

Oklahoma Tobacco Settlement Endowment Trust  
Regular Board Meeting

November 13, 2015  
11:00 a.m.

Peggy and Charles Stephenson Cancer Center,  
Fifth Floor Seminar Room  
800 NE 10<sup>th</sup> Street, Oklahoma City, OK

**MINUTES**

**Board Members present:** *Jim Gebhart, FACHE; Casey Killblane; Curtis Knoles, MD; Don Millican, CPA; Ken Rowe, CPA; Bruce Benjamin, PhD*

**Board Members absent:** *None*

**TSET Staff present:** *Tracey Strader, Julie Bisbee, Jonás Mata, Sjonna Paulson, Kim McCoy, Jennifer Treadwell, Janet Love, Steve Hager, Jane Ziegler, Tessa North*

**Guests present:** *Jan Presler, J.D., Assistant Attorney General*

Agenda Items and Discussions	Actions and Follow-Up Items
<p><b>1. Open Meeting Act Announcement &amp; Call to Order</b> - Jim Gebhart, Chair</p> <p>The TSET Board Chairman, Jim Gebhart, called the meeting to order at 11:11 a.m. 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 and posting of the agenda at the meeting location.</p>	
<p><b>2. Approval of Minutes</b> of the September 23 to 25, 2015 Regular Board Meeting and Strategic Planning Retreat</p> <p>The Chairman asked if there were any changes to the Sep 23-25, 2015 special board meeting minutes. Hearing none, the Chairman called for a motion.</p>	<p><b><i>A motion to approve the minutes as written of the Sep 23-25, 2015 special board meeting and strategic planning retreat was made by Ken Rowe, and seconded by Curtis Knoles. Roll was called. Motion passed unanimously.</i></b></p>
<p><b>3. Chair's Report</b> – Jim Gebhart, Chair</p> <p><b>A. Introduction of new TSET staff members</b></p> <p>The Chairman introduced three new TSET staff members to the Board of Directors (BOD) and directed members to their board packets for brief bios, photos and the TSET organizational chart. New staff included: Steve Hagar, Contracts &amp; Acquisitions Officer; Tessa North, Grants Manager for Data and Reporting; and Jane Ziegler Grants Manager.</p>	

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**B. Presentation – Report on the FY2015 audit of the Oklahoma Tobacco Settlement Endowment Trust – Nate Atchison, CPA, Finley & Cook, Inc.**

Chairman Gebhart introduced Nate Atchison who presented the FY15 TSET audit results. Mr. Atchison said the audit went well with clean opinions on the statements. When asked by a board member how the audit process went, Mr. Atchison responded that while Finley & Cook, Inc. does not render opinions on internal controls, he did test controls with statutes and rules on non-compliance filings. Mr. Atchison commented that the TSET financial system is effective and working and there were no areas of fraud or improprieties identified. He said his team received excellent help from the TSET administrative staff, there was no interference and they were timely and prompt. Mr. Millican asked about actual vs. budgeted hours for the audit. Mr. Atchison said there was an increase of 10-12 percent, which was due to a growth in expenditures, which he confirmed was still within the guidelines for large contracts such as TSET.

**C. Review of draft strategic map, progress, and plan**

The Chairman provided a brief overview of the strategic planning retreat and directed members to pages 29-30 of the board packet to review the retreat evaluation findings. Overall, the retreat was very well-received by responding board members, who were very satisfied with the retreat facilitator and the processes used to develop the strategic map. Mr. Gebhart told members that a lot of information was provided prior to the meeting and that staff was working on synthesizing the materials for future meetings. He then opened the floor for comments. Several members agreed with the productivity of the retreat and the direction set forth within the strategic map. Staff were working on developing a scorecard for tracking the progress of the priorities and objectives. Tracey Strader said drafts of the scorecards will be shared with committees and that staff will be working with the facilitator on how best to track progress.

Follow-Up:  
Staff will provide hard copies of the strategic map at all upcoming board meetings.

