



**Oklahoma Tobacco Settlement Endowment Trust**

Board of Directors Regular Meeting Minutes

10:00 a.m., Thursday, March 28, 2024

Stephenson Cancer Center

800 NE 10<sup>th</sup> Street, Conference Room 5058 (5<sup>th</sup> Floor)

Oklahoma City, OK 73104

AGENDA

1. **Open Meeting Act Announcement and Call to Order** – Board Chair Marshall Snipes called the meeting to order at 10 a.m. and announced that all requirements of the Open Meeting Act had been met.

Members of the Board present were Bruce Benjamin, Jennifer Needham, Ken Rowe, Michelle Stephens, Runako Whittaker, and Marshall Snipes. Board member Jack Allen was absent.

TSET staff members present were Julie Bisbee, Kelli Brodersen, Jessica Davis, Thomas Larson, Tonia Lowrey, Jonas Mata, Jamie McDaniel, Brittany Newman, Kelly Parker, Sjonna Paulson, Nafees Rashid, Sidney Suttles, Kira Switzer, Taylor Verkler, and Susan Yingling.

Other attendees present included Assistant Attorney General Sandra Balzer, General Counsel for the TSET Board of Directors; Lindsey Funk, VI Marketing and Branding; Shana Classen, Oklahoma State Department of Education; Melissa Cunningham, TSET HLP Grantee; Cheyenne Gutierrez and Dr. Shyian Jen, University of Oklahoma College of Medicine.

2. **Approval of Minutes of the January 25, 2024, Regular Board Meeting** – Benjamin moved approval of the January 25, 2024 Regular Board Meeting Minutes. Whittaker provided a second. The motion passed unanimously.

*Aye: Benjamin, Needham, Rowe, Stephens, Whittaker, Snipes*

3. **Oklahoma State Department of Education Grant Successes and Proposed Project Expansion (FY25-27) Presentation, Shana Classen** – Bisbee introduced Shana Classen, the project manager of health and physical education from the Oklahoma State Department of Education to give a presentation on the proposed project expansion request to help support the newly enacted health education standards.

Classen said she was the project manager for the current funding from TSET, and OSDE was requesting additional funding in the amount of \$2.81 million for FY25-27. She said OSDE was able to build a Health and Physical Education Team with the initial funding from TSET.

Classen reviewed the impact report for the current funding of FY22-24 and explained its reach through the skills-based health-focused micro-credentialing program that provides asynchronous



training for PE teachers. She said there were currently 304 participants enrolled and 120 of those had received their completion badge since the program began on July 1, 2023. She also highlighted the Open Educational Resource (OER) which she described as lesson plans aligned to the Oklahoma Academic Standards for Health Education. She said the pilot program included 117 lessons and the full program would be released during the summer.

Classen transitioned into her discussion about the 2.0 program and gave an overview of the proposal. She said the goal of 2.0 was to target the 35-40% or more of alternative and emergency certified teachers to ensure knowledge of best practices for physical education. Classen explained that another micro-credential would be developed by subject matter experts and housed on OSDE Connect. She said the pilot would be ready by spring of 2025, and the full course would be ready for state-wide dissemination by summer of 2025. She explained that one goal was to develop a website where teachers could go and pull lesson plans as needed. She said another part of the project would be offering targeted support through site visits by her staff. Classen said the goal was to get 60 school sites per year. She said schools would be required to complete a series of steps including professional development, networking with other professionals, and giving presentations at state convention or in-services in their local area. She further stated that if the participating schools met the requirements and criteria, they would receive a barrier removal support, which would be a minimum of \$10,000 worth of equipment based on the completion of the deliverables. Classen stated the reach over the 3-year grant period would depend on the size of the school site.

After a brief discussion about the potential reach, proposed legislative policies, and the state requirements for physical education in schools, Classen thanked the Board for their time and concluded her presentation.

4. **TSET Healthy Living Success Story Presentation – ROCMND Delaware County, Melissa Cunningham** – Bisbee introduced TSET HLP Grantee, Melissa Cunningham, to give a short presentation on some TSET grantee success stories from City of Jay, Town of Kansas, and City of Grove. After a short presentation over the finished projects, Cunningham thanked the Board members for their time.

Bisbee said Item 5 would be skipped in order to get the action items out of the way. She said they would come back to Item 5.

6. **Agency Operations Committee Report – Bruce Benjamin, Jennifer Needham**

Bisbee said Item 6 was a report out of the Agency Operations Committee. She gave a quick review of the FY23/FY24 Budget to Actual reports for Operating and Programs. She said TSET has been working to improve the spend rate over the last quarter. In response to a question from Chairman Snipes, Bisbee said the spend rate goal is between 85-95%, however, due to extensions on some grants due to planning delays or construction delays or lapse, she was not confident that the 95% spend rate would be met. She said it would likely be more like 80%.

