

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
November 19, 2007

Board of Directors' Members Present: Kenneth D. Rowe, Don Cooper, M.D., George E. Foster, O.D., Casey Killblane, W.R. Lissau, D. Robert McCaffree, M.D., Susan Walters Bizé

Board of Directors' Members Absent: none

Staff Present: Tracey Strader, Jonás Mata, Sjonna Paulson Dorothy Antwine

Guests Present: Shawn Ashley, Nate Atchison, Laura Beebe, Ph.D, Wes Glinsmann, Doug Matheny, Joann Stevenson, James Wilbanks

Agenda Item	Discussion and Notes	Action and Follow-up
1. Open Meeting Act, Call to Order and Opening Remarks	Ken Rowe announced that the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met and called the meeting to order.	
2. Approval of Minutes of the September 6 th & 7 th , 2007 Regular Board Meeting		Motion to approve made by Casey Killblane and seconded by Susan Bizé. Motion passed unanimously. Dr. Foster and Dr. McCaffree were not present for the vote Dorothy Antwine will make the minutes part of the permanent record.
3. Board of Investors Update – James Wilbanks, Oklahoma State Treasurer's Office	James Wilbanks reported that the certified earnings estimate had to be changed from \$10,370,480.64 to \$10,366,930.85, a reduction of \$3,549.79, due to a calculation error related to securities lending. Mr. Wilbanks reviewed the Third Quarter Performance Report from the Board of Investors meeting, and provided an overview of the 'market environment', 'investment performance summary', 'asset allocation', 'performance attribution', 'performance flash' and 'manager reviews'.	
4. Report on the FY 2007 Annual Independent Audit – Nate Atchison, Finley & Cook	Mr. Atchison discussed the FY 07 audit report, stating that the opinion rendered was a clean opinion. There were no issues that had to be addressed in the report. Mr. Atchison indicated that the audit included a thorough review of grantee monitoring activities, and he commended the staff for doing an excellent job in this area.	
Dr. Foster arrived.		

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5a. Chair’s Report – Board Meeting Dates for 2008	The board discussed scheduling the following dates for their regular board meetings in 2008: February 25, 2008, May 15, 2008, August 27, 2008, November 19-20, 2008	Motion to approve made by Dr. Cooper and seconded by Bill Lissau. Motion passed unanimously. Dr. McCaffree was not present for the vote.
5b. Chair’s Report – Attorney General’s Opinion	Ken Rowe reported that TSET received an Attorney General’s opinion which affirmed that only the Board of Director’s is responsible for allocating earnings from the Endowment.	
Dr. McCaffree arrived.		
5c. Chair’s Report – Strategic Plan Update	Ken Rowe discussed an update made to one of the objectives in the new Strategic Plan for FY 2008 – FY 2012. The original objective indicated that community-based programs would cover 75% and after a review of the current standing, he recommended that the number be changed to 85%.	Motion to approve made by Dr. Foster and seconded by Dr. McCaffree. Motion passed unanimously.
6a. Election of Officers	Ken Rowe opened the discussion for election of officers for Chair and Vice-Chair.	<p>Dr. McCaffree nominated Ken Rowe as Chair and Dr. Cooper seconded the motion. Motion passed unanimously.</p> <p>Dr. Foster nominated Dr. Cooper as Vice Chair and Dr. McCaffree seconded the motion. Motion passed unanimously.</p>
6b. Committee Assignments	Ken Rowe opened the discussion for committee assignments, and board members indicated that they were satisfied with the current committee assignments. No changes were made.	
7a. Director’s Report – Introduction of Director of Communications	Tracey Strader introduced the new Director of Communications, Sjonna Paulson to the board. She stated that Ms. Paulson is accredited in public relations and she has experience in working with public, private and voluntary organizations.	
7b. Director’s Report – National Conference on Tobacco or Health	Tracey Strader reported on the National Conference on Tobacco or Health attended by Dr. McCaffree and staff. Oklahoma had approximately 20 panel and poster sessions, and many of the panel sessions were invited panels.	

