



Oklahoma Tobacco Settlement Endowment Trust Board of Directors

Regular Meeting

Tuesday, January 19, 2016 - 1:00 pm

Location

Oklahoma Tobacco Research Center

655 Research Parkway, Suite 400, Oklahoma City, OK 73104

MINUTES

Board Members present: Jim Gebhart, FACHE; Casey Killblane; Curtis Knoles, MD; Ken Rowe, CPA; Bruce Benjamin, PhD, Michelle Stephens, JD

Board Members absent: Don Millican, CPA

TSET Staff present: Tracey Strader, Julie Bisbee, Jonás Mata, Sjonna Paulson, Kim McCoy, Jennifer Treadwell, and Janet Love

Guests present: Jan Preslar, J.D., Assistant Attorney General, and Liz Brolick, Switchgear Recruiting

Agenda Items and Discussions	Actions and Follow-up Items
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1. Open Meeting Act Announcement & Call to Order – Jim Gebhart, Chair

The TSET Board Chair, Jim Gebhart, called the meeting to order at 1:07 pm and announced that TSET had met all Open Meeting Act requirements, including the filing of the meeting time and location with the Secretary of State. Agenda was posted at the meeting location.

2. Approval of Minutes of the November 13, 2015 Regular Board Meeting

Mr. Gebhart asked if there were any changes to the Nov 13, 2015, board minutes. Hearing none, he called for a motion.

A motion by Curtis Knoles to approve the minutes of the Nov 13, 2015, board meeting as written was seconded by Bruce Benjamin. Motion passed unanimously by presiding members.

3. Chair’s Report – Jim Gebhart

a. Introduction of new board member, Michelle Stephens, JD

Mr. Gebhart introduced Michelle Stephens, Governor’s appointee, and directed members to review her bio-sketch, which was included in the board packet. Members welcomed Ms. Stephens to the board and extended support through the orientation period, if needed.

b. Presentation – Oklahoma Tobacco Research Center Six-Month Progress Report – Jennifer Vidrine, PhD, Director

Follow-Up: Staff will work with



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Mr. Gebhart welcomed the research staff of the OTRC and thanked them for hosting the board meeting. He then introduced Dr. Vidrine. Dr. Vidrine provided introductions for all of the attending research staff and provided a brief presentation on the recent progress of the OTRC as a result of the increase in TSET funding. Following the presentation, the Chair congratulated Dr. Vidrine on the OTRC’s progress which included a focus on faculty recruitment, preparations for the application for the National Cancer Institute (NCI) P30 designation, which is anticipated for submission in Sep 2017, and expansion of infrastructure.

Dr. Vidrine to develop a communication tool that informs the public and legislature on the tangible progress of the OTRC. Staff will promote the OTRC-hosted luncheons with Guest Presenters Dr. Frank Chaloupka and Dr. Scott Leischow.

- c. Review and Discussion of Draft TSET Strategic Map
Executive Director Tracey Strader reported that she and staff provided overviews of the map during meetings with stakeholders. Additional meetings will be held with other organizational influencers. Staff also met with retreat facilitator, Tim Fallon, to plan the development of the scorecards.

Staff will prepare scorecard for review and input at the May meeting. Once final, the map and scorecards will be placed on the TSET website.

4. Program Development Committee Report – Ken Rowe, Chair	
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- a. Ken Rowe presented the Program Development Committee’s recommendation to award Healthy Community Incentive Grants to the following communities:

City of Idabel	Gold	\$37,000
City of Okmulgee	Gold	\$37,000
City of Sand Springs	Silver	\$42,000
Town of Fort Gibson	Gold	\$20,000
Town of Earlsboro	Bronze	\$4,000
City of Piedmont	Gold	\$50,000
Town of Achille	Gold	\$20,000
City of Weatherford	Gold	\$45,000
Town of Cleo Springs	Gold	\$20,000
City of Collinsville	Gold	\$25,000
Total		\$300,000

Upon recommendations from the Program Development Committee, the board approved an award of \$300,000 for the slate of Healthy Community Incentive Grants. Five members voted aye. One member, Michelle Stephens, abstained.

- b. Ken Rowe presented the Program Development Committee’s recommendation to award Healthy School

Upon recommendations from



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District Incentive Grants to the following school districts:

Blue Jacket Public Schools	\$3,000
Boswell Schools	\$3,000
Cleora Public Schools	\$2,625
Coyle Schools	\$500
Davis Public Schools	\$5,000
Snyder Public Schools	\$3,000
Stilwell Public Schools	\$5,000
Total	<u>\$22,125</u>

the Program Development Committee, the board approved an award of \$22,125 for the slate of Healthy School Districts Incentive Grants. Five members voted aye. Member, Casey Killblane, abstained.

c. Ken Rowe presented the Program Development Committee’s recommendation to award Healthy Schools Incentive Grants to the following school districts:

Ben Franklin Science Academy	\$2,000
Central High Elementary School	\$1,500
Eliot Elementary School	\$1,500
MLK, Jr. Elementary School	\$2,000
Millwood Arts Academy	\$1,500
Millwood Elementary Learning Academy	\$1,500
Springer Elementary School	\$1,000
Springer Middle/High Schools	\$1,000
Total	<u>\$12,000</u>

Upon recommendations from the Program Development Committee, the board unanimously approved an award of \$12,000 for the slate of Healthy Schools Incentive Grants.