She then referred the Board members to their packets for the 3-year rolling average report and a brief update from the TSET Board of Investors regarding the estimated certified earnings for the first 6 months of the fiscal year. She said the estimated certified earnings were at \$30.6 million, according



to the TSET Board of Investors. She reminded the Board that TSET uses a 3-year rolling average to set a budget target and that TSET is within that target.

## **7. Program Committee Report**

### **a. Discussion and possible action to award grant funds to support OSDE program expansion in the amount of \$2,818,250 for FY25-27**

Bisbee reminded the Board of the presentation given by Shana Classen from OSDE regarding the request for additional funding to expand the program. Chairman Snipes asked for a motion to award grant funds to support OSDE program expansion in the amount of \$2,818,250. Whittaker made the motion to approve. Benjamin provided the second. The motion passed unanimously.

***Aye: Benjamin, Needham, Rowe, Stephens, Whittaker, Snipes***

### **b. FY23 TSET Healthy Living Program Performance Report, Jessica Davis, Director of Engagement and Impact**

Jessica Davis gave a brief overview of the FY23 TSET Healthy Living Program Performance Report. She reviewed the score card with the Board and discussed the sustainability of each grant program. She indicated that none of the grantees are scored unsatisfactory at this point and that any of the grantees marked needs improvement are met with to come up with a plan for that improvement. There was no action needed.

### **c. Update on the Board of Regents of the University of Oklahoma Health Sciences Center Oklahoma Tobacco Helpline Managed Care Entities proposal for cost-share**

Bisbee announced that two managed care entities, Aetna and Centene Corporation, have agreed to a cost-share with the Oklahoma Tobacco Helpline. No action was needed.

### **d. Review of the Board of Regents of the University of Oklahoma Health Sciences Center Oklahoma Tobacco Helpline My Life, My Quit™ program performance, Kelli Brodersen, Director Of Strategic Communication & Jessica Davis, Director of Engagement and Impact**

Bisbee introduced Kelli Brodersen and Jessica Davis to give a brief overview of the current status of the youth cessation efforts through the My Life, My Quit™ program. Brodersen reviewed the marketing and outreach strategy for the services and said the focus was on generating awareness of the services to help teens stop using tobacco products and stop vaping. Davis said that while the media campaign was hitting its metrics, the data demonstrating the actual enrollments and utilization of the program was less than promising. Davis said the next steps were to take a deeper look into the data and determine if there was a better way to drive enrollment for youth. She said the cost of the program was relatively low, so they would continue to monitor it for the next year and then make a recommendation on next steps. Davis pointed out that several states are seeing low interest in vaping cessation among youth, and the team would be conferring with other states and national groups. No action was needed.

### **e. Discussion and possible action to award FY25 Discovery Grants, Kelly Parker, Interim Associate Director of Grants Management**

Bisbee introduced Kelly Parker to give a brief overview of the proposed FY25 Discovery Grants. Parker told the Board that Requests for Proposals for the FY25 Discovery Grant funding opportunities had



been issued in November 2023. She said there were 46 applications reviewed and, of those, 7 have been selected to be recommended for funding. Parker reviewed the grants listed on the table in the Board packet. Bisbee reminded the Board that these funding requests had been recommended by committee.