**D. Presentation – TSET’s Reach and Impact – Tracey Strader, TSET Executive Director**

Tracey Strader presented program impact maps that were developed for the Legislative Interim Studies. Chairman Gebhart commented that TSET did a really good job at presenting at the studies. Ms. Strader provided highlights of the study presentations noting that the relative cost drivers slide is new and reflects financial value of prevention efforts. She reviewed the maps for smoking and obesity prevalence, urban and rural food deserts, and physical inactivity prevalence. She focused on the slide, Figure 7, which illustrated that insurance coverage and preventive care saves lives, but only when the environmental change strategies are included that both lives and money are saved. She then presented a group of prevention grant map overlays that illustrated the presence of TSET prevention grants throughout Oklahoma. Overlays included: the Physicians Manpower Training Commission placement of physicians; OSU residency training sites; OHCA grant sites; ODMHSAS sites; Healthy Schools and Community Incentive Grant recipients; Communities of Excellence service areas; and Helpline registrations. Following the presentation, members commented that the maps tell the TSET story, which can also be arranged by legislative and congressional districts

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and counties, and they provided a visual illustration of program progress. Don Millican commented that the wisdom of combining (integrating) tobacco and obesity control is trail blazing.

**E. Discussion and possible action on proposed Calendar Year 2016 regular board meeting dates**

The Chairman directed members to view a listing of possible calendar year regular board meeting and retreat dates. Following the review of the meeting dates, the Chairman called for a motion to approve the board meeting dates.

*A motion to approve the Calendar Year 2016 meeting dates was by Don Millican, and seconded by Casey Killblane. Roll was called. Motion passed unanimously.*

**F. Announcement of committee assignments**

Chairman Gebhart announced the following committee assignments:

- Program Development Committee – Ken Rowe, Chair, Bruce Benjamin, Jim Gebhart
- Program Implementation Committee – Curtis Knoles, Chair, vacancy, Jim Gebhart
- Agency Operations Committee – Don Millican, Chair, Casey Killblane, Jim Gebhart
- Public Information & Outreach Committee – Ken Rowe, Chair, Casey Killblane, Jim Gebhart
- Executive Search Committee – Jim Gebhart, Chair, Casey Killblane

**G. Discussion and possible action on resolution in support of an increase in the price of tobacco products**

Chairman Gebhart announced that the board had a resolution before them to consider that urged the legislature to support efforts to significantly increase the price on tobacco products in Oklahoma. Increasing the price of tobacco products had been shown to effectively reduce youth smoking. Currently, Oklahoma is 32<sup>nd</sup> in the nation in the price of tobacco and each year about 7,500 kids start smoking. By raising the price of cigarettes by \$1 per pack, 8.8 million fewer packs of cigarettes would be smoked by kids each year. And by raising the price per pack by \$3, the decrease would result in 26.3 million fewer packs. The chairman called for a motion.

*A motion to adopt a resolution that urges the people of Oklahoma to support an increase in the price of tobacco products was made by Bruce Benjamin. Curtis Knoles seconded the motion. Roll was called. The motion passed unanimously.*

**H. Discussion and possible action on resolution in support of smokefree policy for Oklahoma**

Chairman Gebhart introduced a resolution to support efforts to reduce youth smoking and protect Oklahoma workers from secondhand tobacco smoke. The resolution stated that there is no safe exposure to secondhand smoke and research shows that the prevalence of tobacco use among young people is lower when they are exposed to smokefree policies. In Oklahoma, bars and some workplaces still allow smoking. Mr. Gebhart announced that this resolution would voice our support for effective public policy that makes all workplaces smokefree. The Chairman called for a motion.

*A motion to adopt a resolution that recommends that Oklahoma have public policy that protects all of its workers from exposure to secondhand tobacco smoke was made by Don Millican. Bruce Benjamin seconded the motion. Roll*

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*was called. The motion passed  
unanimously.*

