



Oklahoma Tobacco Settlement Endowment Trust

Board of Directors Regular Meeting Minutes

10:00 a.m., Thursday, January 25, 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 10:06 a.m. and announced that all requirements of the Open Meeting Act had been met.

Members of the Board present were Jennifer Needham, Michelle Stephens, Runako Whittaker, and Marshall Snipes. Jack Allen arrived at the meeting at 10:15 a.m.

Members of the Board absent were Bruce Benjamin and Ken Rowe.

TSET staff members present were Julie Bisbee, Kelli Brodersen, Thomas Larson, Tonia Lowrey, Jonas Mata, Jessica Davis, Lance Thomas, Sjonna Paulson, Nafees Rashid, Samuel Carrillo, Jamie McDaniel, Beashua Spearman, Taylor Verkler, Candice Bacon, Sidney Suttles, Dena Trosky, and Terry Rousey.

Other attendees present included Assistant Attorney General Sandra Balzer, General Counsel for the TSET Board of Directors; Greta Anglin and Lindsey Funk, VI Marketing and Branding; Mike Knopp, Riversport; Katie Qualls Fay and Christin Kirchenbauer, Oklahoma Tobacco Helpline; Lindsy Lemons, Kym Hardin and Kimberly Gray, Healthy Schools OK; and Laura Beebe, OUHSC.

2. Approval of Minutes of the November 16, 2023, Regular Board Meeting

Whittaker moved approval of the November 16, 2023 Regular Board Meeting Minutes as presented. Stephens provided a second. The motion passed unanimously. Allen was absent for the vote.

Aye: Needham, Stephens, Whittaker, Snipes

3. Program Committee Report – Jack Allen, Runako Whittaker

- a. Julie Bisbee introduced OUHSC external evaluator Dr. Laura Beebe to present the FY23 Oklahoma Tobacco Helpline evaluation highlights. Beebe reported that smoking prevalence rates in Oklahoma are at an all-time low. She credited the work that TSET has done over the years as part of the reason for the decrease. Beebe also reported the use of the Oklahoma Tobacco Helpline was up significantly in FY23. She reviewed her PowerPoint slides and explained some of the trends of the use of the Helpline due to the pandemic and the strategies the Helpline utilized to reengage users. Beebe also informed the Board that the Quitline provider had changed platforms, so users were now using a platform called Rally which appeared to make much easier for tobacco users to register online. She also said that the Quitline is providing treatment to more people who experience behavioral health conditions. She said they will continue to search for ways to extend the Quitline's reach, keep tracking the data regarding the new platform, and report back at a future Board meeting.

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Jack Allen arrived at 10:15 a.m.

- b. Bisbee introduced Oklahoma Tobacco Helpline Director Christin Kirchenbauer to give a presentation regarding the Oklahoma Tobacco Helpline Strategic Direction. Kirchenbauer reported to the Board that there were some unintended consequences of moving to the new platform including increased costs. She said Dr. Beebe is conducting a deep dive into the data to determine what they are receiving with the increased costs and make sure those are providing a good return in investment. She said one of the goals of the strategic plan was to increase partnerships, which they are doing. She said a logic model that ties back into the State Tobacco Control Plan has been created to ensure a clear statewide cessation plan. She further explained that there will be a Scientific Advisory Council that will be chaired by Dr. Beebe that will continue to do research to help make sure the services the Helpline provides are successful.
- c. Bisbee introduced Lindsy Lemons to present on behalf of the Healthy Schools OK Program Expansion about their current work and some work they would like to do. Lemons reviewed the history of the program and said they are currently working with 60 schools. She showed the Board a video that included several testimonials from teachers and schools that had been positively impacted by Healthy Schools OK. Lemons explained that with the grant funds they received from TSET, Healthy Schools OK currently works with ten schools but would like to expand to thirty-schools with the additionally requested grant funds. In answer to Allen's question, Lemons said the ultimate goal would be to be in every school, but staff and funding put a limit on that ability.

i. Discussion and possible action to award a multi-year agreement to HSOK for FY25-27

Whittaker moved approval to award a multi-year agreement to Healthy Schools Oklahoma for FY25-27. Stephens provided a second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- d. Bisbee introduced Riversport Foundation CEO Mike Knopp to present his proposal for the Oklahoma Trailhead and Bike Park. Bisbee explained that the proposal had originally come through the TSET grant process for Built Environment funding, but the Board had wanted it pulled out for a separate conversation. Knopp presented an artist's rendition of what the completed trailhead and bike park would look like. He told the Board that Riversport already has almost 100 miles of trails throughout the Oklahoma City metropolitan area. He said the purpose of the trailhead was to connect all of those other trails and provide some amenities such as shade trees, benches, bathrooms, and water refill stations so more people would be enticed to use the trails.

i. Discussion and possible action to award multi-year grant funds to the Riversport Foundation in the amount of \$484,506 for FY24 and up to \$301,198 for FY25

Allen moved to approve the award for multi-year grant funds to the Riversport Foundation in the amount of \$484,506 for FY24 and up to \$301,198 for FY25. Stephens provided a second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- e. **Discussion and possible action to increase contract with OUHSC (Oklahoma Tobacco Helpline**

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Services) in the amount of \$1,200,000 to cover increased costs of additional services and utilization Bisbee directed the Board to review their packet for the overview of the increased costs affiliated with the Oklahoma Tobacco Helpline Services. She reminded them of the presentations given by Dr. Beebe and Christin Kirchenbauer that explained the increased costs. Bisbee pointed out that this is the first time in her recollection that TSET had had to increase Helpline funding. Bisbee asked if there were any questions. There were none. Chair Snipes asked for a motion. Whittaker moved to approve the contract with OUHSC (Oklahoma Tobacco Helpline Services) in the amount of \$1,200,000 to cover increased costs of additional services and utilization. Stephens provided a second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

