

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

March 30, 2021

10:00 a.m.

This meeting was held via Zoom videoconference with a [livestream](#) option for enhanced public accessibility in compliance with the Open Meeting Act.

Board members present: Michelle Stephens, Bruce Benjamin, Jack Allen, Susanna Gattoni, Casey Killblane, Ken Rowe and Marshall Snipes. All board members joined virtually.

AGENDA

1. Open Meeting Act Announcement and Call to Order

The TSET Board of Directors Chair Michelle Stephens, called the meeting to order at 10:02 a.m. and announced that all requirements of the Open Meeting Act had been met. Stephens welcomed those joining via Zoom and YouTube livestream.

TSET staff joining virtually were Executive Director Julie Bisbee, Director of Public Information and Outreach Thomas Larson, Director of Health Communications Sjonna Paulson, Director of Programs Jonás Mata, Director of Agency Operations Jennifer Treadwell, Tessa North Director of Grants and Board Secretary Anna Lisa Phillips who served as recording secretary.

Assistant Attorney General Sandra Balzer, General Counsel for the board, was also present.

2. Approval of Minutes of the February 19, 2021 Regular Board Meeting

Jack Allen moved board approval of the February 19, 2021 minutes as presented. Bruce Benjamin provided a second. Motion carried.

Aye: Stephens, Benjamin, Allen, Killblane, Gattoni, Snipes

Absent: Ken Rowe

3. Executive Director's Report

a. TSET Strategic Plan

Julie Bisbee reviewed the operations pillar on the TSET strategic map, specifically at reviewing future funding strategies. Julie reported that this ongoing work during the past fiscal year was intended to streamline TSET's budget planning process for the next fiscal year and beyond. Julie reported that a draft budget would be shared during the meeting for discussion and feedback and a final budget would be presented at the May board meeting. The draft budget presented at today's meeting is proposing a small increase due to a 2.5 percent decrease in the FY21 budget to accommodate for anticipated lower earnings brought on by market retractions in the stock market and other investments.

b. Overview of Executive Director Activities

Bisbee gave an overview of Executive Director activities including progress being made in advancing TSET's plan for a more robust data analytics and data management plan. TSET will have a data scientist intern from OSU working with staff lead Lance Thomas on assessing TSET's data assets and working a plan to move forward with more robust analysis.

Bisbee participated in a national webinar series hosted by Action on Smoking and Health, as one of four panelists, alongside leaders at the Truth Initiative and Campaign for Tobacco-Free Kids. The webinar focused on educating the public and lawmakers about tobacco industry interference in government.

Bisbee mentioned that ongoing outreach also included taping a segment of The Verdict, ongoing meetings with state agency directors to discuss shared goals, meetings with legislators to educate on TSET policy goals and best practices and general TSET overview.

Bisbee reported that a recent national report shows calls to tobacco helplines nationwide are down as people struggle with stress and increased mental health needs. Even in this challenging environment, the Oklahoma Tobacco Helpline continues to see higher call volumes than peer states. Referrals to the Helpline through our Health Systems grants have also seen a dip as compared to last year. We continue to look at the data on this and are encouraged by the vaccination uptake and hope to see numbers improve for the remainder of this fiscal year.

Finally, Bisbee reported that TSET's Food Systems Impact Grants have reached their half point of the one-year grant. Bisbee recently had the opportunity to visit with each grantee and learned of the positive impact those grants are having on food availability, hunger and improving access to fruits and vegetables.

4. Agency Operations Committee Report

a. Update on six-month earnings estimate

Marshall Snipes reported that the estimated earnings as of December 31st, 2020 were \$59,306,301.96. The amount was reported out to the Board of Investors during their quarterly board meeting in February. The amount will be the basis for the FY22 budget and future budgets. TSET will be able to slightly increase the FY22 budget to return to the level it was in FY19.

b. Financial Reports

i. FY21 Budget to Actual – Operating

Snipes reported that the Operating budget was on target at a 53% spend rate.

ii. FY21 Budget to Actual – Programs

Snipes reported that Programs budget was at a 40% spend rate, which is a little behind for this time of year. Management is working with grantees that have fallen behind in invoicing or have not yet spent money that was allocated. This may require downward budget revisions later in the fiscal year.

iii. FY21 Operating Budget Revision

Snipes reported minor revisions in the operating budget including a \$7,000 reduction to Galt contract, \$10,000 reduction to travel budget and \$5,000 reduction for office furniture not purchased during this fiscal year.

iv. FY21 Programs Budget Revision

Snipes reported revisions to the Programs budget including a reduction in Programs local and out-of-state travel of \$40,000, \$10,000 reduction in grant reviews and \$420,000 that was moved from Innovation line item to ODOT effort to support built environment projects that improve walkability in communities.

