



**Oklahoma Tobacco Settlement Endowment Trust**

Board of Directors Regular Meeting Minutes

10:00 a.m., Wednesday, August 21, 2024

Bethany Children's Health Center

6800 NW 39<sup>th</sup> Expressway, Conference Room Hobby Lobby 3

Bethany, Oklahoma 73008

- 1. Open Meeting Act Announcement and Call to Order** – Vice-Chair Michelle Stephens called the meeting to order at 10:00 a.m. and announced that all requirements of the Open Meeting Act had been met.

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

TSET staff members present were Julie Bisbee, Kelli Brodersen, Trish Bryant, Jessica Davis, Thomas Larson, Tonia Lowrey, Jonas Mata, Kelly Parker, Sjonna Paulson, Lance Thomas, Taylor Verkler, Susan Yingling, Kaye James, and Cailin Wright.

Other attendees present included Assistant Attorney General Sandra Balzer, General Counsel for the TSET Board of Directors; Erik Smoot, Brandon Clabes, Todd Peck, and Lori Carter of the ABLE Commission; Randy G. Curry, SWOSU College of Pharmacy Rural Health; Lindsey Funk, VI Marketing and Branding; and Charles Lindsey-Outlaw, LegisOK.

- 2. Approval of Minutes of the June 6, 2024, Regular Board Meeting** – Whittaker moved approval of the June 6, 2024, Regular Board Meeting Minutes. Needham provided a second. The motion passed unanimously.

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

- 3. Executive Director's Report**

- TSET Executive Director Julie Bisbee, introduced the new TSET staff members Kaye James, Accountant, and Cailin Wright, Program Manager. Bisbee said the other new Program Manager, Eddie Withers was unable to attend. No action was necessary.
- Thomas Larson, director of public information and government affairs, gave a brief legislative update. He said the interim studies were starting and there are a few that TSET are reviewing and planning to be involved in. He said Senator Hicks has been talking to the Youth Action for Health Leadership (YAHL), and she is conducting a study on the youth vaping epidemic. He said interim studies on emerging tobacco products and the health effects were also being discussed.
- Bisbee gave a brief recap of TSET's FY24 accomplishments. She commended the TSET staff and Leadership Team for their consistency during the agency's reorganization and thanked the Board for their guidance and support. She highlighted some marketing awards the various TSET campaigns had won including two gold Telly awards for *Tobacco Stops With Me* commercials including "Shapeshifter" and "Apartment." She said several of the campaigns were also being used by other states and nationally to promote healthy behaviors.

Bisbee said the team was looking at the next generation of grants and planning for the future with new technology. She said Salesforce would be implemented for grantees and staff in mid-November. She said additional work would continue toward the strategic initiatives approved by



the Board at the beginning of FY24. She said more details about the initiatives would be reviewed at the Board Retreat.

#### 4. Program Committee Report

- a. Bisbee recognized Captain Erik Smoot with the Oklahoma ABLE Commission to give a short presentation on the Oklahoma ABLE Commission's program proposal to reduce youth access to tobacco products. Bisbee reminded the Board that ABLE has the statutory requirements to enforce rules around sales of tobacco to young people.

Captain Smoot introduced ABLE Director Brandon Clabes, ABLE Assistant Director Lori Carter, and Chief Agent Todd Peck to the Board before proceeding with his PowerPoint presentation. Captain Smoot explained that one ABLE's biggest goals is to prevent youth access to tobacco products. He said on frightening trend is the schools report to ABLE that more than half of the vape violations are from middle schools. He explained that youth start so young that they get addicted before they understand what the risks are. He said ABLE would like to train local law enforcement to conduct compliance checks at retailers to help overcome an obstacle of limited personnel.

Captain Smoot then explained that there is a current vape registry where products that will be sold in the state have to be listed, but that it is not user-friendly. He said it came to ABLE as a pdf file that is not easy to search through. He said the other part of the program ABLE was asking TSET to fund would involve revamping the site to make it easier to use. After some discussion, Captain Smoot thanked the Board for their time and concluded his presentation.

- i. Needham moved to discussion to approve funding beginning Oct. 1, 2024, and ending June 30, 2025, in the amount of \$57,288 for the Oklahoma ABLE Commission's program proposal to reduce youth access to tobacco products. Rowe provided the second. The motion passed unanimously.

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

- b. Bisbee recognized TSET Program Architect Jonas Mata, to give a brief overview of the proposed criteria for evaluating the continuation of grantee agreements. Mata reviewed the history of TSET's approach to grantmaking. He explained the evaluation tool that measures grant performance and how that would be utilized for evaluation regarding the continuation of grants that meet the established criteria. After his presentation, Whittaker moved to approve the criteria to evaluate the possible continuation of grantee agreements. Needham provided the second. The motion passed unanimously.

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

- c. Bisbee referred the Board to their packet for information regarding the review of grants whose cycles end in FY25 but might be eligible for continuation. There was a short discussion. No action was necessary.

- d. Rowe moved to approve extending the Healthy Living Program grants through FY26. Needham provided the second. The motion passed unanimously.

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

- e. Bisbee recognized TSET Program Architects Jonas Mata and Sjonna Paulson, who gave a brief



presentation regarding future community grantmaking design features. Mata and Paulson reviewed some insights regarding the previous years and what TSET had learned about community grantmaking. They explained that a cornerstone of TSET was the constant evaluation of the programs in search of best practices. They said they use the feedback they receive to work to build better grantmaking strategies for the future. They explained that the next goal was to work on a pilot grant launch within the counties served by the Healthy Living Program that would simplify the application process and increase impact. The new pilot will increase community engagement and funding opportunities for communities. The new framework proposal would be brought to the Board in November for approval. There was no discussion, and no action was necessary.

