

**Oklahoma Tobacco Settlement Endowment Trust Fund Board of Directors**

Regular Board Meeting

May 18, 2010

10:00 a.m.

**LOCATION**

3800 N. Classen

Second Floor Conference Room

Oklahoma City, OK 73118

**Contact:** Dorothy Antwine (405) 820-6982

**AGENDA**

1. Open Meeting Act Announcement and Call to Order – Casey Killblane, Chair
2. Approval of Minutes of the February 24, 2010 Regular Board Meeting
3. Board of Investors Update – Travis Monroe, Director of Agency Services, State Treasurer’s Office
  - a. Consideration and Possible Action on FY 2011 Contract for Administrative Support
  - b. Estimate of FY 2011 Earnings
4. Program Development Committee Report – Susan Bizé, Committee Chair
  - a. Fitness and Nutrition Strategic Planning Efforts
    - i. Presentation – *Fitness and Nutrition in Oklahoma, Results from Regional Logic Modeling Sessions* – Sarah Samuels and Liz Schwarte, Samuels and Associates, Inc.
    - ii. Recommendations and Facilitated Discussion
    - iii. Consideration and Possible Action on Next Steps

**BREAK**

5. Chair’s Report – Casey Killblane
  - a. Upcoming Board Meeting Dates and Retreat Location for 2010
  - b. Ethics Commission Reports
  - c. Recognition of Donald Cooper, M.D.
  - d. Consideration and Possible Action on Endorsement of the Oklahoma Health Improvement Plan
  - e. Presentation – *TSET “Brand” Development* – Tim Berney, President and CEO, Visual Image, Inc.
6. Director’s Report – Tracey Strader, Executive Director
  - a. Introduction of New Staff Member, Holly Gray, Health Communications Manager
  - b. Agency Updates
  - c. Other Updates
7. Program Development Committee Report (Cont’d)– Susan Bizé, Committee Chair
  - b. Discussion and Possible Action on Contract with the Oklahoma Health Care Authority for Federal Match for Health Communications Focused on SoonerCare Beneficiaries and Providers.
  - c. Update on Progress of Communities of Excellence in Tobacco Control (Wave III) Request for Proposals
  - d. Discussion and Possible Action on Unsolicited Proposal from the Oklahoma Nurses Association

**NOTE:** The Board of Directors may discuss, vote to approve, vote to disapprove, vote to table or decide not to discuss any item on the agenda.

\*If you need accommodation on the basis of disability, please contact Dorothy Antwine at 405-525-8738 or [dorothy@tset.ok.gov](mailto:dorothy@tset.ok.gov) at least 48 hours before the event and we will make arrangements.

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8. Program Implementation Committee Report – George Foster, O.D., Committee Chair
  - a. Presentation – *Oklahoma Tobacco Research Center, Phase II* – Robert Mannel, M.D., Laura Beebe, Ph.D., and D. Robert McCaffree, M.D.
  - b. Presentation – *FY 2010 Tobacco Control Health Communications Updates* – Sjonna Paulson, TSET Director of Communications
  - c. Discussion and Possible Action on Health Communications Plans for FY 2011
  - d. Discussion and Possible Action on Interagency Agreement between the Oklahoma State Educators and Employees Group Insurance Board and TSET for Oklahoma Tobacco Helpline Services.
  - e. Discussion and Possible Action on Proposed Benefit Design for Insured Callers to the Oklahoma Tobacco Helpline
  - f. Discussion and Possible Action on Renewal of Program Grants and Contracts for FY 2011
    - i. Oklahoma Tobacco Helpline Services – Free & Clear, Inc.
    - ii. Youth Access to Tobacco Enforcement – Oklahoma Department of Mental Health and Substance Abuse Services
    - iii. Program Support
      1. Tobacco Control State Program Office Services - Oklahoma State Department of Health, Tobacco Use Prevention Services
      2. Tobacco Control Evaluation – University of Oklahoma College of Public Health, Department of Biostatistics and Epidemiology
    - iv. Health Communications Initiatives
      1. Marketing Services - Visual Image, Inc.
      2. National Alliance for Tobacco Cessation (Become An Ex campaign) – American Legacy Foundation
      3. Web Site Services – Ok.gov
      4. Graphic Design – Shauna Schroder
    - v. Addressing Tobacco in Specific Populations
      1. Tobacco Control on OSU Campuses Statewide – OSU Seretean Wellness Center
      2. Tobacco Control for Deaf and Hard of Hearing – Communication Services for the Deaf
    - vi. Cessation Systems Initiatives
      1. Oklahoma Insurance Department
      2. Oklahoma Hospital Association
      3. Oklahoma Department of Mental Health and Substance Abuse Services
      4. Oklahoma Health Care Authority
    - vii. Research Grants
      1. Oklahoma Tobacco Research Center (Phase I) – University of Oklahoma Cancer Institute
      2. Oklahoma Center for Adult Stem Cell Research – Oklahoma Medical Research Foundation
    - viii. Fitness and Nutrition
      1. Tulsa Fitness and Nutrition Pilot Project – Indian Health Care Resource Center
    - ix. Consultation
      1. Foundation Management, Inc.
      2. Tobacco Technical Assistance Consortium

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9. Agency Operations Committee – Kenneth Rowe, Committee Chair
  - a. Discussion and Possible Action on TSET Staffing Needs
  - b. Discussion and Possible Action on TSET Wellness Policy
  - c. FY 2010, Second Quarter Budget to Actual
    - i. Operating Budget
    - ii. Programs Budget
  - d. Consideration and Possible Action on FY 2010 Programs Budget Revision
  - e. Consideration and Possible Action on FY 2011 Preliminary Budgets
    - i. Operating Budget
    - ii. Programs Budget
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. Public Comment
12. Adjournment

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