



Oklahoma Tobacco Settlement Endowment Trust

Board of Directors Regular Meeting Minutes

10:00 a.m., Thursday, June 6, 2024

Stephenson Cancer Center

800 NE 10th Street, Conference Room 5058 (5th Floor)

Oklahoma City, OK 73104

1. **Open Meeting Act Announcement and Call to Order** – Board Chair Marshall Snipes called the meeting to order at 10:02 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, Trish Bryant, Jessica Davis, Thomas Larson, Tonia Lowrey, Jonas Mata, Kelly Parker, Sjonna Paulson, Krystal George, Joseph Andrews, Terry Rousey, Lance Thomas, James Tyree, and Susan Yingling.

Other attendees present included Assistant Attorney General Sandra Balzer, General Counsel for the TSET Board of Directors; Dr. Lesley VanVolkinburg, OSU-CHS; Lindsey Funk, VI Marketing and Branding; and Eric Finley, Oklahoma Hospital Association.

2. **Approval of Minutes**

- a. Benjamin moved approval of the March 28, 2024, Regular Board Meeting Minutes. Whittaker provided a second. The motion passed unanimously.

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

- b. Benjamin moved approval of the May 20, 2024, Special Board Meeting Minutes. Needham provided a second. The motion passed unanimously.

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

3. **Executive Director's Report, Julie Bisbee, Executive Director**

- a. Bisbee updated the Board on the progress of the TSET 25th Anniversary history book project she and Board Chair Snipes had been working on. She reminded everyone that TSET turns 25 in November of 2025. She said several interviews had been conducted with former and current TSET Board members as well as people who had worked in tobacco control for a long time. She said an initial draft of the project was anticipated to be complete in the upcoming weeks. She said TSET has been working with Bob Burke on the book project and she would bring further updates in the future as they became available.

Bisbee recounted a few key outreach events including a kickoff event for the Stephenson Cancer Center in Tulsa, a presentation to the AMBUCS group in Edmond, and a groundbreaking of the walking track at OSU-OKC which was funded by a TSET built environment grant.



Bisbee recognized the Strategic Communication department for their accomplishments regarding several TSET brand campaigns. TSET commercials showing the dangers of smoking, vaping, and second-hand smoke had received awards locally, nationally, and even internationally. She expressed her pride in the team's hard work getting the TSET message out.

Bisbee updated the Board on the Salesforce implementation that kicked off in May. She said the new platform will impact all TSET divisions and speaks to the investment TSET is making in infrastructure and management of invoices, budgets and relationships.

Bisbee said TSET had recognized and celebrated staff during Public Service Employees Week in May with activities. She said TSET is also analyzing the Employee Engagement Survey results and will have follow up information on that at a later date.

- b. Bisbee recognized the new TSET staff members including Director of Finance, Trish Bryant; Grants Manager, Krystal George; and Human Resources & Operations Manager, Joseph Andrews. No action was necessary.
- c. Bisbee recognized Thomas Larson, Director of Public Information and Government Affairs to update the Board on the Oklahoma Legislative Session. Larson said the Oklahoma Legislature had adjourned on May 30. He referred the Board to the distributed handout that listed bills of interest to TSET. He recapped the session and status of the bills. He said none of the bills the directly affected TSET had moved forward, and that no tobacco-related legislation had passed this year. After a brief discussion, Larson thanked the Board for their time. There was no action needed.
- d. Bisbee recognized the service of Vice Chair Michelle Stephens whose current term was ending on June 30. Bisbee said Stephens had been appointed to the TSET Board in 2015 to fill out an unexpired term and was reappointed by the governor for a full term in 2017. Bisbee recognized Stephens as a driving force for TSET's increased investment in the creation of the TSET Healthy Youth Initiative. Bisbee said Stephens is interested in continued board service, if reappointed. Bisbee thanked Stephens for her nearly 10 years of service on the TSET Board. There was no discussion or action.