c. Budget Revision – Onside Partners

Snipes reported a \$25,000 reduction in the Oklahoma State Department of Health contract and an increase in the contract with Onside Partners for technical assistance for Healthy Living Program grantees.

d. Discussion of FY22 Budget

Snipes drew the board's attention to a draft budget proposal in the board packet. The FY22 budget will be presented for approval at the May 2021 regular board meeting. The draft budget proposal is

currently \$49.9 million which is a 6.5% increase from FY21. Snipes reviewed a few highlights that would be included in the FY22 budget including a Healthy Living Program increase from \$6.7 million to \$9 million. There were no questions or discussion from the board.

5. Programs Committee Report

- a. Dr. Darla Kendzor, co-director of the TSET Health Promotion Research Center, gave a brief presentation to the board. She reported that in FY20, three new tenure track faculty were recruited to HPRC. There are potentially four new faculty positions coming online soon. HPRC has focused on growing the faculty affiliate program that includes 35 researchers who support the HPRC mission. Dr. Kendzor reported that since 2016, TSET support has resulted in over \$56 million dollars in additional grant funding to HPRC investigators; meaning for every \$1 that TSET has granted to HPRC, an additional \$2.56 in external funding has been awarded to their faculty and affiliates. Dr. Kendzor updated the board on 17 NIH grants that focus on tobacco and tobacco cessation. HPRC employs more than 50 Oklahomans to support more than 30 on-going research studies and are a key component of the NCI-designated Stephenson Cancer Center. HPRC research is frequently presented by the national media bringing attention to health issues and health disparities relevant to Oklahomans. HPRC faculty are leaders and advocates through the NIH and other public health organizations. Dr. Kendzor reported that published work by HPRC investigators has focused on a broad range of issues including smart phone interventions for tobacco cessation, understanding impact e-cigarette use and response to chemotherapy and understanding the appeal and addiction potential of menthol to inform FPA regulation. HPRC partners with the community organizations including the Homeless Alliance and the Regional Food Bank of Oklahoma to conduct research and improve public health. Research interventions during FY20-21 enrolled more than 3,600 Oklahomans in research studies including tobacco cessation intervention trials.
- b. Dr. Courtney Griffin, scientific director of the Oklahoma Center for Adult Stem Cell Research, gave a brief presentation to the board. OCASCR was initiated with TSET support in 2010 to address the rapidly expanding field of adult stem cell research. Currently, TSET provides Oklahoma scientists with “seed-money” that is intended to obtain federal funding. TSET also funds applications for equipment critical for studying stem-cell and regenerative medicine around the state of Oklahoma. Additionally, OCASCR helps Oklahoma state institutions negotiate to recruit new scientists to the state in order to grow the number of thought leaders and elevate Oklahoma’s prominence in the field. Dr. Griffin reported that since 2010, OCASCR has leveraged \$25 million dollars in TSET funds to secure \$175 million dollars in external funding. OCASCR scientists have published highly recognized and cited work; 73 in FY20.
- c. Dr. Robert Mannel, director of the Stephenson Cancer Center, gave a brief presentation to the board. Dr. Mannel reported that Oklahoma ranks 4th highest state for cancer mortality rate in the nation. TSET begin funding SCC in 2012 as a 5-year grant at \$5.5 million annually. The mission of SCC is to eliminate cancer in Oklahoma and beyond. TSET funding supports research-focused activities include recruitment, infrastructure, pilot funding, community outreach and institutional collaborations. Currently, there are 279 Oklahoma research members representing nine organizations. Since the grant begin in 2012, TSET funding has been leveraged to bring \$671,079,603 million to the state of Oklahoma. SCC patients are located in all of Oklahoma’s 77 counties. SCC continues to lead the nation in clinical-trial enrollments; Oklahoma is ranked #1 in enrollment. Dr. Mannel reported that TSET support has been the most important factor in supporting the SCC’s development into a nationally recognized cancer research and treatment center, as well as, helping SCC to achieve NCI designation.
- d. Discussion and possible action on OSU Medical Authority Residency Training Program

Jonás Mata, Director of Programs, reported that recent meetings between Oklahoma State University's Center for Health Sciences and Stillwater Medical Center (SWMC) have resulted in a proposal to TSET for a rural internal medicine residency program at SWMC. The program's overall goal is to increase the number of rural physicians by increasing accredited rural physician residency training opportunities. The SWMC in collaboration with OSU-CHS has submitted an Accreditation Council Graduate Medical Education (ACGME) application for accreditation to allow recruitment in 2021 to begin the first class in July 1, 2022.