4. Executive Director's Report – Julie Bisbee, Executive Director

- a. Executive Director Julie Bisbee presented the Overview of Executive Director Activities and Agency Updates to the Board. She offered some highlights including details from the American Lung Association's 2024 State of Tobacco Control Report. She said that according to the report, Oklahoma ranked high in funding for tobacco control and access to cessation, but low in categories of smoke-free air and laws restricting access to flavored vapor products. The state also ranked poorly in allowing cities and towns to restrict tobacco more aggressively than the state does. The report also highlighted failures at the federal level to ban menthol-flavored products. Bisbee referred the Board to TSET's social media accounts to review some new videos about TSET outreach posted there. She also reported that TSET participated in the OSU Horticulture Center's grand opening in December. She said TSET had helped fund a building there that allowed for classes to be held. She announced that the TSET Annual Report would be finalized in the upcoming week and would be sent out to the Board. She also highlighted some awards presented to TSET for their commercials and referred the Board to the packet for more information. Finally, she told the Board about some upcoming events also included in the packet.
- b. Bisbee recognized the new staff who had joined the TSET team after the November 2023 Board meeting. She welcomed Sidney Suttles, Program Manager – Community Programs; Candice Bacon, Events and Outreach Coordinator; Dena Trosky, Partner Support Specialist II; and Beashua Spearman, Grants Manager.
- c. Bisbee recognized Thomas Larson, Director of Public Information and Governmental Affairs, to present the Legislative Update to the Board. Larson directed the Board's attention to the handout containing a summarized list of legislative bills of interest to TSET. Larson explained that the list was not comprehensive, as there were over 2,000 new bills for the current legislative session. He reviewed a few of the bills and said he would continue to track the progress of any bills specific to TSET. He said the list would be much shorter by the next Board meeting as many of the bills would not make it to the floor after the first committee deadline.

5. Agency Operations Committee Report – Michelle Stephens, Jack Allen

- a. Bisbee directed the Board to look at their packets for the included FY23/FY24 Budget-to-Actual Financial Reports for their review. She said the only item for the Agency Operations Committee Report recommended for action was the approval of the FY24 TSET Budget Revision. Stephens moved to approve the FY24 TSET Budget Revision as presented in the packet. Whittaker

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provided a second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- b. Bisbee told the Board the one-pager regarding the Six-month Update on Agency Strategic Plan was available in their packet. There were no questions or discussion.

6. Governance Committee Report – Bruce Benjamin, Michelle Stephens

Bisbee reminded the Board there would be a two-day Board retreat in August. She said the plan is to hold it in the Oklahoma City metropolitan area. She also said the Governance Committee Chair, Bruce Benjamin, would be reaching out to each member regarding the upcoming evaluation of the TSET Executive Director. There were no questions or discussion.

7. Consent Agenda

Bisbee advised the Board that item 7c of the Consent Agenda had been tabled and would not be included in the vote regarding the Consent Agenda. She said there would be no action taken on item 7c during this Board meeting, but it could be revisited at a future Board meeting. There were no objections.

Snipes asked for a motion to approve the Consent Agenda including all items except for item 7c. Whittaker moved to approve the Consent Agenda items with 7c excluded. Allen provided the second. The motion passed unanimously.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

- a. Discussion and possible action to award contract to Salesforce as vendor for grants management software
- b. Discussion and possible action to extend the consultation and advisory support under the Grants Management System Project Support contract with The Persimmon Group and increase the amount by \$131,930.00.
- c. Discussion and possible action to increase contact with Rescue Group (Youth Media) in the amount of \$60,000.00 to cover the additional Quit the Hit campaigns
- d. Discussion and possible action to award grant funds for Healthy Incentive Grants – Communities as listed in table below:

	Applicant	Intended Use of Funds	Recommended Amount
i.	City of Spencer	Increase access to physical activity for the community at large by making renovations to Kringlen Park.	\$36,000.00
ii.	City of Stilwell	Increase access for physical activity for older children by purchasing new equipment for Edna M. Carson Park	\$22,000.00
iii.	City of Tuttle	Increase access to youth physical activity opportunities by making improvements to park playground equipment.	\$10,000.00

8. Public Information and Outreach Committee, Michelle Stephens, Ken Rowe

- a. Update on Youth Focus Brands
- b. Update on Adult Focus Brands
- c. Update on FY24 Sponsorship Report
- d. Update on Public Information and Government Affairs
- e. Update on Upcoming Events and Trainings

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Bisbee referred the Board to the packet for the informational items from the Public Information and Outreach Committee. There was no discussion or action taken.

9. Personnel Actions

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

Allen 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 11:50 a.m.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

b. Consideration of a motion and vote to return to Open Session

Whittaker moved to return to Open Session. Stephens provided the second. The motion passed unanimously. The TSET Board returned to Open Session at 12:06 p.m.

Aye: Allen, Needham, Stephens, Whittaker, Snipes

c. Discussion and possible action regarding hiring of Director of Finance

Whittaker moved to authorize TSET staff to extend an offer of employment to Candidate A for the position of Director of Finance at the salary range posted. Allen 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 12:08 p.m.

These minutes were approved by the Board of Directors.

Marshall Snipes, Chair of the Board

Susan Yingling, Board Secretary