



Oklahoma Tobacco Settlement Endowment Trust
Board of Directors Special Meeting
10:00 a.m., Tuesday, September 17, 2024
Oklahoma Department of Wildlife Conservation
Oklahoma Room
1801 N Lincoln Blvd, Oklahoma City, OK 73105

AGENDA

1. Open Meeting Act Announcement and Call to Order
2. Executive Director's Report
 - a. Staff Recognition
 - b. Overview of Strategic Plan and overview of planned FY25 projects
 - c. Discussion of TSET's financial position
 - i. Preliminary Earnings Certification
 - ii. Financial trends
 - d. Discussion of TSET Strategic Funding Matrix
3. Program Committee Report – *Jack Allen, Runako Whittaker*
 - a. Overview of TSET Capacity Building Efforts and Next Steps, *Jessica Davis, Director of Engagement & Impact; Kira Switzer, Associate Director for Capacity Building*
 - b. Discussion and possible action to approve funding for performance-based continuation grants for community grant pilot in the amount of \$1.5 million annually for 3 years
 - c. Discussion and possible action to approve next generation community grants design principles
4. Presentation of evaluation reports for Shape Your Future and Tobacco Stops With Me campaign efforts, *Laura Beebe, Ph.D., Hudson College of Public Health, University of Oklahoma Health Sciences Center*
5. Presentation of Strategic Communication FY25 Campaign Overview, *Kelli Brodersen, Director of Strategic Communication*
6. Presentation of TSET Brand Awareness Survey, *Thomas Larson, Director of Public Information and Government Affairs*
7. Panel Discussion: Vaping and Emerging Tobacco Products
Zachary Massey, Ph.D., TSET Health Promotion Research Center
Lourdes Quemado, Ph.D., TSET Health Promotion Research Center
8. Presentation on Quit the Hit
Kathleen Thomas, Rescue Agency

Note: The Board of Directors may discuss, vote to approve, vote to disapprove, vote to table, or decide not to discuss any item(s) on the agenda. If accommodation is needed on the basis of ability, please contact Susan Yingling at (405) 623-8060 for assistance.



9. Public Information and Outreach Committee, *Michelle Stephens, Ken Rowe*
 - a. Discussion and possible action to adopt policy resolutions
 - i. Resolution to improve access to healthy foods for Oklahomans
 - ii. Resolution to increase the price of cigarettes in Oklahoma
 - iii. Resolution in support of regulations on emerging tobacco products
10. New Business– Any matter not known about, or which could not have been reasonably foreseen prior to the time of posting the agenda [25 O.S. § 311 (A)(9)]
11. Adjournment

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