4. Agency Operations Committee Report

- a. Bisbee referred the Board to their packet materials for the financial reports. She gave a brief review of the FY23/24 Budget to Actual for Operations and Programs, Three-Year Rolling Average and Balance sheet. She said the reports had been previously reviewed by the Agency Operations Committee, so she would focus on some highlights for the Board. She reminded the Board that the spend rate listed on the reports was from April, so she expected the spend rate to be much higher by the end of the fiscal year. She said the Estimated Earnings Report would not be available until after the TSET Board of Investors meeting scheduled for June 19, 2024.
- b. Bisbee gave an overview of the proposed FY25 budget for TSET's programs and operating needs. She explained some of the changes and additions from the previous year and said those were



related to new initiatives in capacity building. Snipes asked why the budget was higher for FY25 when the FY24 funds had not been spent. Bisbee explained that there were unexpected delays in grant funds being used – especially in grants that supported construction or built environment projects. Some of those expenditures would be pushed into FY25. She said staff is confident the spending rate will be met in FY25. After a brief discussion, Snipes called for a vote.

- c. Stephens moved for approval of the FY25 TSET Operating Budget. Benjamin provided the second. The motion passed unanimously.

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

- d. Benjamin moved for approval of the FY25 TSET Programs Budget. Needham provided a second. The motion passed unanimously.

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

5. Program Committee Report

- a. Bisbee recognized Eric Finley with the Oklahoma Hospital Association to talk about some of the successes of OHA as part of TSET’s Health Systems Initiative. Finley gave a brief presentation about the Oklahoma Hospital Association and the work it does. He said the role OHA has in improving health in Oklahoma is through healthcare transformation. He said OHA is a not-for-profit organization that serves a little over 130 hospitals in the state of Oklahoma, and all of OHA’s programs are evaluated through the University of Oklahoma College of Public Health. After a short discussion about how referrals, interventions, and measurements were conducted, Bisbee explained that the evaluator scheduled to speak to the TSET Board was unable to attend the meeting due to an emergency. Bisbee encouraged the Board to review the evaluator’s report from the Board packet for more information on measurements. She also told the Board that TSET has been used by the CDC as an example of best practices in several studies. Finley concurred.

- b. Bisbee recognized Director of Engagement & Impact Jessica Davis, to give an update on the Board of Regents of the University of Oklahoma Health Sciences Center Oklahoma Tobacco Helpline projects. Davis referred to the materials in the Board packet and gave a high-level overview of the OTH activities that had occurred since the March Board meeting. Davis said the shared services agreements with Aetna and Oklahoma Complete Health were on track to begin on July 1st. She reminded the Board that Humana had not agreed to a cost share with OTH, but there was work being done to build relationship with Humana. Davis further stated that the staff at OTH were developing a five-year strategic plan for the programs at the Helpline and working with the vendor to ensure evaluate and assess the user experience and identify areas of improvement. A site visit with RVO was scheduled for August.

Davis said the Scientific Advisory Council for the Oklahoma Tobacco Helpline met on April 1, 2024. She reminded the Board that the SAC makes recommendations on research that involves any protocol or data that involves the Helpline. She said the first meeting was about establishing procedures and the next meeting would take place in June. Benjamin asked about the nicotine



replacement messaging where it concerned cessation. Thomas Larson explained that the point of nicotine replacement as a cessation method is that the user will eventually stop. He said the levels of nicotine drop as those FDA-approved cessation methods are used and that was the difference between regular nicotine use through vaping or smoking where quitting was not the goal. Rowe asked about the cost share and Davis explained that TSET paid for the program in order to reach a population of people who were shown to be heavy tobacco and nicotine users. She explained that studies show that 36% of Medicaid users smoke, so it had been identified as a high-need population. Bisbee said the cost-share did not reduce the cost for TSET. She explained that it ensured that Medicaid-eligible people did not receive a reduction in care based on their insurance provider.