4. Public Information & Outreach Committee Report - Ken Rowe, Committee Chair

A. Status report on Public Information and Outreach Plan, Julie Bisbee, TSET Public Information and Outreach Officer

Ken Rowe, Committee Chair, reminded the board that the Public Information and Outreach Committee was set-up because statistically few people recognized the TSET master brand. Through the efforts of the board members and staff, TSET has gained recognition throughout the state. He cited the outreach work that Casey Killblane and other board members have accomplished, the delivery of presentations at the Legislative Interim Studies, and changes in the TSET branding strategies are all indicators of positive change. He reported that he was very pleased to share a very positive report. He then asked Julie Bisbee to provide strategy details. Ms. Bisbee mentioned that an internal goal of reaching 20 influential contacts was exceeded. Since the close of the September Board Meeting, meetings were held with 30 individuals, organizations and partner groups. Additionally, she reported that on two occasions – The OKC Boathouse Rt. 66 opening and the release of the BRFS data – the Governor publically thanked TSET. She also shared that the following tactics will be used to keep people aware of TSET outcomes: (1) Griffin Communications has produced and will air several TSET spots that feature program interventions; (2) the TSET history film will be broadcast during November – the final month of TSET’s 15<sup>th</sup> Anniversary year; big check events have been elevated to include in-district legislative participation. She mentioned that the Griffin packages were very cost effective and would stay posted on Griffin’s webpage. Ms. Killblane commented on the positive reception to the in-district visits and how few people knew about TSET. Mr. Rowe mentioned that he met with Dr. Judy Parker, Secretary of Health for the Chickasaw nation. Both Mr. Rowe and Tracey Strader will make a site visit to the tribal headquarters. Additional outreach visits will include contacts in Tulsa with Don Millican, and a big check event at Tulsa Public Schools.

B. Presentation – *Brand Unification Strategy* – Sjonna Paulson, APR, TSET Director of Health Communication

Ken Rowe updated the board on current efforts to retag, distribute and replace TSET media products and then asked Sjonna Paulson to present an overview of a unified branding strategy plan. At the conclusion of the presentation, a board member mentioned that Dr. Cline needs to assure TSET that the County Health Department administrators know of and can speak to the mission and purpose of TSET when working with their communities, colleagues and stakeholders at the local, regional and state levels

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**C. Notification of sponsorships and events (Conference sponsorships, event sponsorships and upcoming events and trainings)**

Julie Bisbee reviewed the report that addressed upcoming conference and event sponsorships and training opportunities and noted that 50 percent of the total conference training grant budget had been allocated. She thanked Board Member Don Millican for his attendance at the Champions of Health Gala. Bisbee directed members to a list of upcoming events for their review and consideration. Don Millican commented that it was important to keep in mind why we are concerned with branding because the citizens need to know what TSET does and that they have an informed understanding of TSET. BOD are representatives of the beneficiaries (people) of the fund, which created an extra layer of responsibility and duty. Casey Killblane added that considering the state budget crisis she was concerned about out of state travel expenses and also noted that the board needed to be responsible when awarding sponsorship grants, assuring that the awards stay mission critical. One example provided was attendance at the OU Evening of Excellence, which could be accomplished without paying for a sponsorship of the event.

Follow-Up: Staff will send scheduling requests for board members' calendars for key events – Evening of Excellence, TSET Day at the Capitol and Certified Healthy Event.

**5. Program Development Committee Report – Ken Rowe, Committee Chair**

**A. Discussion and possible action on an agreement with the Center for Nonprofits, Inc. for training and technical assistance to grantees, \$25,000. (budgeted for FY 16)**

Tracey Strader informed the board members that the budget for the contract agreement was already approved by the board but the action was for the purpose of redefining the previously approved scope of work. She mentioned that the additional layer of training support for non-profit organizations will address budgeting, grantmaking, and sustainability and will be delivered in one onsite and four webinars in the Spring 2016.

*Upon recommendations from the Program Development Committee, the board unanimously approved the revised scope of the contract with the Center for Nonprofits, Inc.*

**B. Discussion and possible action on healthy incentive grants (budgeted for FY 16)**

**1) Healthy Community Incentive Grants**

- City of Elk City (Gold) \$16,000
- City of Fredrick (Gold) \$20,000
- Town of Laverne (Gold) \$20,000
- Town of Warner (Gold) \$20,000
- City of Woodward (Bronze) \$10,000

**Total \$86,000**

Ken Rowe presented the Program Development Committee's recommendation to award Healthy Community Incentive Grants to the above-mentioned slate of communities for a total amount of \$86,000.

*Upon recommendations from the Program Development Committee, the board unanimously approved awarding a total amount of \$86,000*

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*for Healthy Community Incentive Grant awards for the slate of five cities and towns.*

**2) Healthy School District Incentive Grants**

- Thackerville Schools           \$3,000
- Miami Public Schools       \$10,000

**Total \$13,000**

Ken Rowe presented the Program Development Committee's recommendation to award Healthy School District Incentive Grants to the above-mentioned slate of schools districts for a total amount of \$13,000.