5. Agency Operations Committee Report – Don Millican, Chair (absent) – Casey Killblane, Committee Member

a. Discussion and possible action on a revised “Allocation of Earnings and Reserve Fund Policy”
Casey Killblane facilitated the discussion on the need to revise the current policy in order to refine methods to projecting available budgets. The board determined that refining the current policy would give TSET a more conservative and consistent approach to funding program budgets. The policy will go into effect FY 2017.

Upon recommendations from the Agency Operations Committee, the board unanimously approved a revision of the board’s Allocation of Earnings and Reserve Fund Policy to include: “The target spending limit shall be the average of the current and preceding two year’s certified earnings, plus



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<p>b. Discussion and possible action on FY 2017 budgets under the revised Allocation of Earnings and Reserve Fund Policy</p> <p>Tracey Strader provided a handout of the budget and current commitments through 2020, and discussed that approximately \$5,000,000 would need to be cut from the anticipated FY 2017 program budgets. Board members agreed that all program investments should be reviewed for possible budget reductions and that funding recommendations could be worked through a committee process. The chair assigned a committee of members Ken Rowe, Don Millican and Casey Killblane to work on the task and have recommendations available for the March board meeting.</p> <p>(Jim Gebhart briefly stepped out and then returned to the meeting. Business was not conducted during his absence.)</p>	<p><i>expected lapse.”</i></p> <p>No action taken.</p>
<p>c. Discussion and possible action on TSET Certification of Non-Acceptance of Tobacco Funds Policy</p> <p>Tracey Strader referred the members to materials in their board packets that included the (1) above mentioned policy, (2) a letter from the Boys & Girls Clubs and (3) a screen shot from the Altria website demonstrating how they use their donation to Boys and Girls Clubs to promote themselves as good corporate citizens. Following an in-depth discussion, the board chose to uphold the current policy, which allows continued collaboration among and between TSET grantees and local Boys & Girls Clubs; however, the grantees cannot provide any funding to the clubs under the policy.</p> <p>(Casey Killblane briefly stepped out and then returned to the meeting. Business was not conducted during her absence.)</p>	<p>Staff will follow-up with the Boys and Girls Club.</p>
<p>d. FY 2015 Budget to Actual report, Operating and Programs Budgets</p> <ul style="list-style-type: none">• Y2015 Operating and Programs budgets are approximately 86 percent spent with nearly all expenditures completed	
<p>e. FY 2016, 1st Quarter, Budget to Actual report, Operating & Programs Budget</p> <ul style="list-style-type: none">• FY 2016 Operating budget is 21% spend thru October 27, 2015.	



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<ul style="list-style-type: none">• FY 2016 Programs budget is 7% spent thru October 27, 2015.<ul style="list-style-type: none">○ Healthy Living Program grantees at county health departments have 3-4 month lag time to validate personnel costs, resulting in delayed invoicing.	
<p>f. FY 2016 Operating Budget Revision</p> <p>Tracey Strader referred the members to page 51 of their board packet and presented a proposed FY 2016 Operating Budget revision for the purpose of increasing the personnel category as new grants management staff were hired earlier than original projections. Also, the funding of an online board management system was eliminated from the budget.</p>	<p><i>Upon recommendations from the Agency Operations Committee, the board unanimously approved the FY 2016 Operating Budget revision.</i></p>
<p>g. FY 2016 Programs Budget Revision</p> <p>Tracey Strader presented a request for a programs budget revision to include the following changes:</p> <ul style="list-style-type: none">• \$52,438 in carryover for the Oklahoma Center for the Adult Stem Cell Research (pending the board's vote in the Program Implementation Committee report.• Moves \$209,000 from the Healthy Living Program to Health Communications, as this was funding approved for the grantee budgets that is needed for their fulfillment center items.• Releases \$125,000 from the program development item as this funding will not be needed this year.• Includes \$40,000 for an agreement with the University of Wisconsin, Center for Tobacco Research and Intervention to provide consultation to TSET staff related to research, evaluation, and technical assistance with publications.• These changes resulted in a net budget reduction of \$32,562.	<p><i>Upon recommendations from the Agency Operations Committee, the board unanimously approved the FY 2016 Program Budget revision.</i></p>
<p>h. Update on status of grants management system</p> <p>Kim McCoy, Director of Grants Management, provided an update on the acquisition of the grants management system. The high scoring vendor withdrew during clarifications as they understood they were not going to meet our needs. Negotiations are underway with the second-highest scoring vendor and staff are confident that this agreement will be completed to our satisfaction.</p>	