- c. Bisbee recognized Dr. Lesley VanVolkinburg, Executive Director of the Graduate Medical Education for the OSU-CHS Osteopathic Medical Education Consortium of Oklahoma to present the proposal for the OSU-CHS & Great Salt Plains Health Medical Residence Program. Dr. VanVolkinburg updated the Board on the current TSET grant for the internal medicine residence program at Stillwater Medical Center. She said the program had received accreditation from the Accreditation Council for Graduate Medical Education (ACGME) which was not an easy feat for rural programs. She gave an overview of the recruitment process and said there were 723 applications for five positions. She said they would be at full complement with 15 participants as of July 1, 2024, and the first class would graduate at the end of June 2025. She added that the program would maintain sustainable funding when the TSET grant funds concluded. The program had been successful in keeping medical residents in rural areas after they finished the program. VanVoklinburg discussed proposed expansion for a family medicine residency at the Great Salt Plains Health Center in Enid, Oklahoma. The proposal seeks three years of start-up funding from TSET beginning on July 1, 2025. Dr. VanVolkinburg stressed that, like the current program, the expanded program would have sustainable funding after the TSET grant ended.

After a brief discussion, Bisbee referred the Board to their packet materials and explained that the vote for today was to enter into a Memorandum of Understanding that would set aside funding for the program if measures of progress were met. Chairman Snipes called for a motion to approve the new proposal.

- i. Stephens made a motion to approve moving forward with FY25 planning activities for OSU-CHS & Great Salt Plains Health Medical Residency Program (Enid, OK) with funding slated for FY26. Needham provided the second. The motion passed unanimously.
Aye: Benjamin, Needham, Rowe, Stephens, Whittaker, Snipes
- d. Bisbee recognized Tonia Lowrey, Director of Quality & Performance, to update the Board on the Quality and Performance role at TSET. Bisbee reminded the Board that the Quality and Performance division was created because of the realignment and a recommendation from the Board LOFT committee.



Lowrey provided a highlight and overview of some of the work the Quality and Performance division had been involved in. She said her job focused on the areas of assurance and improvement where processes were standardized to improve quality. After a brief recap of her work at TSET, she unveiled a logic model that illustrated how all of the goals of the strategic plan related to identified programs TSET had funded. The model helped determine if the objectives were met and if the programs related back to a specific area of the strategic plan. She reviewed the categories on the model and explained how each of them related to the strategic objectives. She explained her future plans for the division and thanked the Board for their dedication to growth and impact. No action was necessary.

6. **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 told the Board members they could pull any item from the agenda for further discussion prior to approval of the final agenda.

a. **Discussion and possible action to approve FY24 budget reduction requests**

Grantee Organization	Lapse Amount	FY24 Budget Amount	Reduced FY24 Budget Amount
Hunger Free Oklahoma	\$245,000	\$2,387,500	\$2,142,500
Oklahoma Medical Research Foundation (OMRF)	\$120,000	\$3,000,000	\$2,880,000

b. **Discussion and possible action on awarding Healthy Incentive Grants – Community Funding Recommendations**

	Organization	County	Intended Use	Amount
i.	City of Chickasha	Grady	Increase opportunities for physical activity throughout the city by updating their Parks Master Plan and implementing some components (e.g. updating splash pad, including additional pavilions at Shannon Springs Park, etc.)	\$60,000
ii.	City of Del City	Oklahoma	Enhance opportunities for physical activity by purchasing playground equipment, lighting, engineering services, and future planning of parks and public spaces.	\$120,000
iii.	Town of Hulbert	Cherokee	Enhance opportunities for physical activity by purchasing wayfinding signage as outlined in the wayfinding plan.	\$10,000
iv.	City of Langley	Mayes	Increase opportunities for physical activity by enhancing Langley City Park's basketball court and surrounding structures to make the park more accessible for all ages and abilities.	\$22,000
v.	City of Prague	Lincoln	Enhance opportunities for physical activity by purchasing and installing a new ADA-accessible swing set at Prague Park.	\$8,000
vi.	City of Purcell	McClain	Increase opportunities for physical activity by rehabilitating the sand volleyball court to include two upgraded sand volleyball courts, lighting, and green space for yard games such as cornhole, horseshoes, etc.	\$40,000