| Organization  | Project Title & Summary   | Total Funding Requested |
|---|---|-------------------------|
| <b>Gateway to Prevention and Recovery</b>           | <p align="center"><b>Vaping Prevention &amp; Cessation in Pottawatomie, Lincoln, and Seminole Counties</b></p> <p>Tobacco and vaping prevention and cessation program that would be embedded in local school districts in the tri-county area of Pottawatomie, Lincoln, and Seminole counties.</p>  | \$748,311               |
| <b>Lighthouse Behavioral Wellness Centers, Inc.</b> | <p><b>Expanding Tobacco Cessation Services for High-Risk Southcentral Oklahomans</b></p> <p>A multi-pronged approach to comprehensive tobacco cessation services, encompassing wellness coaching, peer support groups, counseling, and medication support for existing consumers, lighthouse and community employees with high tobacco usage rates, and vulnerable populations in South Central Oklahoma.</p>   | \$750,000               |
| <b>Oklahoma Arts Council</b>                        | <p><b>Creative Aging Across Oklahoma: Leveraging the Arts to Support Healthy Aging</b></p> <p>Expands Oklahoma Arts Council’s Creative Aging Action grant. The Council provides grants to support creative aging programs across the state, provides professional development to advance the workforce and raises awareness of the benefits of such work through a media campaign.</p>  | \$750,000               |
| <b>Oklahoma Breastfeeding Resource Center</b>       | <p><b>Eliminating Rural First Food Deserts through Increased Access to Breastfeeding Support</b></p> <p>Increase number of Baby-Friendly hospitals in rural Oklahoma from 10 to 20 by expanding the reach of the existing Becoming Baby-friendly Oklahoma statewide project with resultant increase in breastfeeding rates and reduction in maternal and infant/child obesity rates.</p>  | \$749,997               |
| <b>Oklahoma State University</b>                    | <p><b>OSU Student Farm</b></p> <p>The OSU Student Farm will be utilized and expanded to play a significant role in producing, providing, and promoting fresh, locally grown produce to Oklahomans through regional and local food banks and pantries.</p>   | \$750,000               |
| <b>Oklahoma State University</b>                    | <p><b>United Against Tobacco</b></p> <p>Funds the United We Can (UWC) program that will be implemented in middle schools within the Tulsa Public Schools district. UWC increases health, academic performance, enrollment in higher education, and reduces alcohol, tobacco, and other drug use in adolescents by enhancing family involvement in schooling, their own sense of agency, and the number of positive peer influences in their friend network.</p> | \$750,000               |



|   |   |           |
|---|---|-----------|
| <b>Youth and Family Resource Center, Inc.</b> | <b>Partners in Caring</b><br>Provides CDC's Whole School, Whole Child, Whole Community (WSCC) to underserved rural Oklahomans in Lincoln County. Utilizing the WSCC framework, Partners in Caring (PIC), provides an on-site team of healthcare and social service providers to support students with services such as preventive care, mental health care, case management, and after-school programming – making the school the hub for all services. | \$748,416 |
|---|---|-----------|

Chairman Snipes asked for a motion to award the FY25 Discovery Grants as recommended. Benjamin moved to approve the request to award the FY25 Discovery Grants. Whittaker provided the second. The motion passed unanimously.

***Aye: Benjamin, Needham, Rowe, Stephens, Whittaker, Snipes***

**8. Consent Agenda** – Bisbee reminded the Board that the Consent Agenda combines routine approvals into one collective item for vote to streamline the Board meeting process. She said Consent Agenda items were presented during committee meetings and recommended for approval. She further stated the Board members could pull any item from the agenda for further discussion prior to approval of the final agenda.

- a. Discussion and possible action to award vendor contract for Salesforce Software implementation to Coastal Cloud in the amount of \$1,480,080**
- b. Discussion and possible action to award contract to OMES for IT Management and Oracle Support Services in the amount of \$169,325.66**
- c. Discussion and possible action to approve FY24 Budget Revision**

**d. Discussion and possible action to award Healthy Incentive Grants – School Districts**

| Organization              | County       | Intended Use   | Amount    |
|---------------------------|--------------|--|-----------|
| Alex Public Schools       | Grady        | Purchase cooler and ice machine for cafeteria  | \$7,000   |
| Enid Public Schools       | Garfield     | Construct additional sidewalks/walking/running tracks for elementary students  | \$60,000  |
| Lawton Public Schools     | Comanche     | Updating playground and physical education equipment at 3 elementary school sites  | \$100,000 |
| LeFlore Public Schools    | LeFlore      | Purchase of AEDs and other health assessment equipment. Provide CPR course to all teachers, staff, and high school students  | \$15,000  |
| McLoud Public Schools     | Pottawatomie | Updating equipment and adding accessibility equipment within Pre-K to 6 <sup>th</sup> Grade. Update water filter systems, enhance employee wellness, provide shade structure for elementary, intermediate, and junior high | \$20,000  |
| Red Oak Public Schools    | Latimer      | Purchase of playground equipment   | \$15,000  |
| Stringtown Public Schools | Atoka        | Replace failing oven and purchase cooking pans and utensils to prepare healthy and nutritious food   | \$7,000   |



