

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
December 2, 2003**

Members present

Kevin Bolling, Delegate George E. Broman, Ming S. Chiu, MD, MD, Curtis Coleburn, Audrey Douglas- Cooke, RN, MS, Rebecca Darby, Rickie E. Fulcher, Senator Emmett W. Hanger, Jr., Barbara Hughes, Patrick Hughes, Delegate William Janis, Debra Keith, Maria D. Kelly, MD, Robert Leek, James L. McDaniel, MD, Kethandapatti G. Srinivas, MD, Robert Stroube, MD, Senator John Watkins, Dixie Wolf.

Members not present

Sudhendu Choubey, MD, Jose F. Dimas, Lolly A. Gilmore, Robert S. Kelley, Ed.D.

Staff

Eloise Burke, Donna Gassie, Henry Harper, III, Marty H. Kilgore, Judy Link, Wilma Jordan, Jennifer Martin, Charlie McLaughlin, Jr., Danny Saggese, Peter Sengenberger and Marge White.

Counsel

Roscoe Roberts

Called to order

Rickie Fulcher called the meeting to order at 3 p.m.

Minutes

Motion to approve the minutes – Delegate Broman

Second: Dr. Maria Kelly

Vote: Unanimous in favor

Senator Hanger's Proposal

Senator Hanger intends to submit a bill relative to the tobacco tax to increase the current state excise tax of 2½ ¢, which goes into the General Fund to 30¢, and to turn all monies raised back to the localities on a per capita bases. All local taxes on cigarettes would be done away with and replaced by one uniform tax.

Motion to adopt the resolution of the Virginians for a Healthy Future regarding tobacco excise tax: Dr. Jim McDaniel
Second: Dr. Maria Kelly

Amendment to Motion: Senator John Watkins offered a friendly amendment to the motion for the Virginia Tobacco Settlement Foundation to adopt the following resolution: "The Virginia Tobacco Settlement Foundation acknowledges that a substantial increase in the price of tobacco products will reduce the use of tobacco products by youth and supports any state or local policies that increase tobacco pricing as an effective tool for youth tobacco prevention."

Dr. Jim McDaniel accepted the friendly amendment as recited.

Second: Dr. Maria Kelly

Vote: 13 in favor

6 opposed

Chairman's Comments

We have gotten off to a good start for the upcoming year. We are looking at our history, recognizing areas in which we need to adjust in order to improve and implementing plans to make those improvements.

We have moved to a Committee structure board beginning with this meeting. This type of structure will allow in depth study and review of issues among each committee, then reaching a consensus a recommendation will be brought forth to the full board. This will allow our board to be more efficient with clearer direction for staff.

I would like to personally take this opportunity to thank each of you for your willingness to serve and actively participate on a committee; a board is only as good as the dedication and support of its members.

We did have our Strategic Planning Session on October. We were able to receive some valuable input allowing planning for fiscal year 2005. However, we will need to be prepared for a retreat in the late spring or early summer of 2004 in order for us to prepare, adopt and implement a 3-year Strategic Plan as requested by the Department of Planning and Budget as well as the Secretary's Office. I would like to see a 100% participation in this retreat, as this type of retreat allows our board to work together in determining the focus throughout the Commonwealth on how best to maintain our mission; to lead a statewide effort to reduce and prevent the use of tobacco products by youth in Virginia.

We are facing some recent concerns which will impact our Board significantly due to a tremendous reduction in funding from the Master Settlement Agreement (MSA) payments. This is forcing us to review our current status and to make hard decisions regarding our future. We can overcome this by working together and staying focused on the areas which will derive the greatest impact and benefit to youth of Virginia.

Our board is blessed in that we have an excellent staff, who are very dedicated and devoted to our mission. Listen intently to their advice and leadership direction they are the ones who work with the Enforcement, Marketing, Programs and Research on a day-to-day basis allowing them the ability to see things as they directly impact our mission.

Thank you for being here today, to each of you and your families I would extend my most heartfelt wishes that you have a safe and blessed holiday season.

Director's Report

PROGRAMS: The RFP in unserved and underserved areas was due back to VTSF on October 15; numerous outreach activities took place to ensure a qualitative and quantitative response. VTSF received 59 proposals in response to the RFP. Approximately \$4.5 million was requested in the proposals, and just over \$1 million was available. The review team met on November 12 to make final recommendations to forward to the full board.

An additional RFP will be issued in January that will be based on regional allocations. Approximately \$4.3 million will be available for local community programs. Proposals will be due in March.

MARKETING: The 18-month tracking research results of the marketing campaign, conducted by Harris Interactive, showed an increase of the overall awareness level to 75%. This is a significant increase from the previous 6 and 12-month surveys, which both showed a 58% awareness level. Positive shifts in attitude are also taking place, which is precisely the goal at 18 months of any health related marketing initiative based on CDC guidelines. The tracker showed that more teens agree that underage tobacco use has a negative affect on those things that are important to them at this stage in their lives.

An RFP for the creative and media portion of the campaign will be issued on December 4 and will be due back to VTSF in February. A pre-proposal conference for bidders will be held on December 19 at 10:00 –701 E. Franklin Street—Level B1 (Basement of building).

RESEARCH: The VTSF Chair of the BOT, the Chair of the Research Committee, the Deputy Director, and I met with the Vice-President's of Research of each of the major research universities on November 3. Also, the Research Committee met and made their recommendation regarding research initiatives for FY05. Also discussed was evaluation of programs and the Youth Tobacco Survey. The research renewal applications will be available in January with proposals due back in March.