vii.	City of Tamaha	Haskell	Increase access to healthy affordable foods by updating equipment in the community center kitchen, (e.g., utensils), and installing raised garden beds for the community garden.	\$10,000
viii.	City of Wilburton	Latimer	Increase opportunities for physical activity by purchasing and installing new Disc Golf baskets that adhere to game regulations.	\$10,000

c. Discussion and possible action regarding FY25 Grant and Contract Renewals

	Built Environment & Innovation Grants	FY25 Request
i.	City of Pauls Valley	\$15,000
ii.	City of Seminole (Construction)	\$230,033
iii.	Cushing Public Schools	\$486,736
iv.	Eastern Oklahoma State College	\$55,000
v.	Oklahoma State University (Stormwater Management Plan)	\$58,975
vi.	Riversport Foundation	\$301,198
vii.	Town of Westville	\$500,000
	Communications	
viii.	Oklahoma Health Care Authority <i>Health Communications cost share for SoonerQuit</i>	\$2,000,000
ix.	Rescue Agency Public Benefit, LLC <i>Youth media and marketing</i>	\$2,972,530
x.	Visual Imaging Marketing and Branding (VI) <i>Tobacco Stops With Me, Shape Your Future, Oklahoma Tobacco Helpline campaigns; grantee marketing and promotional support</i>	\$20,648,500
	Discovery Grants	
xi.	Board of Regents of the University of Oklahoma Health Sciences Center – Saving Tiny Sooners	\$191,517
xii.	LIFE Senior Services	\$175,000
xiii.	NewView Oklahoma, Inc.	\$95,863
xiv.	Oklahoma Senior Games	\$200,000
xv.	Oklahoma State University – Health Disparities	\$243,223
xvi.	River Parks Foundation	\$700,000
	TSET Healthy Living Program (year 5 of 5)	
xvii.	Cherokee County Health Services Council	\$209,350
xviii.	Cherokee Nation serving Adair County	\$176,384
xix.	Comanche County Memorial Hospital	\$238,316
xx.	Gateway to Prevention and Recovery serving Pottawatomie County	\$222,516
xxi.	Grand Nation, Inc. serving Craig County	\$166,103
xxii.	Great Plains Youth & Family Services, Inc. serving Caddo and Kiowa counties	\$161,283
xxiii.	KI BOIS Community Action Foundation, Inc. serving Haskell County	\$175,988
xxiv.	Kingfisher County Health Department	\$107,314
xxv.	LeFlore County Youth Services, Inc.	\$155,047
xxvi.	Lincoln County Health Department	\$192,548
xxvii.	Mayer County HOPE Coalition	\$260,000