OSU-CHS seeks the approval of an agreement with the TSET Board of Directors to make available the remaining balance of \$2,391,294 for a residency program that will span three years, five residents per year, with a total capacity of 15 residents at the end of three years. TSET funding will be used to pay resident salaries and other expenses of the program. The total cost of the program is \$6,132,544. Support of \$1,516,400 by OSU-CHS and \$2,224,850 by SWMC (or 61% of the total expenses) is provided by OSU-CHS/SWMC. The OSU-CHS request is for a three-year period beginning in FY23 (July 1, 2022) and running through FY25 (June 30, 2025). The OSU-CHS seeks TSET Board's approval of future funding for the program at SWMC as a pre-requisite to moving forward with necessary planning activities between now and the end of FY22 (June 30, 2022) to be ready the programs for implementation on July 1, 2022. The allocation of TSET funding across fiscal years is projected as the following during program implementation: FY23--\$464,164 FY24--\$793,194 FY25--\$1,133,936.

Michelle Stephens call for a motion on the request from OSU-CHS. Jack Allen made a motion. Marshall Snipes provided a second. Motion carries.

Aye: Stephens, Allen, Killblane, Gattoni, Snipes Abstain: **Benjamin**
Absent: Ken Rowe

- e. Discussion and possible action on FY 2022 service agreement renewal requests
 - i. University of Oklahoma Health Sciences Center, Oklahoma Tobacco Helpline Services
- Director for Grants Management Tessa North presented a renewal request for Oklahoma Tobacco Helpline services that are provided to Oklahomans statewide. In FY21, OUHSC issued an RFP for helpline services. A TSET staff member served on the review committee and after all responsive proposals had been reviewed and scored, Optum—who currently operates the Helpline via a subcontract with OUHSC—was selected as the vendor and subsequently approved by the OU Board of Regents. For FY22, TSET requests \$4M for OUHSC to provide cessation services to Oklahoma tobacco users through the Oklahoma Tobacco Helpline, operated via subcontract with Optum. The contract pays for services rendered to Helpline callers. The Helpline—which provides phone, text, and email options for callers—reaches a large segment of Oklahoma's population that are tobacco users with an array of cessation services. In FY20, 28,547 tobacco users registered for support through the Helpline. If approved by the board, this funding will allow the Helpline to serve up to 40,000 callers annually.

(Ken Rowe entered the meeting at approximately 10:28 a.m.)

Michelle Stephens called for a motion to provide \$4 million to OUHSC to provide cessation services to Oklahoma tobacco users through the Oklahoma Tobacco Helpline, operated via subcontract with Optum. Bruce Benjamin made a motion. Casey Killblane provided the second. Motion carries.

Aye: Stephens, Benjamin Allen, Killblane, Rowe, Snipes; Abstain: **Gattoni**

- ii. University of Oklahoma Health Sciences Center, Oklahoma Tobacco Helpline Oversight

Director of Grants Management Tessa North presented a second funding request is for \$349,015 for OUHSC faculty and staff to provide oversight of the Helpline services. These local staff oversee the daily operations of the helpline and provide technical support to users as well as TSET Health Systems Initiative grantees. Oversight staff will also collaborate with the TSET Health Promotion Research Center (formerly OTRC) to support a postdoctoral fellow to develop research opportunities between HPRC and the Helpline. The oversight funding agreement also provides continued funding to partially support the Oklahoma City and Tulsa 211 call lines and to promote TSET’s youth cessation program, My Life My Quit.

Marshall Snipes inquired about the timing of the vote with regard to TSET’s budget process. Bisbee stated the timing is due to OU procurement process. Bisbee also stated that she has asked Dr. Jon Hart of OTH to investigate that process for next year. Snipes stated his objection to voting on budget items outside of the overall budget. Casey Killblane agreed that the budget process should be moved up.

Michelle Stephens called for a motion to provide \$349,015 for OUHSC faculty and staff to provide oversight of OTH Services. Casey Killblane made a motion. Bruce Benjamin provided the second. Motion carries.

