

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
March 18, 2003**

Members present

Ming S. Chiu, MD, Curtis Coleburn, Steven Danish PhD, Rebecca Darby, Rickie E. Fulcher, Lolly A. Gilmore, Sen. Emmett W. Hanger, Jr., Barbara Hughes, Patrick Hughes, Maria D. Kelly, MD, Robert Leek, V. Carole Lougheed, James L. McDaniel, MD, Del. John M. O'Bannon, III, Kethandapatti G. Srinivas, MD, Robert B. Stroube, MD.

Members not present

Kevin M. Bolling, Del. George E. Broman, Jose F. Dimas, Jr., Del. William Janis, Robert S. Kelley, Ed.D, Sen. John Watkins, Percy Wootton, MD.

Staff

Rita Angelone, Terri-ann Brown, Eloise Burke, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty Kilgore, Judy Link, Jenny Martin, Charlie McLaughlin, Jr., Danny Saggese, Peter Sengenberger and Marge White.

Counsel

Roscoe Roberts

Guest

Lauren Morgan, Office of the Attorney General

Called to order

Chairman Dr. Steven Danish called the meeting to order at 1:35 p.m.

Dr. Danish began the meeting with the approval of the minutes.

Minutes

Motion to approve minutes: Del. John O'Bannon

Second: Dr. Ming Chiu

Vote: Unanimous in favor

Chairman's Report

Dr. Steven Danish welcomed guests from university research projects funded by VTSF.

Director's Report

GENERAL ASSEMBLY: The General Assembly adjourned on February 22nd. One piece of legislation affected VTSF. HB 2746 was introduced by Delegate O'Bannon and provided for a permanent exemption from the Virginia Personnel Act and the state benefit package for VTSF staff. The bill passed both houses with unanimous votes. The Governor supported this bill and is expected to sign the legislation.

A budget amendment was submitted to restore the \$15.5 million reduction to the VTSF budget. It was not included in the Senate budget report.

Senator Watkins introduced three budget amendments to consolidate tobacco use prevention and control efforts from other agencies into VTSF, which would have resulted in approximately \$200,000 savings to the Commonwealth. This was also not a part of the budget report.

PROGRAMS: VTSF programs are progressing very well. Second round site visits are being completed this month. For the most part, grantees are meeting their goals and objectives. Renewal applications will be due back on March 31. Regional Advisory Boards (RAB) met January-March, and in addition to being extremely pleased with the overall funding process, board members were very supportive of the changes to streamline the application and review procedures. Regional Advisory Board members were very complimentary of the professionalism and responsiveness of VTSF staff. At the next Board of Trustees meeting, you will be presented with recommendations from the RAB's for renewal funding. A vote will be required.

MARKETING: The next round of television creative was filmed at various locations around Richmond at the end of February. These new commercials are currently being edited with a prospective launch date of mid-April. Board members will be mailed a copy of the new commercials prior to the launch. Based on last year's success of the Y Tour concert series, planning is currently underway for Y Fest 2003. This will be greatly improved as we are using more interactive elements and activities to create a youth-oriented festival atmosphere. The one-year evaluation of the marketing campaign will take place at the end of this month. Data will be available in May.

RESEARCH: The Virginia Research Consortium met this morning at VCU, due to the previous meeting being cancelled because of inclement weather. Two research contracts are due to expire. A discussion on renewing those contracts will be considered later in the meeting by the VTSF Board of Trustees.

YTS: Virginia Commonwealth University is scheduled to administer the YTS (Youth Tobacco Survey). In order to have scientifically valid data, at least 60% of schools among those in the sample must agree to participate. There is a possibility that a large school division may be unwilling to participate, thus decreasing the overall participation rate to less than 60%.

BOARD APPOINTMENTS: The following individuals have terms that expire on June 30th:

Dr. Steven Danish—Citizen

Patrick Hughes—Citizen

Carole Lougheed—Public Health Organization

Del. John O'Bannon, MD—Citizen

Percy Wootton, MD—Cardiologist

Please let the Secretary of the Commonwealth's Office know whether you are interested in being considered for reappointment by submitting a letter of intent with your resume attached. Send your letter and resume to the following address:

Secretary of the Commonwealth

One Capitol Square

830 E. Main St., 14th floor

Richmond, VA 23219

Committee Reports

Program Report

V. Carole Lougheed reported three nominations for the North Regional Advisory Board.

Motion to appoint all three: V. Carole Lougheed

Second: Rickie Fulcher

Vote: Unanimous in favor

Carole Lougheed also reported that the renewal application process for programs grantees is underway. Each grantee is required to complete a renewal application by March 31st. Each application will be scored by staff and Regional Advisory Boards (RAB's). The RAB's will finalize their recommendations, which will be mailed for concurrent review by the VTSF board and program committee. The committee will make a final recommendation to the full board in June.

