

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS FOR THE
OKLAHOMA TOBACCO SETTLEMENT ENDOWMENT TRUST**

November 12, 2020

2:00 p.m.

University Research Park
PHF Conference Center, Kiva Conference Room
655 Research Parkway
Oklahoma City, OK 73104

In addition to the physical location noted above, this meeting was also be held via Zoom videoconference with a [livestream](#) option for enhanced public accessibility in compliance with the Open Meeting Act as amended by SB 661.

AGENDA

1. Open Meeting Act Announcement and Call to Order

The TSET Board of Directors Vice Chair Michelle Stephens, on behalf of Chairman Dr. Bruce Benjamin, called the meeting to order at 2:01 p.m. and announced that all requirements of the Open Meeting Act had been met.

Stephens stated that in addition to the physical meeting location at the PHF Conference Center, the meeting was also being conducted via videoconference with a livestream option for members of the public and welcomed attendees joining by Zoom and YouTube.

She stated that public comment would take place following board business and provided instruction for members of the public joining the virtual meeting to comment. Members of the board present via videoconference were Michelle Stephens, Jack Allen, Casey Killblane, Susanna Gattoni, Ken Rowe, Marshall Snipes, and there was a quorum. Bruce Benjamin was absent.

TSET staff present were Executive Director Julie Bisbee, Director of Public Information and Outreach Thomas Larson, and Board Secretary Anna Lisa Phillips who served as recording secretary.

Assistant Attorney General Sandra Balzar, General Counsel for the board, was present via videoconference.

2. Approval of Minutes

a. Approval of Minutes of the August 27, 2020, Regular Board Meeting

Allen moved board approval of the August 27 minutes as presented. Rowe provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

b. Approval of Minutes of the August 28, 2020, Board Planning Meeting

Allen moved board approval of the August 28 minutes as presented. Killblane provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

c. Approval of Minutes of the October 2, 2020, Special Board Meeting

Allen moved board approval of the October 2 minutes as presented. Killblane provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

3. Chair's Report

Stephens proposed 2021 meeting dates as follows and requested a motion to approve.

January 26, 2021

March 30, 2021

May 20, 2021

August 26-27, 2021

November 2021

Allen moved board approval of the schedule as presented. Rowe provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

Stephens also called for a motion to approve the 2021 committee roster. Killblane moved board approval. Allen provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

4. Executive Director's Report

a. Bisbee, on behalf of Dr. Bruce Benjamin, revisited the priorities of the strategic plan, highlighting on-going investment in high-priority research and the research grants that TSET currently funds.

- i. Dr. Benjamin participated in the Oklahoma Center for Adult Stem Cell Research (OCASCR) re-grant this fall as an advisory member. OCASCR has awarded 24 grants and of those, 16 were research grants totaling more than \$2.2 million. Of the research grants awarded, almost \$2.4 million was matched by awarding institutions through direct or indirect assistance. Some of their funded researchers have also achieved outside funding such as a \$1.2 million National Institute of Health (NIH) grant to study diseases of aging and a \$1.6 million NIH grants for research on discovering biomarkers that aid in the diagnosis of osteoarthritis.

New grants were awarded by steering committee for researching ways to understand how intestinal diseases impact premature infants, as smoking can cause an increase in premature births. A new grant was awarded to discover DNA variations related to lupus, as smoking is linked to developing autoimmune diseases. Grant awarded to research how the nervous system is impacted by obesity which could lead to new therapies that treat or prevent heart disease. Another recent grant awarded for study on increased risk of complications from COVID-19 caused by smoking.

- ii. Stephenson Cancer Center (SCC), another TSET grant recipient, received 23 new grants from federal funders including the National Institute of Health and the Department of Defense which will bring \$18.4 million in federal research funding to the state of Oklahoma. A SCC researcher received a National Cancer Center grant to study health effects of electronic cigarettes and seeks to determine how the use of e-cigarettes damages and modifies DNA that could increase the cancer. Community based research includes partnerships with OSU and the Cherokee Nation to expand their capacity to address high cancer rates within the population and provide access to screening. SCC continues to be a national leader in conducting cancer clinical trials. SCC is one of the top centers in the national cancer institutes' clinical trial network for enrolling patients. Currently, they have 202 patients participating in treatment clinical trials and 86 patients participating in early phase 1, phase 2 OK TSET clinical trials.
- iii. TSET Health Promotion Research Center (formally known as the Oklahoma Tobacco Research Center) has been successful in filling vacancies. Three assistant professors whose expertise include geo-locating and mapping, and how to use data for possible interventions for certain behaviors regarding smoking. Seven new grants were funded from National Institutes of Health, National Cancer Institute including how to help smokers quit who are pregnant or post-partum

depressed quit. In addition, research on access to cessation among African American smokers. On the horizon, research on how low-cost incentives for quitting smoking can be delivered via smart phone apps, and using mobile equipment verifying that they quit. TSET Health Promotion Research Center has enrolled over 1000 participants since its inception in 2017. Recent publication by Dr. Businelle's lab showed that smart phone-based cessation treatment may be equally as effective as in-person cessation counseling.

b. Overview of Executive Director Activities

Bisbee reported that in the past quarter, the executive team has worked on annual goals for agency and programs that align with TSET's strategic goals. Bisbee also said that a strategic plan for data management has been identified and the project will be on-going in the coming year.