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7c. Annual Report Update	Tracey Strader said they hoped to have the Annual Report FY 2007 completed in January.	
8a. Evaluation Committee Report – FY 2007 Oklahoma Tobacco Helpline Preliminary Evaluation Summary	Dr. Cooper provided an update on the Helpline preliminary results. Satisfaction rates continue to run around 85% to 90%. He also indicated that a longitudinal study of approximately 4,000 Oklahomans, evenly divided between smokers and non-smokers, would be conducted to assess the impact of the new statewide media campaign, Tobacco Stops With Me, which will be launched in January 2008. Media tracking surveys will also be conducted to help provide routine feedback on the campaign’s progress.	Ken Rowe suggested having a guest speaker from Free & Clear give a 15 minute presentation to the board. Tracey Strader will coordinate with Free & Clear.
9c. Program Committee Report – Presentation – Update on Oklahoma Tobacco Research Center	<p>Susan Bizé asked Dr. Laura Beebe to report on the developments with Oklahoma Tobacco Research Center. Dr. Beebe reported that an office had been established within the OU Cancer Institute and a position has been posted for Administrative Coordinator. She has also identified a short list of Steering Committee Members and she expects their first meeting to be held in December 2007 or January 2008.</p> <p>In addition, as part of the OTRC planning activities, she went to NCI for a reverse site visit, and in Oklahoma she participated with the Oklahoma Tobacco Control Program two-day discussion with an expert technical assistance panel in August 2007. The panel recommended that the OTRC identify the strengths here in Oklahoma, strategies to capitalize on those strengths, and indicated that there is a great deal of interest in the special populations in Oklahoma. The National Institutes of Health (NIH) primarily funds basic clinical sciences and they have some interest in dissemination research funding. Addiction research will be identified as a priority throughout their planning activities and this may be where the greatest opportunity to obtain NIH funding may be. Dr. Beebe is also working on seed grant guidelines to be approved by the OTRC Steering Committee.</p> <p>Dr. McCaffree announced that he had been asked to be a part of the Steering Committee. Casey Killblane recommended that the TSET board have a representative on the Steering Committee, and in the event that Dr. McCaffree could not serve, she recommended that another member represent the board.</p>	<p>Dr. Cooper made a motion to have a member of the Board to represent TSET on the OTRC Steering Committee. The motion was seconded by Dr. Foster. Motion passed unanimously. Dr. McCaffree abstained from voting.</p>

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9a. Program Committee Report – Update on Unsolicited Proposals Process	The board reviewed the Unsolicited Proposals process and application instructions	Motion made to approve the Unsolicited Proposal process made by Casey Killblane and seconded by Dr. Cooper. Motion passed unanimously.
9bi. Program Committee Report – Program Update – Grantees Annual Meeting	Susan Bizé reported on attending the grantees annual meeting and was impressed at the enthusiasm of the grantees and impressed with the speakers.	
9bii. Program Committee Report – Program Update – Communities of Excellence	Susan Bizé asked Jonás Mata to report. Mr. Mata reported that an orientation was completed with the new grantees, in which the Tobacco Technical Assistance Consortium introduced them to the Communities of Excellence planning model. An Academy of Excellence will be held in January 29-31, 2008 to include grantees and coalition members. An online reporting system for the grantees has also been developed through Ok.gov. Grantees use the system to input information for their monthly briefings, and this information will aid in their annual report submissions.	
9biii. Program Committee Report – Program Update –Addressing Tobacco in Specific Populations	Jonás Mata reported that the Specific Populations grantees were moving forward as expected. This is their first year of implementation following a planning phase.	
9biv. Program Committee Report – Program Update –Public Education Campaign	Tracey Strader reported that there would be a press conference in January to launch the new statewide media campaign, Tobacco Stop With Me. The evaluation baseline survey will be completed by the launch. In addition during October and November a radio and billboard campaign was launched to promote the Helpline.	
10a. Agency Operations Committee Report – FY 07 Fourth Quarter Expenditures, Operating and Program Budgets, Budget to Actual	Casey Killblane reviewed the FY 2007 Fourth Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets.	
10b. Agency Operations Report – FY 08 First Quarter Expenditures, Operating and Program Budgets, Budget to Actual	Casey Killblane reviewed the FY 2008 First Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets.	

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10c. Agency Operations Committee Report – Media Vendor Selection	Casey Killblane reported that a media vendor, Visual Image had been selected to work with TSET. This was the result of a joint media bid with the Oklahoma State Department of Health. Visual Image will continue the work on the Tobacco Stops With Me campaign.	
Ken Rowe turned the meeting over to Dr. Cooper and left the meeting		
11. Update on Tobacco Control Legislation and Policy – Wes Glinsmann, Alliance on Tobacco or Health	<p>Mr. Glinsmann reported that a bill to increase the federal tobacco tax to support the children’s health insurance program was still alive at the national level. Last year there had been an effort at the state level to make technical changes for non-tribal retailers to charge the same rate as the tribal tobacco retailers. The Alliance will continue to oppose any effort that would reduce the tobacco tax.</p> <p>Mr. Glinsmann indicated that the Alliance-initiated issues to be addressed in the 2008 session are: repeal of pre-emption, removal of exemptions to the Clean Indoor Air law. This would include bars and eventually eliminate smoking rooms. The State Board of Health and the Oklahoma Tobacco Use Prevention and Cessation Advisory Committee have adopted resolutions urging support for both issues. He also reported that all Cherokee Tribal government buildings have adopted a tobacco free campus policy. In addition Mr. Glinsmann was re-elected as Chair and Pat Marshall of the American Cancer Society was elected as Vice-Chair during the Alliance’s annual meeting.</p>	
11. New Business	Dr. Cooper called for new business. Doug Matheny, Oklahoma State Department of Health reviewed smoking status data which reflected a decline in the number of youth who have ever tried or “experimented” as well as those youth who are “established” smokers. This is very encouraging progress.	
12. Public Comment	Dr. Cooper called for public comment and there was no public comment.	
21. Adjournment		Motion to adjourn made by Casey Killblane and seconded by Dr. McCaffree. Motion passed unanimously. Ken Rowe was not present for the vote.