Collaborative research projects are being conducted and are going well using multi-institutional and multi-disciplinary teams—a first for Virginia universities. In just one project, 56 faculty members representing 35 departments, institutes, centers, and programs at six Virginia universities participated with one another. The Consortium is enabling researchers to leverage additional funds from other research sponsors, while at the same time increasing awareness of Virginia as a research center.

The VTSF was considering submitting a proposal for a Transdisciplinary Tobacco Use Research Grant from NCI. After further review and discussion, it was determined that

VCU was submitting an application and that they would consider adding components from other universities' abstracts into their proposal. VCU emphasized that although VTSF would not be the applicant, in a sense it is a VTSF proposal, as it would not be happening without our support of their initial project. This certainly points to the effectiveness of providing research seed money as a mechanism to leverage our funds for larger research awards.

YTS: Data collection for the YTS began in October. Approximately 70% of the districts selected in the sample agreed to participate in the survey. VTSF needed a participation rate of over 60% in order to have a scientifically valid sample. The data collection is complete and was sent to CDC for analysis. An initial summary document will be available in January.

UPCOMING: Governor Warner will present his proposed Executive Budget for the 2004-2006 biennium on December 17. The General Assembly convenes on January 14, 2004. As issues surface affecting VTSF, I will let you know.

FINANCIAL DISCLOSURE STATEMENTS: As Board of Trustees members, financial disclosure statements are due to the Secretary of the Commonwealth's Office by January 15, 2004. Please submit your statement to Eloise Burke at VTSF by December 22.

Committee Reports **Research Committee**

Dr. Maria Kelly reported that the goal of the research consortium is to share expertise and to find future external funding. Universities either had established research teams or there were new research teams. Approximately 125 faculty statewide are now focused on tobacco prevention research through VTSF funding. The consortium has a function both for networking and quality assurance purposes and support from the vice-presidents of research is important. The VP's of Research expressed that they wanted a clear, very objective external review of any grant funding in the future.

Dr. Kelly added that all goals had been met even though they are in early stages. There are very impressive accomplishments given the period of funding: creating a national model for focused research and building a statewide consortium. The committee recommends to continue to fund the current research projects for two additional years at a reduced level. The committee also recommends separating the program grant evaluation from research and issuing an RFP for this purpose.

Program Committee

Marge White reported that the program review team met on November 12th to review the proposals from the RFP. There are 15 final recommendations for approval.

Motion to accept the program committee's recommendations: Patrick Hughes

Second: Dixie Wolf

Vote: Unanimous

Marge White added that an RFP will be issued in January, which will be open to both existing and new organizations throughout the state.

The Foundation has received a final report from VCU on the initial evaluation of the prevention programs. The middle and high school programs showed a change in knowledge as well as some attitude shift. Overall the programs are successful based on the outcomes.

Marketing Committee

Danny Saggese showed a video presentation of *ydouthink slam 'n' jam 2003*.

The concert did not attract the attendance that was projected, however, it did attract more of the targeted age group. Ticket sales were impacted by Hurricane Isabel. A number of free tickets were given to grantees. There were 3200 radio advertisements and 600 TV commercials to promote the events.

Based on the fourth wave of field studies conducted by Harris, the marketing campaign is at a 75% awareness level. This is a 29% increase representing approximately 125,000 kids. There has also been a shift in attitude.

The Mini Cooper has attended 300 events. Governor Warner recently participated with youth in the Mini Cooper at the Martinsville Dental Clinic and Health Fair in Martinsville.

Public Comment

Dr. Bob Balster of VCU announced the Virginia Youth Tobacco Project statewide conference is scheduled in March. He also summarized the Virginia Youth Tobacco Project Research Coalition Meeting which took place on December 1st. The focus of this group is to facilitate the development of collaborative research on youth tobacco use across Virginia's public universities and colleges. Their web address is www.vytp.vcu.edu

Budget

Wilma Jordan reported that for FY04, the Foundation is under budget when looking at actual expenditures vs. the budget. She noted that annual budgets for FY05, FY06, and FY07 must be submitted to the state.

Marge White added that both the Program and Research Committees have agreed to move funds for program evaluation into a new line item with funding for the Youth Tobacco Survey as well as the funds for marketing evaluation. The new line item would be labeled surveillance and evaluation.

Motion to provisionally approve budget for FY05-07, noting amendments could occur in the future through board action: Dr. Kethandapatti Srinivas

Second: Dr. James McDaniel

Vote: Unanimous

Old Business

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Marge White reported that Prevention Connections has been incorporated and the application for non-profit status is complete.

Motion to donate seed funding of \$1,000: Bob Leek

Second: Dr. Maria Kelly

Motion to amend original motion to change the funding to \$2,500: Dr. Jim McDaniel

Acceptance of amendment: Bob Leek

Second to amendment: Dr. Maria Kelly

Vote: Unanimous

New Business

Research Contract Renewal

Motion to renew research contract: Dr. Maria Kelly.

Second: Dr. Robert Stroube

Vote: Unanimous

Amendments to Bylaws

Motion to amend the Bylaws as submitted by the Personnel/Policy/Bylaws Committee:

Curtis Coleburn

Second: Pat Hughes

Vote: Unanimous

Announcements

A Board of Trustees picture will be taken at the next meeting.

Marty Kilgore announced that Roscoe Roberts has been promoted and is leaving the foundation as the counsel.

Meeting Schedule for next year

Tuesday, March 23, 2004

Wednesday, June 2, 2004

Wednesday, September 1, 2004

Wednesday, December 1, 2004

Committee meetings - 10:30 am; Board meetings -12:00 p.m.

Adjournment

Motion: Curtis Coleburn

Second: K.G. Srinivas

Vote: Unanimous

The meeting was adjourned at 5:10 p.m.