Bisbee reported that the Legislative Office of Fiscal Transparency (LOFT) has identified the evaluation of TSET's tobacco prevention and cessation work as a top priority. Bisbee offered her thanks to Stephens for participating in the initial meeting with LOFT. The TSET staff is continuing to work with LOFT as information is requested.

Bisbee congratulated Health Communications on being honored by the American Marketing Association Oklahoma City branch with Best in Show for the Tobacco Stops With Me Protect Our Youth campaign along with six other awards for various campaigns. Bisbee also offered congratulations to Sjonna Paulson, Director of Health Communications. Paulson was named the 2020 Marketer of Oklahoma.

c. Staffing Updates

Julie Bisbee updated the Board of Directors on new staff members including; Chase Harvick, Health Communications Manager, Andrew Underkoffler, Program Officer and Anna Lisa Phillips, Executive Assistant and Board Secretary. The executive leadership is beginning to look at scheduled retirements and projecting when to fill those positions.

d. Update on SQ814

Bisbee stated that on November 3rd, Oklahoma voters rejected SQ814 -- 58.8% of those who voted, rejected proposal. Almost 870,000 voters affirmed the infrastructure of TSET and how the organization works. This year, TSET celebrates its 20th year of existence.

e. Update on Oklahoma Health Behaviors

Bisbee updated the board on new data released over the past few weeks regarding tobacco use, e-cigarette use and obesity. Oklahoma has the 11th highest rate for smoking, however we are no longer in the top 10 highest smoking states in the country. Oklahoma has seen a decline in smoking rate; it is as low as it's ever been at 18.9%. For the second straight year, the rate of smoking in Oklahoma is declining. The adult quit attempt rate in Oklahoma is steady and exceeds the national rate for 2019.

One in 9 adults reported that they were using e-cigarettes in 2019. The highest rate of e-cigarette use is among adults with high school or GED level education and a household income of \$15K or less. American Indians have highest rate of e-cigarette use.

Jack Allen asked for data on e-cigarette use for ages 18 and under.

Bisbee said new data shows Oklahoma has the fourth highest obesity rate among 49 states. Obesity rates are highest among Oklahomans with a household income of \$15,000 or less. The lowest rates are among those who have graduated from college at 33.3%. The data is collected annually, by phone, in collaboration with the Oklahoma State Department of Health and the Centers for Disease Control and Prevention.

5. Audit Report Presentation

Dan Bledsoe was recognized on behalf of Finley & Cook to present findings from the FY2019 audit. He reported a clean opinion with no internal control issues, no fraud, no illegal acts and no violation of the law. Marshall Snipes asked for unrealized gains from the balance sheet to be reported back to the board of directors to have in advance of the January 2021 board meeting.

6. Programs Committee Report

Jack Allen presented a report from the Programs Committee

a. Discussion and possible action on Healthy Incentive Grants for Schools

The Programs Committee recommended the award of 11 incentive grants for schools for a total amount of \$116,500.

Grand View School	\$9,500
Ravia Public School	\$13,500
Burns Flat-Dill City Public Schools	\$11,500
Oklahoma City Public Schools	\$10,000
Latta Public Schools	\$11,500
Stillwater Public Schools	\$10,000
Kansas Public Schools	\$20,000
Little Axe Public Schools	\$6,000
Olustee-Eldorado Public Schools	\$5,000
Miami Public Schools	\$5,500
Locust Grove Public Schools	\$14,000
Total	\$116,500

Programs Committee recommended board approval of Healthy Incentive Grants for Schools. No second required. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

b. Discussion and possible action on Healthy Incentive Grants for Communities

The Programs Committee recommended the award of two grants to communities for a total of \$30,000.

Town of Allen City of \$10,000
McAlester \$20,000

Programs Committee recommended board approval of Healthy Incentive Grants for Communities. No second required. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

c. Update on OSU Hospital Residency Program

Director of Programs Jonás Mata provided the board on TSET's history of involvement with the Medical Authority and the status of the hospital residency training program that the board had agreed to assist

with funding. Dr. Pettit has met with Stillwater Medical Center Officials. Their representatives have indicated interest however, there was no new updated as of today.

d. Update on grant continuations for Health Systems Initiative Grants

Mata directed board members to the HSI grant information in their packet to assist in making a decision on whether to continue funding. The board will review information and come back with a decision on how to move forward in January 2021.

e. Discussion and possible action on phase two of TSET Healthy Youth Initiative

Mata reviewed RESCUE's Youth Advocacy Model with the board, and how it might function collaboratively with TSET. This would be phase 2 of a three-phase initiative to prevent and reduce tobacco use and obesity among youth. The board has identified this as a strategic priority in its 5-year strategic plan.

