



Oklahoma Tobacco Settlement Endowment Trust

Board of Directors Regular Meeting

10:00 a.m., Thursday, May 29, 2025

Stephenson Cancer Center

800 NE 10th Street, Conference Room 5058 (5th Floor)

Oklahoma City, OK 73104

AGENDA

1. Open Meeting Act Announcement and Call to Order
2. Approval of Minutes – March 27, 2025 Regular Board Meeting
3. Executive Director's Report, *Julie Bisbee, Executive Director*
 - a. Introduce new board member – Joe B. Hill
 - b. Overview of Executive Director Activities and Agency Updates
 - c. Legal Update – Deputy Attorney General Niki Batt
 - d. Introduce New Employee
 - i. Megan Meers, Director of Finance
 - e. Legislative Update – *Thomas Larson, Director of Public Information and Government Affairs*
4. Governance Committee Report, *Jennifer Needham, Ken Rowe; ad hoc member*
 - a. Discussion and possible action regarding Board Committee reassignments
 - i. Governance Committee – Marshall Snipes
 - ii. PIO Committee – Joe B. Hill
 - b. Discussion and possible action to create Legacy Grant Committee
5. Agency Operations Committee Report – *Marshall Snipes, Aaron Harmon, Ken Rowe; ad hoc member*
 - a. Financial Reports
 - i. FY24/FY25 Budget to Actual – Operating
 - ii. FY24/FY25 Budget to Actual – Programs
 - iii. Fund Balance Comparison/Income Statement
 - b. Discussion and possible action to approve FY25 TSET Budget Revision
 - c. Discussion and possible action to approve proposed comprehensive FY26 TSET Budget
 - d. Executive Director Authority Contract Amendment Advisement Report
 - e. Discussion and possible action to approve administrative contract with Coastal Cloud in the amount of \$170,000 for Waves Salesforce Post-Implementation Development and Support
6. Program Committee Report – *Jack Allen, Runako Whittaker, Ken Rowe; ad hoc member*
 - a. Discussion and possible action to approve the FY25 Discovery Grant Awards

Note: The Board of Directors may discuss and propose action on any item listed on the agenda.

If an accommodation is needed, please contact Board Secretary, Susan Yingling at (405) 521-4988 for assistance.



- b. Discussion and possible action to approve the FY25 Innovations in Built Environment Grant Awards
- c. Discussion and possible action to approve FY25 Healthy Incentive Grant for Communities Awards

Organization	County	Intended Use of Funds	Recommended Amount
Town of Langley	Mayes	Funds will be used to improve access to physical activity environments for the youngest in Langley by making enhancements to the playground equipment for ages 2 – 5 years	\$14,000
Town of Depew	Creek	Funds will be used to support active lifestyles and increase community engagement by installing Wayfinding Signage in town.	\$10,000
City of Tulsa	Tulsa	Funds will be used to increase environmental landscape by repairing asphalt on the Osage Prairie Trail.	\$40,000
Town of Ripley	Payne	Funds will be used to increase opportunities for active living by making updates to rodeo arena to include new lighting.	\$10,000
City of Jenks	Tulsa	Funds will be used to buy Wayfinding Signage to guide citizens to the trails and walkways that connect downtown core to the riverwalk trails.	\$120,000

- d. Discussion and possible action to approve Grantee FY25 Budget Reductions

Grantee Organization	FY25 Lapse/Budget Reduction Amount	Revised FY25 Budget Amount
Board of Regents of the University of Oklahoma Health Sciences Center – Lung Cancer Screening Bus	\$162,949	\$93,074
Muskogee County Health Department	\$120,385	\$101,600

- e. Discussion and possible action to approve the Stephenson Cancer Center Lung Bus FY26 Contract Extension Request in the amount of \$162,949
- f. Discussion and possible action to approve the 3-year allocation of funds for FY26-FY28 in the amount of \$2,226,558 for the Oklahoma State University-Center for Health Sciences Hospital Residency Program with Great Salt Plains Health Center in Enid
- g. Discussion and possible action to approve the Oklahoma Alcoholic Beverage Laws Enforcement Commission FY26 Funding Request in the amount of \$332,392
- h. Discussion and possible action to approve FY26 Contract Renewals and Continuation Funding Requests

Discussion and Possible Action on FY26 Grant & Contract Renewals	FY26 Request
Innovations in Built Environment Grant	
Cushing Public Schools	\$239,310
Communications	

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Visual Imaging Marketing and Branding (VI) <i>Tobacco Stops With Me, Shape Your Future, Oklahoma Tobacco Helpline campaigns; grantee marketing and promotional support</i>	\$21,381,995
Discovery Grants — Final Six Months of Three-Year Agreement	
Board of Regents of the University of Oklahoma Health Sciences Center – <i>Saving Tiny Sooners program</i>	\$152,515
LIFE Senior Services	\$150,000
Oklahoma Senior Games	\$100,000
Oklahoma State University – Health Disparities	\$50,333
River Parks Foundation	\$344,980
Discovery Grants — Year Two of Three-Year Agreement	
Board of Regents of the University of Oklahoma Health Sciences Center – <i>Oklahoma Breastfeeding Resource Center</i>	\$249,999
Gateway to Prevention and Recovery	\$249,982
Lighthouse Behavioral Wellness Centers	\$250,000
Oklahoma Arts Council	\$250,000
Oklahoma State University – Student Farm	\$250,000
Oklahoma State University – United Against Tobacco	\$250,000
Youth and Family Services, Inc.	\$188,500
Healthy Living Program	
Comanche County Memorial Hospital	\$260,000
Gateway to Prevention and Recovery serving Pottawatomie County	\$222,516
Great Plains Youth & Family Services, Inc. serving Caddo and Kiowa counties	\$160,000
KI BOIS Community Action Foundation, Inc. serving Haskell County	\$187,767
Kingfisher County Health Department	\$115,755.41
LeFlore County Youth Services, Inc.	\$164,639.75
McClain-Garvin Co Youth and Family Center, Inc. serving Garvin County <i>DBA Frontline Family Solutions</i>	\$211,670.75
Norman Regional Health System serving Cleveland County	\$180,723.37
Norman Regional Health System serving Grady County	\$186,563.26
Norman Regional Health System serving McClain County	\$170,505
Oklahoma City-County Health Department	\$400,000
Oklahoma State University – Department of Wellness – Sponsored Programs - serving Creek County	\$260,000
Oklahoma State University – Department of Wellness – Sponsored Programs - serving Kay County	\$199,914.40
Oklahoma State University – Department of Wellness – Sponsored Programs - serving Payne County	\$260,000
People Inc. serving Sequoyah County	\$175,038.80
Rural Health Projects, Inc. serving Garfield County	\$253,292
Tulsa Health Department	\$400,000
Wichita Mountains Prevention Network serving Carter County	\$142,118
Health Systems Initiative	

