClain-Garvin Co Youth and Family Center, Inc. - DBA Frontline Family Solutions	\$174,639
McCurtain County Health Department	\$206,400
Muskogee County Health Department	\$330,997
Norman Regional Health System, Cleveland	\$396,000
Norman Regional Health System, Grady	\$251,100
Norman Regional Health System, McClain	\$241,800
Northeastern Tribal Health System	\$240,000
Northwest Family Services	\$155,000
NowataCAN	\$171,500
Oklahoma City-County Health Department	\$599,400
Oklahoma State University, Creek	\$289,800
Oklahoma State University, Kay	\$255,750
Oklahoma State University, Payne	\$282,000
Okmulgee County Health Department	\$210,000
People Inc., Sequoyah	\$196,800
Pittsburg County Health Department	\$289,800
Pontotoc County Health Department	\$275,000
Pushmataha County Health Department	\$304,500
ROCMND Area Youth Services, Craig	\$186,200
ROCMND Area Youth Services, Delaware	\$255,750
Rogers County Volunteers for Youth Inc.	\$261,588
Rural Health Projects, Inc., Garfield & Grant	\$240,000
Southwest Oklahoma Community Action Group Inc., Greer, Harmon, Tillman & Jackson	\$198,000
Texas County Health Department	\$204,000
Tulsa City-County Health Department	\$645,093
Wagoner County Health Department	\$307,300
Woodward County Health Department	\$110,000
University of Oklahoma Health Sciences Center - College of Public Health	\$1,785,000
<i>Program evaluation</i>	
University of Oklahoma Health Sciences Center - Stephenson Cancer Center	\$3,800,000
<i>Oklahoma Tobacco Research Center</i>	
University of Oklahoma Health Sciences Center - Stephenson Cancer Center	\$5,500,000
<i>TSET Cancer Research Program</i>	
VI Marketing and Branding	\$8,415,000
<i>Tobacco Stops With Me, Shape Your Future, Oklahoma Tobacco Helpline campaigns</i>	

Programs Committee recommends board approval of the slate of FY 2020 contract and grant renewals. No second required. Motion carried.

Aye: Benjamin, Stephens, Killblane, Knoles, Rowe, Snipes
Absent: Millican

- (c) Knoles requested approval on behalf of the Programs Committee for two FY 2020 – FY 2022 service agreement continuation proposals.

Oklahoma Tobacco Helpline Oversight

Three year service agreement continuation at an amount not to exceed \$400,000 for each of the next three years for a total agreement of up to \$1,200,000.

Programs Committee recommends board approval of a three year service agreement continuation to the University of Oklahoma Health Science Center for oversight of the Oklahoma Tobacco Helpline. No second required. Motion carried.

Aye: Benjamin, Stephens, Killblane, Knoles, Rowe, Snipes
Absent: Millican

Oklahoma Tobacco Helpline Management

Three year service agreement continuation at an amount not to exceed \$4,000,000 for each of the next three years for a total agreement of up to \$12,000,000.

Programs Committee recommends board approval of a three year service agreement continuation to the University of Oklahoma Health Science Center for management of the Oklahoma Tobacco Helpline. No second required. Motion carried.

Aye: Benjamin, Stephens, Killblane, Knoles, Rowe, Snipes
Absent: Millican

- (d) Knoles gave an update on the FY 2020 incentive grant program. He stated that following two set application periods, the board could expect a slate of potential awardees for approval at their November and March meetings with the possibility for a small number of applicants to be considered in May should funds remain.
- (e) Jonás Mata, TSET's Director of Programs, was recognized to discuss community-based grant program designs for implementation at the conclusion of the current TSET Healthy Living Program in June 2020. He presented a framework that would prioritize counties with the poorest health outcomes and the potential for additional funding for innovative projects and programs through a process similar to the unsolicited grant program. Mata said an RFP for a new community-based program is expected by December 2019 and grant awards would be expected to be made by spring 2020 with new work beginning July 1, 2020.

Ken Rowe exited at 12:58 p.m.

- (f) Knoles presented for approval the FY 2020 budget for the Physician Manpower Training Commission Oklahoma Medical Loan Repayment Program, and requested board approval for a five year contract extension through FY 2027 noting that the current contract ends in FY 2022. He discussed outcomes to date and future participation projections stating that PMTC is committed to maintaining 40-42 physicians in the program.
Programs Committee recommends board approval of the FY 2020 Physician Manpower Training Commission Oklahoma Medical Loan Repayment Program and contract extension. No second required. Motion carried.

Aye: Benjamin, Stephens, Killblane, Knoles, Snipes
Absent: Millican, Rowe

- (g) Knoles notified the board that due to elimination of a federal match, the OSU Medical Authority had terminated their hospital residency program and requests the balance of their TSET grant commitment be made available for the start-up of hospital residency programs in Enid, Oklahoma. He stated that the Authority had provided a framework for targeted milestones to ensure implementation of the program by July 1, 2020, and had agreed to enter into a Memorandum of Agreement. The board had a positive discussion on the proposal, but tabled a formal vote to a future meeting when a quorum of voting members could be present.

10. Public Information and Outreach Committee Report

- (a) Killblane stated that outreach activities included efforts to educate lawmakers on the passage of the 24/7 tobacco free, vapor free school bill, and that recent incentive grant recognition and big check events had been well attended.
- (b) Killblane referred the board to the packet for a listing of sponsorship and training grants. She noted the category, currently at a 90% spend rate, included events ranging from trainings to education for families of children with juvenile diabetes.
- (c) Killblane stated that TSET would be represented at the National Conference on Tobacco or Health in August and invited board members to view the listing of other upcoming events in their packet noting that TSET staff could provide information regarding registration.

11. New Business

No new business.

12. Public Comment

No public comment.

13. Adjournment

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

Aye: Benjamin, Stephens, Killblane, Knoles, Snipes

Absent: Millican, Rowe

The meeting adjourned at 1:19 p.m.