



Oklahoma Tobacco Settlement Endowment Trust

Board of Directors Regular Meeting Minutes

10:00 a.m., Thursday, January 30, 2025

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** – Chairman Ken Rowe called the meeting to order at 10:02 a.m. and announced that all requirements of the Open Meeting Act had been met.

TSET Board Members present were Jennifer Needham, Ken Rowe, Runako Whittaker, Bruce Benjamin, and Aaron Harmon. Marshall Snipes arrived at 10:04 a.m. Jack Allen arrived at 10:19 a.m. 10:14 a.m.

TSET staff members present were Julie Bisbee, Susan Yingling, Sjonna Paulson, Kelli Brodersen, Lance Thomas, Jessica Davis, Kelly Parker, Britt Chapman, Jonas Mata, Terry Rousey, Thomas Larson, Tonia Lowrey, Taylor Verkler, Sam Carrillo, Lester Brown, Dylan Jasna, Sarah Carson, and Angela Daly.

Other attendees present included Greta Anglin, VI Marketing and Branding; Mary Ellen Knewtson and Katy Fabrie, Gooden Group; Alison Abbott and Vahid Farzaneh, Freestyle Creative; and Mitch Drummond, Activate Oklahoma.

2. **Approval of Minutes** – Chairman Rowe asked for a motion to approve the minutes from the November 21, 2024 Regular Board Meeting. Benjamin moved approval. Whittaker provided the second. The motion passed.

Aye: Benjamin, Needham, Whittaker, Rowe

Abstain: Harmon

Snipes and Allen were absent for the vote.

3. **Executive Director's Report** – Bisbee recognized the new Board Chair, Ken Rowe, and the new Board Vice-Chair, Jennifer Needham. She reminded the Board that committee officers had been approved at the November meeting including Marshall Snipes as Chair of the Agency Operations Committee; Jack Allen as Chair of the Program Committee; Bruce Benjamin as Public Information and Outreach Committee Chair; and Jennifer Needham as Governance Committee Chair.

Bisbee recognized Aaron Harmon as the newest TSET Board member and welcomed him to the meeting.

Snipes arrived at 10:04 a.m.



Bisbee gave some updates on the Executive Director activities. She said the manuscript and design editing for the TSET 25th Anniversary history book, *The Battle Against Big Tobacco and the Birth of the Tobacco Settlement Endowment Trust*, was complete. She said the book will be distributed to public libraries across the state in the spring and the event to celebrate the launch would be held on April 1st.

Bisbee updated the Board on the open funding opportunities that were scheduled to close in the next quarter. She reported that applications were currently being accepted for Built Environment and Discovery Grants through the new Salesforce platform which, she said, was a huge accomplishment. She announced the Lung Bus ribbon-cutting was scheduled for Friday, February 14th and encouraged everyone to attend. She said the Lung Bus was designed to help with cancer screenings and was a partnership between TSET and the Stephenson Cancer Center. Bisbee said the SwapUp For Schools Day was scheduled for April 9th and would promote healthy nutrition for youth through the event's activities. She also said the final FY25 Limited Time Offer through the Oklahoma Tobacco Helpline would be conducted in February. She explained that registrants during the LTO would receive at least eight weeks' worth of nicotine replacement therapy for free.

Bisbee recognized Marshall Snipes and thanked him for his service as past TSET Board Chair. She presented him with a framed photograph. Snipes thanked Bisbee and the Board. Bisbee then recognized new TSET staff members including Partner Support Specialist, Lester Brown; Grants Manager, Dawn Thimmig; and Program Manager, Angela Daly.

Bisbee recognized Director of Public Information and Government Affairs, Thomas Larson, to present the Legislative Update to the Board.

Larson referred the Board to a handout and gave a high-level overview of some of the bills TSET would be tracking in the upcoming legislative session. After a brief discussion, Larson told the Board they could contact him if there were any other bills they wanted information on. There was no action necessary.