Aye: Stephens, Benjamin Allen, Killblane, Rowe, Snipes; Abstain: Gattoni

f. Discussion and possible action on Healthy Incentive Grants for Districts

The Programs Committee recommends the following Districts for funding of Healthy Incentive Grants:

Organization	County	Recommended Amount
Cave Springs Public Schools	Adair	\$15,000.00
Whitefield Public School	Haskell	\$3,000.00
Newcastle Public Schools	McClain	\$7,000.00
Glencoe Public Schools	Payne	\$8,000.00
Marietta Public Schools	Love	\$14,000.00
Maud Public Schools	Pottawatomie	\$12,000.00
Battiest Public Schools	McCurtain	\$12,000.00
Kingston Public Schools	Marshall	\$20,000.00
Howe Public Schools	LeFlore	\$11,500.00
Darlington Public School	Canadian	\$8,000.00
Oktaha Public Schools	Muskogee	\$20,000.00
Heavener Public Schools	LeFlore	\$20,000.00
Glover Public School	McCurtain	\$15,000.00
Total		\$165,500.00

Bruce Benjamin made a motion. Jack Allen provided a second. Motion carries

Aye: Stephens, Benjamin, Allen, Killblane, Gattoni, Rowe, Snipes

g. Discussion and possible action on Healthy Incentive Grants for Schools

The Programs Committee recommends the following Schools for funding of Healthy Incentive Grants:

Organization	County	Recommended Amount
Jay Elementary School	Delaware	\$4,000.00
Quail Creek Elementary	Oklahoma	\$4,000.00
Will Rogers Elementary	Payne	\$4,000.00
Stillwater Middle School	Payne	\$5,000.00
Westville Public Schools	Adair	\$6,000.00
Ravia Public School	Johnston	\$2,000.00
Comanche Middle School	Stephens	\$2,000.00
Allen Elementary	Pontotoc	\$3,000.00
Waurika High/Middle School	Jefferson	\$3,000.00
Bennington High School	Bryan	\$2,000.00
Porter Junior and High School	Wagoner	\$4,500.00
Porter Elementary School	Wagoner	\$4,500.00
Bennington Elementary	Bryan	\$3,000.00
Total		\$47,000.00

Jack Allen made a motion. Casey Killblane provided a second. Motion carries.

Aye: Stephens, Benjamin, Allen, Killblane, Gattoni, Rowe, Snipes

h. Discussion and possible action on Healthy Incentive Grants for Communities

The Programs Committee recommends the following Communities for funding of Healthy Incentive Grants:

Organization	County	Recommended Amount
City of Guthrie	Logan	\$70,000.00
Town of Carney	Lincoln	\$14,000.00
Town of Meeker	Lincoln	\$14,000.00
City of Miami	Ottawa	\$24,000.00
Town of Central High	Stephens	\$10,000.00
City of Perry	Noble	\$25,000.00
City of Anadarko	Caddo	\$10,000.00
City of Yale	Payne	\$10,000.00
Town of Talala	Rogers	\$10,000.00
City of Comanche	Stephens	\$36,000.00
Total		\$223,000.00

Casey Killblane made a motion. Bruce Benjamin provided a second. Motion carries.

Aye: Stephens, Benjamin, Allen, Killblane, Gattoni, Rowe, Snipes

i. Food Systems Impact Grant Update

Executive Director Julie Bisbee updated the board on Food Systems Impacts Grants stating that seven grants were awarded for one year with funding up to \$1 million. The grants hit their six-month mark at the end of March. A summary of major accomplishments to date was available to the board in their packet. Casey Killblane inquired about continued funding for food grants. Bisbee stated that the board would most likely be tasked to look at in May or August. Continued funding will require a board vote.

6. Public Information and Outreach Committee Report

a. Health Communications Update

Casey Killblane recognized Sjonna Paulson, Director of Communications, for an update. Shape Your Future and Tobacco Stops With Me won 4 Bronze and 2 Silver ADDY awards from the American Advertising Association Oklahoma Chapter. The Silver placements will move on to regional competition. All brands are performing to plans and planning for Fiscal Year 2022 has begun. Tobacco Stops With Me has launched Facebook frames which Oklahomans can add to their profile photo to show support for tobacco free lifestyles. Shape Your Future frames are in the works as well as "I Quit" frames for Oklahoma Tobacco Helpline. Currently, the Tobacco Stops With Me cross-sectional survey is in the field and the instrument for the Shape Your Future is being finalized and will be in the field in late spring.

b. Public Health Academy of Oklahoma Update

Sjonna Paulson stated that OK In The Know peer-to-peer and training system is seeing an average of 110 unique grantee users per month and has seen a more than 120% increase in grantee forum interaction in January 2021 over the same month last year. In addition, PHAO has added 4 new trainings for grantees in January.