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Oklahoma Hospital Association <i>OHA's Health Improvement Initiatives</i>	\$850,800
IMPACT Network	
Cherokee County Health Services Council	\$300,000
Cherokee Nation Public Health serving Adair County	\$300,000
Mayes County HOPE	\$300,000
ROCMND Area Youth Services serving Delaware County	\$288,663.80
Rogers County Volunteers for Youth	\$300,000
Research	
Board of Regents of the University of Oklahoma Health Sciences Center <i>TSET Health Promotion Research Program</i>	\$5,050,000
Board of Regents of the University of Oklahoma Health Sciences Center, Stephenson Cancer Center <i>TSET Cancer Research Program</i>	\$6,600,000
Oklahoma Medical Research Foundation <i>Oklahoma Center for Adult Stem Cell Research</i>	\$3,000,000
Statewide	
Health Care Workforce Training Commission <i>Oklahoma Medical Loan Repayment Program and program administration</i>	\$825,735
The Children's Center Inc, dba Bethany Children's Health Center <i>Healthy Schools Oklahoma program</i>	\$482,179.41
Hunger Free Oklahoma <i>Expand Double Up Oklahoma (DUO) program</i>	\$700,000
Oklahoma Association of Youth Services, Inc. <i>TSET Successful Futures youth character development program</i>	\$1,120,000
Oklahoma State Department of Education <i>High-quality health and physical education instruction initiatives</i>	\$933,960
Oklahoma State University Center for Health Sciences <i>Project ECHO</i>	\$1,501,487
Rescue Agency <i>Youth Action for Health Leadership youth advocacy program</i>	\$2,197,625
Technical Assistance & Evaluation	
Berry Dunn McNeil & Parker LLC <i>Technical assistance and consultation</i>	\$400,000
Board of Regents of the University of Oklahoma Health Sciences Center <i>Oklahoma Adult Tobacco Survey</i>	\$172,500
Board of Regents of the University of Oklahoma Health Sciences Center <i>Program evaluation across TSET grants and programs</i>	\$2,624,000
Emory Centers for Public Health Training and Technical Assistance <i>Public Health Academy of Oklahoma</i>	\$243,947
Oklahoma Health Care Authority <i>SoonerQuit Plus survey and reports</i>	\$105,000
Onside Partners <i>Technical assistance, training, and product development</i>	\$155,000
Tigris Solutions	\$200,000

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	<i>Program support and technical assistance</i>	
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- i. Discussion and possible action to approve the Town of Westville FY26 Contract Extension Request in the amount of \$461,777
7. Public Information and Outreach Committee -- *Aaron Harmon, Ken Rowe; ad hoc member*
 - a. Discussion and possible action regarding approval of Youth Media Award in the amount of \$3.5 million annually
 - b. Discussion and possible action regarding Scope of Work for Youth Media transition period from July 1, 2025 to September 30, 2025 not to exceed \$500,000
 - c. Discussion and possible action regarding approval of Oklahoma Health Care Authority (OHCA) Media Cost Share for Oklahoma Tobacco Helpline (OTH) with TSET's portion not to exceed \$2 million annually
 - d. Youth Focus Brands and Adult Focus Brands Overview
 - e. FY25 TSET Sponsorship Report
 - f. Upcoming Events and Training Overview
 - g. Public Information and Government Affairs Report
8. Personnel Actions
 - a. Proposed Executive Session. Consideration of a motion and vote to enter into Executive Session pursuant to 25 O.S. § 307(B)(1) for the discussion of the employment, hiring, appointment, promotion, demotion, disciplining or resignation of any individual salaried public officer or employee
 - i. Grants Specialist
 - ii. Partner Support Specialist
 - b. Consideration of a motion and vote to return to Open Session
 - c. Discussion and possible action regarding the hiring of a Grants Specialist
 - d. Discussion and possible action regarding the hiring of a Partner Support Specialist
9. Proposed Executive Session. Consideration of a motion and vote to enter into Executive Session pursuant to Title 25 O.S. § 307(B)(4), and consistent with 2005 AG 29, 13, for the purpose of confidential communications between the TSET Board of Directors and legal counsel concerning H.B. 2783, 60th Leg., 1st Reg. Sess. (Okla. 2025), where counsel has determined that disclosure of information related to the matter will seriously impair the ability of the Board to process or conduct litigation in this matter.
 - a. Vote to enter Executive Session
 - b. Exit Executive Session and vote to re-enter Open Session
 - c. Discussion and possible action regarding matters discussed in Executive Session
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. Adjournment

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