Bisbee recognized TSET Campaign Manager, Sarah Carson, to present the FY24 TSET Annual Report Presentation. Carson referred the Board to the copy of the Annual Report contained in the packet and reviewed the highlights of the previous fiscal year. Carson said the report focused on areas of health education, budget, and health indicators across the state. One highlight mentioned was the Youth Action for Health Leadership (YAHL) whose volunteers served at 45 schools in 26 counties and gave over 11,000 volunteer hours promoting nutrition, active living, and tobacco-free policies. She also noted the 75% of respondents to the cross-sectional Tobacco Stops With Me survey said the ad campaigns had motivated them to talk to their children about tobacco. Carson said that meant the campaigns were resonating with the public. She further highlighted the 5% increase in registrations to the Oklahoma Tobacco Helpline over the previous fiscal year. Carson said that TSET continued funding innovative projects like the Built Environment and Discovery Grants, advancing research, and partnering and supporting health efforts throughout the state. After a brief discussion, Carson thanked the Board for their time.



i. **Discussion and possible action to accept TSET Annual Report** – Chair Rowe asked for a motion to accept the TSET Annual Report as presented. Benjamin moved to accept the TSET Annual Report as presented. Harmon provided the second. The motion passed unanimously.

Aye: Allen, Benjamin, Harmon, Needham, Snipes, Whittaker, Rowe

4. Governance Committee Report

a. Bisbee explained the need to amend the Reserve Fund Policy to address what to do with excess reserve funds. Chair Rowe asked for a motion to amend the Reserve Fund Policy. Allen moved to amend the Reserve Fund Policy. Snipes provided the second. The motion passed unanimously.

Aye: Allen, Benjamin, Harmon, Needham, Snipes, Whittaker, Rowe

5. Agency Operations Committee Report - Bisbee referred the Board members to the financial reports in the packet. She said the reports included the FY24/25 Budget to Actual for the Operating and Program expenses, as well as the Reserve Analysis and Projections. There were no questions and no action was needed.

6. Program Committee Report –

a. Bisbee recognized Director of Engagement & Impact, Jessica Davis, to give a brief presentation of the FY24 TSET Healthy Incentive Grant for Schools Case Study. Davis said she was filling in for Laura Matlock who was ill. Davis said the purpose of the case study was to investigate application period barriers and identify enablers. She said the recent findings showed high value and need for Health Incentive Grants for Schools, application period challenges, and a decrease in applicants and awards. She said some of the recommendations included increasing advertising and promotion of award periods, assistance with applications, and flexibility in program design. There were no questions and no action was needed.

b. Bisbee recognized Davis to present the FY24 TSET Healthy Living Program Performance Report. Davis reviewed the performance indicators used to rate the participants including deadline adherence, ability to maintain staff and fill vacant positions, achieving a 95% spend rate, partnership growth and reach, progress in policy and program implementation, and fulfillment of action plan objectives. She said the performance ratings were excellent, good, needs improvement, and unsatisfactory. She happily reported that none of the grantees had been rated unsatisfactory and only three needed improvement. She said the majority of grantees were rated excellent or good. In response to a question from Chair Rowe, Davis said that grantees rated needs improvement are worked with in an effort to help them raise their performance rating to good or excellent. She also explained that many times, the rating was based on an inability to fill vacant staff positions and was out of the grantee's control. There were no further questions and no action was necessary.

c. Bisbee recognized TSET Director of Grants Management, Kelly Parker, to give a brief update regarding modification of Deer Creek School District's FY25 HIG contract from \$20,000 to \$50,000. Parker explained that the Deer Creek School District had been approved for an Incentive Grant at the November 2024 Board meeting. The district was awarded a Silver level award of \$20,000 but had applied for a Gold level award of



\$50,000. Parker said an error was identified in the scoring tool and it was found that Deer Creek School District qualified for the Gold level award. She said with the amount being under \$100,000, the Executive Director was authorized to modify the contract and provide notice to the Board. No action was necessary.