**e. Discussion and possible action to award Healthy Incentive Grants – School Sites**

| Organization   | County       | Intended Use  | Amount   |
|--|--------------|---|----------|
| Altus Early Childhood Center   | Jackson      | Build a walking path around playground  | \$10,000 |
| Altus Elementary School  | Jackson      | Create new playground   | \$16,000 |
| Altus High School  | Jackson      | Purchase of tables, benches and umbrellas for lunch and outdoor classroom           | \$12,500 |
| Altus Intermediate School  | Jackson      | Education for prevention of vape use and promotion of cessation                     | \$10,000 |
| Altus Junior High School   | Jackson      | Education for prevention of vape use and promotion of cessation                     | \$10,000 |
| Altus Primary School   | Jackson      | Installation of refillable water stations   | \$10,000 |
| Ben Franklin: 6 <sup>th</sup> and 7 <sup>th</sup> Grade Academy (Muskogee School District) | Muskogee     | Purchase of weight room equipment   | \$4,000  |
| Charter Oak Elementary   | Logan        | Adding sensory pathways and purchasing recess cart and balls for outdoor activities | \$6,000  |
| Deer Creek Elementary  | Oklahoma     | Completion of walking/fitness track   | \$4,000  |
| Finley-Reese Elementary (Wright City)  | McCurtain    | Renovation of playground and purchase of new equipment                              | \$3,000  |
| Jenks Middle School  | Tulsa        | Increase access to healthy foods and wellness initiatives, repair fitness train     | \$15,000 |
| L. Mendel Rivers Elementary School (Altus Public Schools)                                  | Jackson      | Purchase of ActiveFloor Projection system   | \$7,500  |
| Morrison Elementary School   | Noble        | Install shade structure and school garden supplies                                  | \$7,500  |
| Morrison High School   | Noble        | Install shade structure and outdoor physical activity equipment                     | \$5,000  |
| Morrison Middle School   | Noble        | Install refillable water stations   | \$5,000  |
| North Rock Creek High School   | Pottawatomie | Build sidewalks, archery spaces, and purchase fitness equipment                     | \$20,000 |
| Pershing Elementary  | Muskogee     | Purchase of items to build dramatic and creative play areas                         | \$3,000  |
| Stillwater High School (Lincoln Academy)   | Payne        | Purchase bikes for use in bike club and PE class                                    | \$15,000 |

**f. Discussion and possible action to approve FY24 Budget Reduction Requests**

| Organization                            | Lapse Amount | Reduced Budget Amount |
|---|--------------|-----------------------|
| Canadian County Health Department       | \$10,624     | \$148,180             |
| ChangeLab Solutions                     | \$36,290     | \$50,130              |
| Cherokee County Health Services Council | \$18,396     | \$206,054             |
| Cherokee Nation Public Health           | \$6,500      | \$212,127             |
| Comanche County Hospital                | \$15,950     | \$244,050             |
| Grand Nation                            | \$15,970     | \$204,130             |
| Great Plains Youth and Family Services  | \$42,977     | \$130,000             |



|  |           |             |
|--|-----------|-------------|
| LeFlore County Youth Services, Inc.                          | \$11,518  | \$179,819   |
| Lincoln County Health Department                             | \$10,239  | \$212,053   |
| Mayes County HOPE  | \$27,995  | \$232,005   |
| McClain-Garvin Youth & Family Center, Inc.                   | \$19,212  | \$180,928   |
| Norman Regional Health System – Cleveland County             | \$31,350  | \$228,650   |
| Norman Regional Health System – McClain County               | \$42,045  | \$172,035   |
| Nowata CAN   | \$15,385  | \$64,615    |
| Muskogee County Health Department                            | \$30,597  | \$229,379   |
| People, Inc.   | \$11,000  | \$189,524   |
| Rural Health Projects, Inc.                                  | \$20,791  | \$239,209   |
| Oklahoma State University Health Disparities Discovery Grant | \$35,538  | \$207,684   |
| Oklahoma State University Creek County                       | \$12,480  | \$247,520   |
| Oklahoma State University Kay County                         | \$29,651  | \$170,349   |
| Board of Regents of the University of Oklahoma - Evaluation  | \$159,500 | \$2,108,733 |
| Wichita Mountains Prevention Network                         | \$19,751  | \$151,417   |

**g. Discussion and possible action to accept grantee contract status changes**

| Grantee  | Project                           | Change                                   |
|--|-----------------------------------|--|
| Board of Regents of the University of Oklahoma Health Sciences Center - Stephenson Cancer Center | Lung Screening Bus                | Contract extension through December 2024 |
| City of Sallisaw   | Discovery Grant                   | Contract extension through December 2024 |
| Canadian County Health Department  | TSET Healthy Living Program Grant | Early termination of contract            |

**End of Consent Agenda**

Chairman Snipes asked if any of the Board members wished to pull out or table any of the items on the Consent Agenda. Hearing none, he asked for a motion to approve the Consent Agenda as presented and recommended by the respective committees. Whittaker moved to approve the items on the Consent Agenda as presented. Needham provided the second. The motion passed unanimously.