VCU was funded to develop a module that could potentially be utilized by all program grantees. They have reported that they are in the final testing stages in school settings. A final product and report is expected in June.

VTSF will host training for grantees on June 10th–11th, 2003, at the OMNI Hotel in Richmond. All board members are welcome to attend.

Research Report

Dr. Maria Kelly reported that the Research Consortium met this morning with members of the VTSF research committee, along with several other board members. Each of the funded projects was given the opportunity to provide a progress update on their specific project.

A discussion regarding future research efforts also took place. The consortium members and research committee recommended offering continuation funding to the two projects open for renewal contracts this year.

It was noted that JMU requested additional funds in their initial proposal for future projects years to continue and expand its clinical trial phase. JMU's timeline to begin its project was delayed from July to September due to the delayed decision by our board regarding research funding last year. They intend to conduct the initial clinical trial in schools this fall and continuation funding would allow this effort to continue. The consortium recommends increasing their budget by \$100,000 for FY04. Future renewal contracts after FY04 would be at this new funding level of \$293,399 total.

Motion to on the recommendation of the consortium to approve renewal contracts for JMU and GMU and to increase the budget for JMU by \$100,000 for FY04: Dr. Maria Kelly

Second: Dr. Ming Chiu

Vote: Unanimous

Motion to approve the Y Fest Funding of \$125,000: Del. John O'Bannon

Second: Rickie Fulcher

Vote: Unanimous

Motion to approve PASS initiative funding of \$125,000: Curtis Coleburn

Second: Dr. Robert Stroube

Vote: Yes = 15

Abstention = 1 (Lolly Gilmore)

Marketing Report

Danny Saggese reported that the next round of television creative was filmed and is currently being edited with a prospective launch date of mid-April. Based on last year's success of the Y Tour concert series, planning is currently underway for Y Fest 2003.

Danny Saggese introduced "Butt Man" who will be the central theme of the new commercials. He also described two additional commercials, "Lick" and "Wonderful World." New radio commercials are also being produced for introduction in the next quarter.

Personnel Committee

Curtis Coleburn reported that the personnel committee met to discuss employee salaries. VTSF is exempt from the Virginia Personnel Act and is allowed via the VTSF enabling legislation to establish salaries and related policies. The committee noted that employees have never had a salary increase. The committee recommended that the Executive Director receive the increase provided for appointed agency heads as determined by the General Assembly, which is 2.25%, effective November 25th. All other employees will be granted a 2.5% increase effective April 1st of 2003 and establish a merit base system

effective with the new fiscal year beginning July 1st of 2003 where each employee will be evaluated on or before their anniversary date and that raises would be effective as of their respective anniversary date based on their performance evaluation. There are five levels of evaluation: exceptional performance receiving 5%, exceeds expectations receiving 4%, meets expectations 3%, and fair but needs improvement and does not meet expectations receiving no increase.

Motion to accept the recommendations of the personnel committee: Curtis Coleburn
Second: Del. John O'Bannon
Vote: Unanimous

Budget Report

Wilma Jordan reported on the actual budget vs. actual expenditures for this fiscal year for the period July through February. A detailed report was also distributed for review. VTSF anticipated additional MSA revenue for FY04. It was proposed to utilize some funds to expand the Y-Fest events, to offer Life Skills Training curricula to PASS Initiative schools, and to fund a collaborative project for smoke-free restaurants for kids. The first two recommendations were approved by the board. The board requested additional detail on the restaurant initiative.

Motion to accept the Budget Report: James L. McDaniel, MD
Second: Del. John M. O'Bannon, III
Vote: Unanimous

Public Comment

None

Old Business

None

New Business

Donna Reynolds of the American Lung Association, Katherine Grisnick of the American Heart Association and Keenan Caldwell of the American Cancer Society spoke on their efforts to raise the excise tax on cigarettes. They also shared handouts.

Dr. Steven Danish departed the meeting at 3:20. Del. John O'Bannon, vice chairman, continued the meeting.

Announcements

Future meeting dates are: June 3, 2003 @1:30 p.m.; September 9, 2003 @ 1:30 p.m.; and December 2, 2003 @ 1:30 p.m. (location TBA). Meetings will be held at the VCU Siegel Center unless otherwise noted.

Adjournment

Motion: Curtis Coleburn

Second: Del. John M. O'Bannon, III

Vote: Unanimous

The meeting was adjourned at 3:40 p.m.