xxviii.	McClain-Garvin Co Youth and Family Center, Inc. serving Garvin County <i>DBA Frontline Family Solutions</i>	\$186,847
xxix.	Muskogee County Health Department	\$221,986
xxx.	Norman Regional Health System serving Cleveland County	\$234,913
xxxi.	Norman Regional Health System serving Grady County	\$240,716
xxxii.	Norman Regional Health System serving McClain County	\$214,080
xxxiii.	Nowata CAN serving Nowata County	\$78,570
xxxiv.	Oklahoma City-County Health Department	\$400,000
xxxv.	Oklahoma State University – Department of Wellness – Sponsored Programs - serving Creek County	\$260,000
xxxvi.	Oklahoma State University – Department of Wellness – Sponsored Programs - serving Kay County	\$199,653
xxxvii.	Oklahoma State University – Department of Wellness – Sponsored Programs - serving Payne County	\$260,000
xxxviii.	People Inc. serving Sequoyah County	\$157,407
xxxix.	ROCMND Area Youth Services serving Delaware County	\$192,446
xl.	Rogers County Volunteers for Youth, Inc.	\$260,000
xli.	Rural Health Projects, Inc. serving Garfield County	\$253,292
xlii.	Tulsa City County Health Department	\$400,000
xliii.	Wichita Mountains Prevention Network serving Carter County	\$132,002
	Health Systems Initiative	
xliv.	Oklahoma Department of Mental Health & Substance Abuse Services <i>Wellness Enhancement System Initiative</i>	\$492,780
xlv.	Oklahoma Health Care Authority - <i>SoonerQuit</i>	\$272,206
xlvi.	Oklahoma Hospital Association - <i>OHA's Health Improvement Initiatives</i>	\$685,800
	Research	
xlvii.	Board of Regents of the University of Oklahoma Health Sciences Center <i>TSET Health Promotion Research Program</i>	\$5,050,000
xlviii.	Board of Regents of the University of Oklahoma Health Sciences Center, Stephenson Cancer Center - <i>TSET Cancer Research Program</i>	\$5,500,000
xlix.	Oklahoma Medical Research Foundation - <i>Oklahoma Center for Adult Stem Cell Research</i>	\$3,120,000
	Statewide	
i.	Board of Regents of the University of Oklahoma Health Sciences Center <i>Oklahoma Tobacco Helpline oversight and management</i>	\$780,731
ii.	Board of Regents of the University of Oklahoma Health Sciences Center <i>Oklahoma Tobacco Helpline services through subcontract with RVO Health</i>	\$5,300,000
iii.	Board of Regents of the University of Oklahoma Health Sciences Center, Stephenson Cancer Center- <i>Lung Cancer Screening Bus</i>	\$256,023
liii.	Health Care Workforce Training Commission <i>Oklahoma Medical Loan Repayment Program and program administration</i>	\$830,267
liv.	Hunger Free Oklahoma - <i>Expand Double Up Oklahoma (DUO) program</i>	\$2,345,000
lv.	Oklahoma Association of Youth Services, Inc. <i>TSET Successful Futures youth character development program</i>	\$1,120,000
lvi.	Oklahoma State University Center for Health Sciences	\$572,087



	<i>Stillwater Medical Center physician residency program</i>	
lvii.	Oklahoma State University Center for Health Sciences - <i>Project ECHO</i>	\$1,499,852
lviii.	Rescue Agency - <i>YAHL youth advocacy</i>	\$1,527,625
	Technical Assistance & Evaluation	
lix.	Berry Dunn McNeil & Parker LLC <i>Technical assistance and consultation</i>	\$300,000
lx.	Board of Regents of the University of Oklahoma Health Sciences Center <i>(Evaluation) - Program evaluation</i>	\$2,367,235
lxi.	ChangeLab Solutions <i>Technical assistance, training, and product development</i>	\$86,400
lxii.	Emory Centers for Public Health Training and Technical Assistance <i>Public Health Academy of Oklahoma</i>	\$238,381
lxiii.	Onside Partners <i>Technical assistance, training, and product development</i>	\$155,000
lxiv.	Tigris Solutions <i>Program support and technical assistance</i>	\$130,050

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. Benjamin provided the second. The motion passed unanimously.

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

7. Governance Committee Report

Bisbee stated the two-day August Board Retreat would be held at the Bethany Children’s Health Center on August 21 and 22.

8. 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.

9. Personnel Actions

- a. Benjamin moved to enter into Executive Session to discuss candidates for employment. Whittaker provided the second. The motion passed unanimously. The Board entered into Executive Session at 11:51 a.m.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- b. Whittaker moved to return to Open Session. Benjamin provided the second. The motion passed unanimously. The Board returned to Open Session at 12:04 p.m.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- c. Needham moved to direct the hiring manager to extend an offer of employment to Candidate A



for the position of Program Manager. Whittaker provided the second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- d. Needham moved to direct the hiring manager to extend an offer of employment to Candidate A for the position of Accountant I. Whittaker provided the second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

10. New Business

There was no new business.

11. Adjournment

The meeting was adjourned at 12:06 p.m.

These minutes were approved by the Board of Directors.

Marshall Snipes, Chair of the Board

Susan Yingling, Board Secretary