- d. Bisbee recognized Parker to give an update regarding status of Healthy Living Program Grant Cohort 1-year extension acceptance. Parker reminded the Board that the current Healthy Living Program Grant Cohort had been originally scheduled to end in June 2025 but had been extended by the Board approval through June 2026. Parker referred the Board to a chart in the packet that identified the grantees that had accepted the 1-year extension offer for the Healthy Living Program Grant Cohort. There were no questions and no action was needed.
- e. Bisbee recognized TSET Chief of Staff, Lance Thomas, to give a brief overview of the Reserve Expenditure Priority Matrix. Thomas explained that the matrix was a guideline regarding target projects to consider for use of the funds in excess of the Reserve. After a brief discussion, Chair Rowe asked for a motion to approve the Reserve Expenditure Priority Matrix. Snipes moved to approve the Reserve Expenditure Priority Matrix. Allen provided the second. The motion passed unanimously.

Aye: Allen, Benjamin, Harmon, Needham, Snipes, Whittaker, Rowe

7. **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 funding requests for Healthy Incentive Grant Program - Communities

Community	County	Intended Use of Funds	Recommended Amount
Town of Colcord	Delaware	Funds will be utilized to increase access to physical activity opportunities by replacing dilapidated playground equipment at Colcord's Town Park.	\$10,000.00
City of Hobart	Kiowa	Funds will be utilized to increase access to physical activity opportunities by upgrading equipment at Hunter Park and Biggers Park.	\$8,000.00
Town of Kansas	Delaware	Funds will be utilized to increase access to physical activity opportunities by enhancing the town park to include the purchase of an ADA ramp to a swing set, an ADA accessible hydration station, and cameras with lights.	\$12,000.00
Town of Tryon	Lincoln	Funds will be utilized to purchase supplies and equipment that provides opportunities for healthy living for employees and visitors to the new Tryon City Hall and equipment including a refrigerator, microwave, and Action Based Learning Equipment for children to be used at the public library.	\$10,000.00



Town of Westville	Adair	Funds will be utilized to increase opportunities for adult physical activity by installing an adult fitness course near the walking trails and children's playground at Westville Park.	\$14,000.00
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- b. Discussion and possible action to approve the Oklahoma Hospital Association 3-year Grant Cycle Continuation Request of funding up to \$850,800 per year for FY26-28
- c. Discussion and possible action to approve a TSET Healthy Living Program New Cohort 3-year grant continuation top performing community-based grants

Current Healthy Living Program Grantee Organization	County	Three-Year Continuation Period (renewed annually)
Cherokee County Health Services Council	Cherokee	FY26-28
Cherokee Nation	Adair	FY26-28
Mayes County HOPE	Mayes	FY26-28
ROCMND Area Youth Services	Delaware	FY26-28
Rogers County Volunteers for Youth	Rogers	FY26-28

- d. Discussion and possible action to approve FY26 contracts for the Oklahoma Tobacco Helpline

Grant Organization	FY26 Request
Board of Regents of the University of Oklahoma Health Sciences Center <i>Oklahoma Tobacco Helpline services through subcontract with RVO Health</i>	\$6,300,000
Board of Regents of the University of Oklahoma Health Sciences Center <i>Oklahoma Tobacco Helpline (OTH) oversight and management</i>	\$880,731

- e. Discussion and possible action to approve statewide FY26 Innovations in Built Environment - Nutrition Request for Applications (RFA) parameters
- f. Discussion and possible action to approve statewide FY26 Innovations in Built Environment - Physical Activity Request for Applications (RFA) parameters
- h. Discussion and possible action to approve FY25 contract up to \$186,792 with the Oklahoma State Treasurer for services for the TSET Board of Investors
- i. Discussion and possible action to approve the Indirect Cost Rate for Program Grants and Contract Policy increase from 10% to 15% effective July 1, 2025

End of Consent Agenda

Chairman Rowe 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. Benjamin moved to approve the



items on the Consent Agenda as presented. Whittaker provided the second. The motion passed unanimously.

Aye: Allen, Benjamin, Harmon, Needham, Snipes, Whittaker, Rowe

8. **Public Information and Outreach Committee** – Bisbee referred the Board members to the information in their packet and told them they could find a detailed report regarding the Youth-Focused Brands and Adult-Focused Brands, as well as the reports for FY25 Sponsorships, Public Information and Government Affairs, and a list of Upcoming Events and Training. There was no further discussion and no questions. No action was needed.
9. **New Business** – There was no new business.
10. **Adjournment** – Chairman Rowe adjourned the meeting at 11:40 a.m.