

**Virginia Tobacco Settlement Foundation
Board of Trustees Meeting
Minutes
June 19,2001**

Members present

Steve Danish, John O'Bannon, Curtis Coleburn, Christopher Desch, Dennis Desilvey, Rickie Fulcher, Emmett Hanger, Barbara Hughes, James McDaniel, Becky Hartt Minor, Scott Radow, John Watkins,

Members not present

John Andrako, Walter Bass, Allen Dudley, Jordan Forbes, Robert Leek, V. Carole Loughed, E. Anne Peterson, Percy Wootton

Staff

Clarence Carter, Neal Graham, Karen Harris, Michael Joseph, Sheri Lawson

Counsel

Garland Bigley

Call to order

Meeting was called to order by Chairman, Dr. Danish at 12:45 pm

Minutes

Minutes were approved as distributed.

Items of Business

Executive Directors Report

- Sheri Lawson has been hired as our Director of Marketing. Sheri will serve as the direct link from the Marketing Committee and the Executive Director to the advertising agency that will represent the Foundation. Any communications with the ad agency should be directed through Ms. Lawson.
- Marge White will be offered the position of Program Manager. Marge was one of ten individuals who were interviewed for this position. Marge is currently employed by the VA Dept. of Health as a Tobacco Use Control Specialist. Marge assisted Neal Graham in staffing the Foundation until new staff could be hired.
- Today marks the last meeting for our Assistant Attorney General, Garland Bigley. Garland has been selected as a General District Court Judge and will assume those responsibilities later this summer. Roscoe Roberts has been selected to replace Garland.

- Our July meeting has been cancelled. The next regularly scheduled meeting will be Tuesday, August 7 and will be held at the Siegel Center.
- On a recommendation by Dr. Desilvey, we will begin preliminary discussion with the TIRC for a joint board meeting.

Financial Report

The Foundation will be approximately 300-350 thousand dollars under budget.

Monies left over in budget will go over to next years budget.

Changes in budget should be made by August board meeting.

Recommended changes:

Increase budget by amount of the youth tobacco survey cost that was not funded

Consider how much money will be spent to fund ABC enforcement

Marketing cost may fluctuate for three years

Row Sciences Presentation

Row Sciences has completed phase II of the Compendium of Tobacco Use Prevention Programs for Youth. This expansion of the compendium includes:

- Programs for grades 6-12 that were not included in phase 1 because of insufficient information
- Other grades 6-12 programs that were identified after phase 1 was completed
- Tobacco and other substance use prevention programs for kindergarten – grade 5 students

Marketing Committee Report

After going through the RFP process and reviewing twenty-two submitted proposal and seven oral presentations, the Marketing committee recommends Work, Inc. of Richmond, as the advertising agency to perform the marketing campaign for the Foundation.

Motion for recommendation was approved unanimously by board pending successful negotiation and completion of contract to be approved by board.

Ten day notice of intent to award to be sent after signing of contract.

Suggestion made to convene in July 10th or 11th at GAB for approval of contract.

Cabel Harris and Don Just of Work, Inc. made a brief presentation to the Board.

Public Comment

Donna Reynolds-American Lung Assoc. of Virginia

Voice concern regarding Work, Inc. having worked with tobacco companies. She is in the process of researching this issue. However she is aware that Work, Inc. has done some work with beer advertising.

Research Committee Report

The consortium will be housed in the research arm of UVA through the Medical School for all consortium members, at this time. Request money from last year's budget is moved into research budget for year 2002.

Motion was made and approved to move \$250,000 from 2001 budget to Y2002 budget for Research.

Motion was made and approved to give the Research Committee the ability to move forward with the formation of consortium.

Program Committee Report

Program committee agreed to cancel the RFP for lead partner due to lack of qualified responses. The Regional Management Plan was presented to replace the RFP and proposed lead partner approach.

The plan divides the state into nine regions with an advisory council in each region. The plan also proposes the hiring of a Grants Manager to administer the plan and supervise five Grant Specialists, who will work in the field. The cost for the plan is the same as recommended in the RFP.

Motion was moved and accepted to approve the Regional Management Plan.

New Business

- The Board postponed the discussion to consider alternative meeting dates and locations for the Foundation.

Old Business

- YADAPP accepted our \$15,000.00 contribution and have offered an opportunity to serve on the production board for next year's conference.
- Garland Bigley recommended the Foundation might want to consider an amendment to the bylaws regarding compensation and reimbursement of travel expenses. A change in the appropriation act states person who receives per diem cannot receive reimbursement for further expenses. Ms. Bigley recommended the Foundation add the words "legislative member" to the current bylaws to specify that our legislative members shall receive compensation and reimbursement for all actual expenses.
- Ms. Bigley further noted that the current Foundation bylaws states the chairman shall have the authority to sign contracts unless otherwise delegated to some other board member. She recommended the bylaws needed to specify when authority to sign contract is delegated to the Director and what amount.

Presentation

Garland Bigley was presented with a Resolution commending her effort and support to the Foundation. Ms. Bigley will be leaving the as counsel of the Foundation to become a General District Court Judge, in August.

Next meeting

The next meeting will take place at the GAB on July 10th or 11th

Adjournment

The meeting was adjourned at 4:20 pm