*Upon recommendations from the Program Development Committee, the board unanimously approved awarding a total amount of \$13,000 for Healthy School Districts Incentive Grant awards for the slate of two school districts.*

**6. Program Implementation Committee Report – Curtis Knoles, MD Committee Chair**

**A. Presentation – 'Free the Night' Program Progress Report – Kathleen Thomas, Senior Policy Campaign Associate, Rescue Social Change Group**

Curtis Knoles, Committee Chair, introduced Kathleen Thomas, Senior Policy Campaign Associate and lead on the TSET– Free the Night Campaign. Ms. Thomas provided a brief presentation on the current campaign accomplishments, which included the adoption of 10 smokefree bar policies (group included the Sipango and one Henry Hudson location, both businesses are in Oklahoma City). The campaign goal was to achieve 17 converts by June 2016. Ms. Thomas shared that while the campaign started out with engaging and recruiting bars to go smokefree, they now have establishments seeking out partnerships with the campaign. There are currently 500 smokefree bars on the campaign's list. For active engagement, the campaign conducts events, parties, advertisements and marketing outreach, email blasts, social media (including 3,400 Facebook members), and online celebrations. She also noted that they are moving into building an advocacy movement -- The Power of Choice – which includes development of relationships with musicians. Following Ms. Thomas's report, the board chairman thanked her for the great results and invited her back for another update with the board in June 2016.

Follow-Up: Staff will schedule Kathleen Thomas to present campaign updates at the June 2016 board meeting.

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**B. Program Updates, Jonás Mata, TSET Director of Programs, Janet Love, Senior Advisor, and Tracey Strader, TSET Executive Director**

**1) TSET Healthy Living Program**

Jonas Mata provided a brief update on the TSET Healthy Living Program which included an overview of the program kick-off in September. He noted that most lead agencies now have staff hired and are actively engaged in conducting community assessments.

**2) Public Health Academy of Oklahoma**

Janet Love provided a brief online demonstration of the In the Know online collaborative learning community and learning management systems. Casey Killblane was interested in development and production costs of the systems and also asked that the community's online masthead be co-branded with TSET.

Follow-Up: Staff will provide an update on the development and maintenance costs at the January Program Implementation committee. Design options for co-branding will be made available at the Public Information & Outreach Committee meeting.

**3) Chickasaw Nation achievement and event, with Oklahoma Hospital Association's TSET-funded Hospitals Helping Patients Quit program, and the Oklahoma State Department of Health, Office of the Tribal Liaison**

Tracey Strader provided an update on the achievements within the Chickasaw Nation's Health Systems Initiatives noting that the tribal nation worked with the Oklahoma State Department of Health and the Oklahoma Hospital Association grantees to create an e-referral systems for the Oklahoma Helpline. The Nation was the first to be able to get the data back from the Helpline and into patients' electronic charts. A celebration event to recognize the accomplishments was held Nov 2 at the Chickasaw National Health System in Ada and was attended by Governor Anotubby, Craig Jones, and other supporters.

**4) Boathouse Foundation achievement and event**

Tracey Strader reported that she attended the christening of the Overholser Boathouse on October 29<sup>th</sup>. The event was also attended by Governor Fallen. Mike Knopp, OKC Boathouse Foundation director, acknowledged the TSET grant and their efforts in schools throughout the state. Strader also reported on several health communication strategies for increasing the TSET brand visibility on the premises and in activities were well on their way.

**5) Oklahoma Tobacco Helpline new services, campaign, and connection rates**

Tracey Strader reported that since the launch of the new Helpline campaign and redesign of services, registrations now average 900 calls per week (volume was down to 400 calls per week).

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**6) TSET Cancer Research Program, Stephenson Cancer Center FY 15 report**

Curtis Knoles reported that impressive progress was made by the TSET Clinical Trails program at the Stephenson Cancer Center: (1) TSET funding has been leveraged at 3:1, (2) nationally recognized cancer researchers have been recruited and hired, and (2) seven new TSET Cancer Research Scholars joined the project in FY 15.

**C. FY 16 Health Communications Report, Sjonna Paulson, APR, TSET Director of Health Communication**

Sjonna Paulson provided a brief overview of the Health Communications Report with highlights on the soon-to-be released version of the Oklahoma State Medical Association Journal which will feature several of the articles that appeared in the TSET journal supplement of the American Journal of Preventive Medicine in January 2015 along with a new article entitled “*Oklahoma ‘Tobacco Stops with Me’ Media Campaign Effects on Attitudes toward Secondhand Smoke*”. Paulson also reported that TSET received Uppercase Awards from the Society of American Oklahoma City Chapter’s Uppercase Awards for efforts in health communications and public outreach. In closing the report, Jim Gebhart mentioned that while he loves the media details, he would like to see about reporting out using major matrices. Paulson replied that she can report using major benchmarks as well as keeping the details of project outputs.