The board recommended that additional information be obtained from RESCUE and be presented at the January 2021 board meeting. No second was needed.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

f. Overview of TSET Healthy Living Program Performance Report, FY16 – FY20

Mata presented an overview of the five-year HLP performance scorecard results and summarized the performance of HLP grantees regarding population reach, tobacco and wellness policies and environmental changes. Mata highlighted counties that made major strides in programming and briefed the board on major milestones in health including; 62 funded community grants achieved the adoption of 1,238 tobacco-free policies affecting more than 1.5 million Oklahomans and 1,047 wellness policies impacting more than 1 million adults and youth combined. In addition, TSET Healthy Living Program Grants also worked with municipal city governments to change the built environment, including 54 Safe Routes to School resolutions, 42 Wayfinding projects, 113 Open Streets projects, 48 Complete Street resolutions, 82 Safe Street improvement, 41 Safe Street simulations and three Share Use policies.

g. Overview of Oklahoma Tobacco Helpline-Behavioral Health Program

Dr. Jon Hart, director of the Oklahoma Tobacco Helpline, gave the board an update on the Oklahoma Helpline Behavioral Health Program, the My Life My Quit youth cessation program, status of the Helpline RFP and several research and collaborative projects.

- i. Through the helpline, if there is a presence of any mental health condition, nicotine replacement therapy (NRT) can be increased to 12 weeks. The specialist working with the individual on the call will have had additional training on this treatment module. The program was active beginning in June 2020. During the 1st quarter, 1,400 individuals were enrolled in this behavioral health program or 13% of overall registrations.
- ii. My Life, My Quit: TSET has partnered with National Jewish Health who had an existing program for text-based youth cessation. The program rolled out in June 2020. Development of an RFP is currently in development for services offered through the Oklahoma Tobacco Helpline. Dr. Hart stated that he expects that process to close by year end and anticipates a transition to that new service beginning in 2021.
- iii. Dr. Hart updated the board on other current projects including HSI contracts being considered and work being done with the Oklahoma Hospital Association (OHA) to dig into referral process. Dr. Hart will send additional information to the board on these projects.

7. Public Information and Outreach Committee Report

a. Overview of the TSET Health Youth Initiative phase one baseline survey, RESCUE

Jeff Gordon, President and Executive Creative Director of RESCUE Agency and Allie Rubinoff, Senior Account Supervisor gave the board an overview of the baseline survey of Oklahoma youth health behaviors and a brief update on where TSET stands in the development of the TSET Healthy Youth Initiative obesity prevention campaign. Gordon stated that the campaign would focus on immediate physical consequences of the choices teens make regarding vaping and nutrition.

b. Health Communication update:

Casey Killblane reported on Health Communications activities including Shape Your Future messaging campaign, The Power of One. Killblane reported that the Oklahoma Tobacco Helpline and Tobacco Stops with Me campaigns had launched new messaging supporting quitting tobacco and the Oklahoma Standard by closing loopholes in the law which would protect individuals from secondhand smoke. All brands are meeting plan objectives, and all have incorporated COVID-19 related content and materials.

c. Outreach Activities Update:

Killblane referred the board to their packet to reference information on outreach activities including media efforts, virtual speaking engagements and articles written on behalf of the positive impact TSET programs and investments have on the state of Oklahoma.

d. Sponsorship and Training Grants

Killblane reported that TSET has approved six sponsorship grants so far this year totaling \$7,500. Most events have been virtual or outdoor.

e. Upcoming events:

Killblane updated the board on upcoming events that TSET would be participating in including; Oklahoma Institute for Child Advocacy Fall Forum, the State Chamber Public Affairs Forum and the State Chamber Legislative Reception. Thomas Larson stated the list of legislative deadlines for the 2021 session.

8. Agency Operations Committee Report

Marshall Snipes presented a report from the Agency Operations Committee.

a. Final Certification of Earnings

Snipes stated that the final certification of endowment earnings for FY2020 showed an approximate 33% reduction in earnings compared to performance of the fund in the previous year.

b. Expenditure Reports

i. FY 2021 Budget to Actual – Operating

There was a 15% spend rate which is considered low for the first quarter but caught up in October due to invoicing typically being one to two months behind.

ii. FY 2021 Budget to Actual – Programs

There was a 4% spend rate which is very low for the first quarter but many invoices were processed during the month of October.

c. Discussion of FY 22 Budget

Snipes stated that the failure SQ814 kept TSET's annual endowment contributions intact which was positive. Quarterly earnings estimates also showed positive performance for the period.

Snipes referred the board packet for budget options. Snipes also referred to the three-year rolling average which showed a historical perspective of the organization. He stated that due to positive earnings in the first quarter, the failing of SQ814, positive news on certified earning and the amount of money we have in reserves, our FY22 budget may be in line with the FY21 budget. Snipes reminded the board that the budget is subject to final board approval.

h. **New Business** – No new business.

i. **Public Comment**

Stephens asked for public comment and reminded all meeting attendees of parameters for addressing the board. No public comments were made.

j. **Adjourn**

Allen moved board approval to adjourn. Snipes provided a second. Motion carried.

Aye: Stephens, Allen, Killblane, Gattoni, Rowe, Snipes

The meeting adjourned at 4:07 p.m.