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6. Program Implementation Committee Report – Curtis Knoles, Chair

- a. Discussion and possible action on Physician Manpower Training Commission Grant
Tracey Strader provided an overview of the program and shared that the first two participants will complete their four-year terms in early Calendar Year 2017. Prime recruitment time will commence this spring and making a decision at this time is important to the advancement of the grantee’s efforts. She also noted that federal funds covered 60 percent of program funding and that TSET’s current commitment per year maintains 42 slots for participating physicians. One member noted that in the future, TSET could reduce the number of funded slots; however, absence of the program would drive out new physicians to other states who offer similar types of loan assistance programs.
Upon recommendations from the Program Implementation Committee, the board approved to maintain funding of 42 slots for the Physicians Manpower Training Commission and to include a contract deliverable of a report on an effectiveness analysis. Five members voted aye. One member, Jim Gebhart, abstained.

- b. Discussion and possible action on Oklahoma Center for Adult Stem Cell Research carryover from FY 2015
Tracey Strader presented an OCASCR funding request seeking permission to carryover \$52,438 from their FY 2015 budget for the purpose of funding shared equipment.
Upon recommendations from the Program Implementation Committee, the board unanimously approved OCASCR’s request to move \$52,438 to FY 2016 for the purpose of funding shared research equipment.

- c. Program Updates, Jonas Mata, Director of Programs
 - OSU Media Residency Program
Jonas Mata reported the program was advancing; however, the Mercy Hospital residencies are delayed until FY 2017.



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- FitnessGram
Jonas Mata provided a FitnessGram progress report and described the challenges that were encountered regarding the alignment of data systems as well as the current successes of working together to process and disseminate the FitnessGram data. Data should become available in March.

- TSET Healthy Living Program
Jonas Mata presented the Healthy Living Program (HLP) Table of Evidence for the 12-core community-based indicators and a one-page communication tool that described the scope of the HLP.

- d. FY 2016 Health Communication Updates, Sjonna Paulson, Director of Health Communication
Sjonna Paulson, Director of Health Communication provided a brief update on the three TSET-branded campaigns – Shape Your Future (SYF), Tobacco Stops with Me (TSWM), and Oklahoma Tobacco Helpline (OTH). The TSWM campaign launched January 4th, Re-Think Your Drink (RYD) campaign was in product development and scope adjustment. Sjonna also reported that the OKC Boathouse equipment is now wrapped with appropriate brands represented.

Staff Follow-Up: Send talking points for TSWM and RYD campaigns to BOD.

Refreshment break was taken.

7. Public Information & Outreach Committee Report – Ken Rowe, Chair

Ken Rowe, Committee Chair, shared that he and Tracey Strader had attended a successful meeting at the Chickasaw Tribal Headquarters in Ada.

- a. Conference Sponsorships
- b. Event Sponsorships
- c. Upcoming Events and Trainings Status

Ken Rowe referred members to board packet information on the conference sponsorships, event sponsorships, and upcoming events and training notifications. He reminded members that through previous discussions, the board had decided to reduce the available budgets for this area. He pointed out that tickets at the OU Evening of Excellence, honoring Dr. Jerry Vennetta and the Oklahoma Institute for Child Advocacy, were available through his office.

- d. Public Information and Outreach Plan Status, Julie Bisbee, Public Information and Outreach Officer



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<p>Julie Bisbee reported that staff and board members had been involved in 46 quality engagement interactions since the TSET Planning Retreat, the TSET Annual Report was coming out in February, the newsletter subscription was up 34 percent and the TSET History OETA film screens yielded 21,000 views of the trailer. Feedback comments were mostly positive. Julie also reported the deadline for bill filing was January 25 and the members should be expected to see several bills addressing TSET assets.</p> <p>e. Brand Unification Strategy – Sjonna Paulson Sjonna Paulson provided an update on the brand unification strategy planning and shared that the consultant working on the project departed for other employment. Sjonna will secure other resources for the project. Several board members commented on the positive results of the media product rebranding efforts.</p>	
<p>8. New Business – any matter not known about or which could not have been reasonably foreseen prior to the posting of the agenda [25.O.S § 311 (A) (9)]</p> <p>Members requested the scheduling of a special meeting for the purpose of discussing succession planning. The meeting date and location were confirmed as February 2nd, 11:00 a.m-1 p.m. at the Research Parkway.</p>	
<p>9. Public Comment</p> <p>No public comments were made.</p>	
<p>10. Adjourn</p> <p>Mr. Gebhart adjourned the meeting at 3:54 p.m.</p>	<p>A motion to adjourn the board was made by Curtis Knoles and seconded by Bruce Benjamin. Motion passed unanimously.</p>