**5. Agency Operations Committee Report**

- a. Bisbee recognized TSET Director of Finance Trish Bryant, to review the financial reports included in the Board packet. Bryant gave a brief overview of the packet materials. There was no discussion, and no action was taken.

**6. Governance Committee**

- a. Bisbee reminded the Board the Board committee assignments and officer elections for calendar year 2025 would take place at the November 2024 regular Board meeting. She encouraged anyone interested in serving on a different committee or serving as an officer to contact the Governance Committee Chair. No action was necessary.

**b. Proposed Board Policy Manual Updates**

- i. Whittaker moved to amend TSET Board Policy Manual Section 12 to increase authorization of contract signing by Executive Director from \$25,000 to \$100,000. Needham provided the second. The motion passed unanimously.

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

- ii. Whittaker moved to amend TSET Board Policy Manual Section 17 to update the Record Retention Schedule. Needham provided the second. The motion passed unanimously.

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

**7. Public Information and Outreach Committee**

- a. Bisbee updated the Board on the upcoming event planning for the 25<sup>th</sup> anniversary of TSET's inception. She also updated the Board on the progress of the TSET 25<sup>th</sup> Anniversary History Book and said the possible book-signing event was tentatively planned for February 5, 2025. She said TSET was working on the history book in conjunction with the Oklahoma Hall of Fame as well as Bob Burke and TSET Chair Marshall Snipes. She said it was interesting to learn about Oklahoma's support for tobacco cessation and Oklahoma's unique position in creating a constitutional trust to safeguard the Master Settlement Agreement payments for health. She reminded the Board that Oklahoma is the only state to have done that and said it's something worth celebrating.
- b. – d. Bisbee recognized Kelli Brodersen, Director of Strategic Communication, who gave a brief update on the Adult Media Brands (7b), Youth Media Brands (7c), and the Lung Bus Partnership (7d). Brodersen highlighted some of the awards, engagement, and benchmarks for the media campaigns. She gave an overview of the enrollments for the Q4 Oklahoma Tobacco Helpline and credited the numbers to the social media and advertising efforts. Then she gave an update on the status of the Lung Cancer Screening Bus Partnership with the University of Oklahoma and



Stephenson Cancer Center. She said the bus should be completed in late October. She concluded by saying there would be a ribbon-cutting planned for the fall and the Board would be receiving invitations for that.

**e. Discussion and possible action to adopt policy resolutions**

Vice-Chair Stephens noted the absence of three Board members and the sparse quorum. She asked for a motion to table the proposed resolutions until more Board members could weigh in.

- a. Needham moved to table the proposed Resolution on Improving Access to Healthy Foods. Rowe provided the second. The motion passed unanimously.

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

- b. Needham moved to table the proposed Resolution on Cigarette Tax Increase. Rowe provided the second. The motion passed unanimously.

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

- c. Needham moved to table the proposed Resolution for Emerging Tobacco Products. Rowe provided the second. The motion passed unanimously.

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

- f. Sponsorship Updates  
g. Upcoming events and trainings

**8. Consent Agenda**

- a. Discussion and possible action regarding Targeted Achievement Grant Renewal - KI BOIS  
b. Discussion and possible recommendation regarding Youth Media Request for Proposal parameters  
c. Discussion and possible action regarding Built Environment Request for Applications parameters  
d. Discussion and possible recommendation regarding the Discovery Grant Request for Applications parameters

**End of Consent Agenda**

Vice-Chair Stephens asked if any Board members wished to pull any of the items from the Consent Agenda for further discussion. Hearing none, she asked for a motion to approve the Consent Agenda as presented. Whittaker moved to approve the items on the Consent Agenda as presented. Needham provided the second. The motion passed unanimously.

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

**9. Personnel Actions**

- a. Rowe moved to enter into Executive Session pursuant to 25 O.S. §307(b)(1) to discuss the potential hiring of candidates for positions of Program Strategist, Accountant, and Human Resources Management Specialist. Whittaker provided the second. The motion passed unanimously. The Board entered into Executive Session at 11:02 a.m.

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

- b. Needham moved to return to Open Session. Whittaker provided the second. The motion passed unanimously. The Board returned to Open Session at 11:42 a.m.

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



- c. Whittaker moved to direct the hiring manager to extend an offer of employment within the posted salary range to Candidate A, and if Candidate A was unwilling or unable to accept, extend the offer to Candidate B for the position of Program Strategist. The motion passed unanimously.

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

- d. Rowe moved to direct the hiring manager to extend an offer of employment within the posted salary range to Candidate A, and if Candidate A was unwilling or unable to accept, extend the offer to Candidate B for the position of Accountant. The motion passed unanimously.

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

- e. Needham moved to direct the hiring manager to extend an offer of employment within the posted salary range to Candidate A, and if Candidate A was unwilling or unable to accept, extend the offer to Candidate B, and if Candidate B was unwilling or unable to accept, extend the offer to Candidate C for the position of Human Resources Management Specialist. The motion passed unanimously.

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

10. **New Business**

There was no new business.

11. **Adjournment**

The meeting was adjourned at 11:45 a.m.

These minutes were approved by the Board of Directors on 11/21/2024.