Follow-Up: Staff will work with committee chairman on establishing major benchmarks for board reporting.

**6. Agency Operations Committee Report – Don Millican, Committee Chair**

**A. FY 15 Budget to Actual report, Operating Budget**

**B. FY 15 Budget to Actual report, Programs Budget**

**C. FY 16, First Quarter, Budget to Actual report, Operating Budget**

**D. FY 16, First Quarter, Budget to Actual report, Programs Budget**

Don Millican, committee chairman, reported that operationally TSET is barely into our new year, which means that our financial reports at this time are not very informative, however, there appear to be no issues at this time. There were no updates provided for Items A and B. Regarding the FY 16, First Quarter, Budget to Actual report, Operating Budget, the amount spent was 21 percent through October 27, 2015, which is not unreasonable given the reimbursement approach used by the state. For FY 16, First Quarter, Budget to Actual report, Programs Budget, currently 7 percent of the budget has been expended through October 27, 2015. Healthy Living Program grantees at county health departments will experience a three to four-month lag in spending for personnel costs, which will also result in delayed invoicing.

**E. Update on status of grants management application**

Kim McCoy, director of grants management, reported that seven responses to the Invitation to Bid were received, next steps will include blind evaluations followed by bidder interviews.



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**F. Discussion and possible action on Governor's Executive Order 2015-46**

Tracey Strader provided an overview of the Governor's Executive Order 2015-46, which addresses the statewide budget crisis. The Order called for a reduction of non-mission budget items by 10 percent then a redirection of those cuts to other mission critical items. This order applies to all state agencies, however, from a constitutional standpoint the order does not apply to non-appropriated state agencies. Strader noted that everything we fund is mission critical and that TSET has been following the spirit of the order by not hiring new staff, not issuing pay raises, and cutting back on out of state travel. Additionally, TSET closed the unsolicited grant category, which resulted in a \$700,000 budget amount available to fund other commitments or reassign to our reserve fund. Ken Rowe agreed with the approach and Casey Killblane commented that we can also pull back spending in the sponsorship and travel categories. She also noted that we should be cautious in identifying too many things since there are some items that are important for TSET to purchase such as bottled water for specific types of outreach events. Hearing no further discussion, Chairman Gebhart called for a motion to respond to the Executive Order 2015-46.

***A motion to respond to the Governor's Executive Order 2015-46 was made Casey Killblane, and seconded by Don Millican. Motion passed unanimously.***

Follow-Up: Staff will provide an opportunity for Jim Gebhart and Don Millican to review the response before it is submitted to the Governor.

**8. Discussion and Possible action on Election of Officers**

Chairman Gebhart announced the election of TSET board officers for 2016 and called for a motion to nominate a board member to serve as chairman of the board. Following the vote, Jim Gebhart then called for a motion to nominate a board member to serve as vice-chairman of the board.

***A motion to elect Jim Gebhart to serve as TSET board chairman was made by Ken Rowe, and seconded by Don Millican. Roll was called, six ayes and one abstention by Mr. Gebhart. Motion passed.***

***A motion to elect Don Millican to serve as TSET board vice-chairman was made by Casey Killblane, and seconded by Ken Rowe. Roll was called, six ayes and one abstention by Mr. Millican. Motion passed.***

**9. Proposed Executive Session, Board of Directors to discuss evaluation of the executive director as authorized by 25 O.S. § 307(B)(1)**

Chairman Gebhart announced that the Executive Director's annual evaluation had been distributed to board members and would be deferred to the January 19<sup>th</sup> board meeting. No executive session was held.

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**10. Consideration and possible action on items from Executive Session**

None.

**11. 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)]

Hearing no new business, the chairman moved forward.

**12. Public Comment**

No public comments were made.

**13. Adjourn**

The chairman thanked the board members and TSET staff for their time and contributions. He then called for a motion to adjourn.

***A motion to adjourn the board was made by Ken Rowe, and seconded by Casey Killblane. Motion passed unanimously.***