c. COVID-19 #MaskUp Final Report

Sjonna Paulson reported that The TSET / OSDH COVID campaign had traditional media coverage in 75 of our 77 counties. The Mask Up campaign achieved an 80% video completion rate, meaning that 80% of users who were served the ad chose to watch it in its entirety. This performance accounts for a 14% increase from our KPI of 70% video completion rate. The Mask Up digital campaign reached 2,991,889 unique devices in Oklahoma. While we would like to say that is 75% of the Oklahoma population, people have many devices, so we can't define a true population reach. We received an estimated \$231,000 in bonus spots, with 16,599 total bonus spots delivered. More than 55.8 million traditional impressions were delivered statewide. The digital video campaign had an excellent statewide presence with video completion rates above our KPI throughout the state's regions.

d. TSET Healthy Youth Initiative Update

Sjonna Paulson updated the board on the TSET / OSDH COVID campaign, stating that the campaign had traditional media coverage in 75 of our 77 counties. The Mask Up campaign achieved an 80% video completion rate, meaning that 80% of users who were served the ad chose to watch it in its entirety. This performance accounts for a 14% increase from our KPI of 70% video completion rate. The Mask Up digital campaign reached 2,991,889 unique devices in Oklahoma. (Data includes secondary devices). The campaign received an estimated \$231,000 in bonus spots, with 16,599 total bonus spots delivered. More than 55.8 million traditional impressions were delivered statewide. The digital video campaign had an excellent statewide presence with video completion rates above our KPI throughout the state's regions.

Jack Allen and Casey Killblane offered congratulatory comments to the board for taking on the Healthy Youth Initiative.

e. Legislative Update

Casey Killblane recognized Thomas Larson, Director of Public Information and Outreach, for comments on the current legislative session. Thomas updated the board on key bills pertaining to TSET and noted the full list in the board packet. Importantly, SB89 ensuring that students get public health education. The bill will next go to the house and if approved, will go to the Governor.

f. Outreach Update

Thomas stated that on March 7, TSET published an article in The Oklahoman's BrandInsight section about the TSET Food Systems Impact Grants awarded in August 2020. TSET hosted a webinar for grantees and partners to identify and explain bills in this legislative session with connections to TSET's mission and its programs. Staff has also been sending letters to inform legislators of recent grants in their districts. Updated local impact pages have been posted on the TSET website. Thomas also mentioned that the second flight of TSET's brand messaging began January 25 with social and digital messages focusing on TSET's work in preventative health measures, resources and education. These messages inform the public about unhealthy behaviors that can lead to disease and death, and about the TSET programs that are helping to change those behaviors to improve health in Oklahoma. Additionally, the FY20 annual report is now available to the public on the TSET website.

g. Sponsorships

Thomas continued with the sponsorships update and reported that the most recent sponsorship grants were awarded to the Indian Nations Council of Governments for a conference on health inequality and to the Muskogee Parks and Recreation Department for the Muskogee Senior Games. So far, TSET has spent \$11,250 or 46.88% of the \$24,000 sponsorship budget.

7. **Consideration of a motion and vote to enter into Executive Session** pursuant to 25 O.S. § 307 (B)(1) for the discussion of employment any individual salaried public officer or employee.

- a. Program Officer
- b. Epidemiologist
- c. Annual Evaluation of Executive Director

Stephens called for a motion and vote and enter into Executive Session. Casey Killblane made a motion; Jack Allen provided a second. Motions carries.

Aye: Stephens, Benjamin, Allen, Killblane, Gattoni, Rowe, Snipes

(The board entered into Executive Session at 11:20 a.m.)

8. **Consideration of a motion and vote to return to Open Session**

Stephens called for a motion and vote to return to Open Session. Casey Killblane made a motion; Bruce Benjamin provided a second. Motion carries.

(The board returned to Open Session at 11:45 a.m.)

(Jack Allen left the meeting at 11:45 a.m.)

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

9. **Discussion and possible action on a motion and vote related to the employment** of any individual salaried public officer or employee.

- a. Julie Bisbee and appropriate TSET staff recommended to the board, authorizing Director of Programs to move forward with hiring Candidate A for the position of Program Officer at an annual salary of \$57,000. Stephens called for a motion. Casey Killblane made a motion, Bruce Benjamin provided a second. Motion carries.

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

- b. Julie Bisbee and appropriate TSET staff recommended to the board, authorizing Director of Programs to move forward with hiring Candidate A for the position of Epidemiologist at an annual salary of \$62,000. Stephens called for a motion. Bruce Benjamin made a motion, Casey Killblane provided a second. Motion carries.

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

- c. Michelle Stephens, Chair, provided an update that the Board Chair and Vice-Chair would discuss with Executive Director after the Board meeting had adjourned.

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

10. **Adjournment**

Stephens called for a motion to adjourn the meeting. Casey Killblane moved, Bruce Benjamin provided a second. Motion carries.

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

Meeting adjourned at 11:53 a.m.