***Aye: Benjamin, Needham, Rowe, Stephens, Whittaker, Snipes***

**9. Governance Committee Report**

Bisbee congratulated Ken Rowe on his reappointment to the TSET Board by the Senate Pro Tempore. She said Rowe is the longest serving Board member and his term will end in 2030. She then reviewed the committee discussion regarding the Board Retreat activities. She confirmed that the Retreat would be held in the metro area at a grantee site. She also said they had plans to have a panel discussion centered around the TSET 25<sup>th</sup> Anniversary book.

**10. Public Information and Outreach Committee**

Bisbee referred the Board members to the information in their packet and told them they could find an overview of the Youth Focus Brands and Adult Focus Brands, the FY24 Sponsorship Report, the Public Information and Government Affairs Report, and an overview of the Upcoming Events and Training. There was no further discussion. No action was needed.



## **5. Executive Director's Report, Julie Bisbee, Executive Director**

Bisbee advised the Board they were now returning to Item 5 after skipping it earlier.

### **a. Overview of Executive Director Activities and Agency Updates**

Bisbee gave quick update of the agency's activities since the previous Board meeting. She reminded the Board that the Oklahoma Legislative Session had started since the last Board meeting and that Thomas Larson would give an update on that. She said TSET had engaged with legislators in a variety of ways including a virtual panel and large check presentation events. She thanked the attendees of the Oklahoma Tobacco Helpline's 20<sup>th</sup> Anniversary event. She said it was a well-attended and moving event. She updated the Board on the work she and Chairman Snipes had been doing on the TSET 25<sup>th</sup> Anniversary book project and said the interviews with key people central to the creation of TSET would continue. Bisbee informed the Board that planning had begun on events to help mark the 25<sup>th</sup> year and encouraged them to offer any suggestions regarding promotion and distribution of the book. She said they planned to have the book ready for publication by the 1<sup>st</sup> quarter of the next calendar year. Finally, Bisbee congratulated TSET and VI for winning 22 awards from the local chapter of American Advertising Federation for various commercials and marketing campaigns.

### **b. Legislative Update – Thomas Larson, Director of Public Information and Government Affairs**

Thomas Larson distributed a handout to the Board members that listed the current bills of interest to TSET. He reviewed the bills that were still active, then identified a few that were no longer active. He encouraged the Board members to reach out with any questions. There was no action needed.

## **11. Personnel Actions**

Chairman Snipes asked for a motion to enter into Executive Session to discuss the employment, hiring, appointment, promotion, demotion, disciplining or resignation for any individual salaried public officer or employee. Whittaker moved to enter into Executive Session. Benjamin provided a second. The motion passed unanimously. The Board entered into Executive Session at 11:34 a.m.

***Aye: Benjamin, Needham, Rowe, Stephens, Whittaker, Snipes***

***Michelle Stephens left at 11:40 a.m.***

Chairman Snipes asked for a motion to return to Open Session. Whittaker moved to return to Open Session. Benjamin provided the second. The motion passed unanimously. The Board returned to Open Session at 12:27 p.m.

***Aye: Benjamin, Needham, Rowe, Whittaker, Snipes***

### **a. Discussion and possible action regarding the hiring of a Director of Finance**

Benjamin moved to direct the hiring manager to make an offer of employment to Candidate A for the position of Director of Finance at the salary range posted, and to Candidate B if Candidate A is unable or unwilling to accept the position. Whittaker provided the second. The motion passed unanimously.

***Aye: Benjamin, Needham, Rowe, Whittaker, Snipes***

### **b. Discussion and possible action regarding the hiring of a Grants Manager**

Benjamin moved to direct the hiring manager to make an offer of employment to Candidate A for the





position of Grants Manager at the salary range posted, and to Candidate B if Candidate A is unable or unwilling to accept the position. Whittaker provided the second. The motion passed unanimously.

***Aye: Benjamin, Needham, Rowe, Whittaker, Snipes***

**c. Discussion and possible action regarding the hiring of a Human Resources & Operations Manager**

Whittaker moved to direct the hiring manager to make an offer of employment to Candidate A for the position of Human Resources & Operations Manager at the salary range posted. Benjamin provided the second. The motion passed unanimously.

***Aye: Benjamin, Needham, Rowe, Whittaker, Snipes***

**d. Discussion and possible action related to the Executive Director's Performance Evaluation and Compensation**

Chairman Snipes said there was no action taken.

**12. New Business**

There was no new business.

**13. Adjournment**

The meeting was adjourned at 12:30 p.m.

These minutes were approved by the Board of Directors.

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Marshall Snipes, Chair of the Board

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Susan Yingling, Board Secretary