

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

**Planning Retreat  
August 28, 2020  
9:00 a.m.**

Edmond Conference Center  
2833 Conference Drive  
Edmond, OK 73034

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

The TSET Board of Directors Chair Bruce Benjamin called the meeting to order at 9:15 a.m. and announced that all requirements of the Open Meeting Act had been met.

Board members present at the physical location were Bruce Benjamin, Jack Allen, Casey Killblane, Susanna Gattoni, Marshall Snipes and Michelle Stephens, and there was a quorum.

Ken Rowe was absent.

Staff present were Julie Bisbee, Jennifer Treadwell, Sjonna Paulson, Tessa North, Thomas Larson, Jonás Mata and Melanie Sommers served as the recording secretary.

**2. Update on TSET Strategic Plan Accomplishments**

Staff provided a presentation on accomplishments on the TSET Strategic Plan to include plan metrics met or exceeded for programmatic and agency goals.

*Board member Ken Rowe joins the meeting by Zoom.*

**3. Update on TSET Healthy Youth Initiative, phase two and three**

Director of Programs Jonas Mata provided an overview of the history of youth empowerment and youth advocacy in Oklahoma which includes Students Working Against Tobacco (SWAT). A TSET Healthy Youth Initiative would be funded as a new program under the emerging opportunities category in the budget.

Work would include partnering with existing youth-serving groups such as 4-H or FFA where appropriate. Stephens said youth need education immediately about the risks of vapor use. Snipes asked if this new work would be done by existing staff or outside groups. Mata clarifies that the program would be implemented by a group contracted with TSET.

**4. Overview of youth advocacy programs nationally**

Jeff Jordan, president and executive creative director at Rescue joined the meeting by Zoom and presented an overview of youth engagement work nationally. Jordan highlighted existing projects to help change the behavior of adolescents saying to change behavior first you must, change knowledge, change environment and change norms.

Phase One of the TSET Healthy Youth Initiative is using mass media and social media to change knowledge and norms. Jordan pointed out that the tobacco industry markets certain types of products to different

audiences, and Rescue's work nationally looks for specific audience to promote positive health messages for youth. Jordan discussed Rescue's work with the Virginia Foundation of Healthy Youth would include knowledge, norm and policy change. The Down and Dirty campaign currently being used in Oklahoma was also used successfully in Virginia.

CDC best practices include engaging youth in helping change environments. Best practices also include using existing infrastructure, defining clear and trackable goals, fund documented outcomes (not effort or staffing) and use technology to make programs scalable statewide, Jordan said.

**5. Overview of TSET Endowment performance, Don Stracke, NEPC**

Endowment Investment Consultant Don Stracke with NEPC and Lisa Murray, chief investment officer for the Office of the State Treasurer joined the meeting to present virtually. Stracke provided information on the long term performance of the TSET Endowment and growth of the principle amount over time. Board members ask about the investment strategy for the endowment. Stracke explains the investments are diversified aimed at growing the fund and creating income while at the same time providing an investment portfolio that is not high risk. Board members express a desire to have additional discussions with the Board of Investors especially in light of possible impact of SQ814 could have on annual earnings.

**6. Discussion of long term budget priorities**

Board members are provided information on the earnings history over time and the three-year rolling average policy that determines the budget target for the TSET Board of Directors and discuss the need for multi-year budget planning. Programs that have the greatest impact on the greatest number of Oklahomans with measurable outcomes have been prioritized in TSET funding. Snipes says a dashboard that shows metrics and outcomes for each portfolio of work would be helpful to the board to include impact information on research grants.

**7. Discussion and overview of performance metrics for TSET research grants**

Bisbee and Mata present a matrix that includes research metrics already collected and additional information that will be collected from research grantees on impact in FY2021. Board members discuss the recent name change for the Oklahoma Tobacco Research Center to the Oklahoma Health Promotion Research Center and how it shows their mission has broadened to include factors that impact cancer risks. Benjamin tells board members he will be participating in the steering committee for the Oklahoma Center for Adult Stem Cell Research. Rowe highlights how investments in research bring additional resources to the state and improve patient outcomes. Bisbee suggests an opportunity for board members to have an orientation on research grants in the upcoming months.

**8. Presentation and overview of awareness of TSET programs**

Larson provides an overview of survey information about public awareness and perception on TSET-funded programs. Survey data also shows increasing support for pro-health policies such as smoke free policies, regulations on vapor products or physical education in schools.

**9. Overview of ethics, laws and state questions**

Attorney Glenn Coffee provides an overview of laws, ethics rules and state questions. Board members are considered state officers. Elected officials are exempt from limitations on state officer's ability to engage in activities that would impact the outcome of an election. Bisbee said staff and grantees have been

advised that advocating for an outcome of an election cannot be done on state time or device. Coffee affirms.

**10. Wrap up and next steps**

Bisbee thanks board and staff for time and preparation for the retreat. Highlights next steps captured and will be reaching out to board members with follow ups.

**11. Adjourn**

Benjamin provides a motion to adjourn. Killblane provides a second. Motion carries. The meeting is adjourned at 4:05 p.m.

***Aye: Bruce Benjamin, Jack Allen, Casey Killblane, Susanna Gattoni, Marshall Snipes, Michelle Stephens***

***Ken Rowe did not vote.***