

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
September 9, 2003**

Members present

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

Members not present

Kevin M. Bolling, Jose F. Dimas, Robert Stroube, MD.

Staff

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

Counsel

Roscoe Roberts

Called to order

Marty Kilgore, Executive Director, called the meeting to order at 1:35 p.m.

Marty Kilgore welcomed the new board members.

Election of Chairman and Vice-Chairman

The two nominees for Chairman, Rickie Fulcher and Robert Leek, each gave a brief biography. A vote was taken by show of hands after both nominees exited the room. Rickie Fulcher was chosen as the Chairman.

The new Chairman Rickie Fulcher continued the meeting.

The three nominees for Vice-Chairman Barbara Hughes, Patrick Hughes and Robert Leek also gave a brief biography. A vote was taken by show of hands after the three nominees left the room. Robert Leek was chosen as the Vice-Chairman.

Marge White reported that Rickie Fulcher was an at-large member of the Executive Committee and will now serve as Chairman, leaving a vacancy. Robert Leek will serve as Vice-Chairman.

Nominations were taken for the at-large member of the Executive Committee.

Senator Emmett Hanger, Jr. nominated Barbara Hughes

Second: Del. Bill Janis

Senator John Watkins motioned that nominations be closed

Second: Maria Kelly

Vote for at-large member, Barbara Hughes: Unanimous in favor

Rickie Fulcher added that Barbara Hughes will also continue to serve as Chairman of the Marketing Committee.

Minutes

Motion to approve minutes with one correction: Patrick Hughes

Second: Dr. Jim McDaniel

Vote: Unanimous in favor

Director's Report

WELCOME: Governor Warner appointed four individuals to the VTSF Board of Trustees. Appointed were the following individuals: Sudhendu Choubey, Audrey Douglas-Cooke, Debra Keith, and Dixie Wolfe. Reappointed was Patrick Hughes. We truly appreciate your service to the Commonwealth to reduce and prevent youth tobacco use.

STATEWIDE GRANTEE-TRAINING EVENT: The statewide grantee-training event was held on June 10-11. Approximately 225 participants attended. Positive feedback was received about the workshops and their direct relevance to grant implementation. Secretary of Health and Human Resources, Jane Woods, gave the keynote address.

PROGRAMS: On June 25, the Program Committee met and recommended to the Executive Committee that \$500,000 in unspent grant funds should be considered cost savings applied toward the \$15 million reduction that VTSF incurred. All executive committee members noted their consensus with this approach.

The Program and Executive Committee of the VTSF BOT approved the development of a new program RFP for the use of compendium programs for the remaining unobligated '04 funds. Priority will be given to those applicants from unserved and underserved counties and cities. The RFP was released on August 15, 2003. Approximately \$1 million is available for additional programs across the state. Grants will be for an 18-month cycle to run from January 2004 through June 2005. Multiple efforts have been made to encourage applications from organizations, and staff will provide technical assistance. Additionally, bidders' conferences are being held regionally for interested organizations in order to provide an overview of the RFP process and expectations.

MARKETING: The Marketing Committee met on August 8 to discuss the long-term plans for the Y Campaign. A complete analysis is being conducted to ensure that the message continues to resonate with the youth of Virginia as effectively and efficiently as possible. Discussions centered on where we have been, where we are presently, where we would like to go, and the marketing contract that expires at the end of this fiscal year. The *ydouthink slam 'n' jam 2003* will bring a youth tobacco use prevention message to Richmond, Northern Virginia, Roanoke, and Virginia Beach. Scheduled from 9:00 am until 7:00 pm, the youth-focused event will feature a basketball competition, battle of the bands, and concert. Specific activities and artists will vary per location. It is designed to give teens and tweens (youth ages 10 - 14) a fun and family-friendly day, while at the same time encouraging attendees to choose a healthy lifestyle. Throughout the event, attendees will see, hear, and experience youth tobacco use prevention messaging. The Mini Cooper "Rantmobile" will be on hand for kids to rant about not using tobacco products. Street teams of youth peers will distribute tobacco prevention materials to attendees throughout the day. Youth tobacco use prevention signage and messaging will canvas the festival, and everyone attending will receive a *ydouthink slam 'n' jam 2003* t-shirt. Specific date and locations are as follows:

Saturday, October 4 - Roanoke (Crossroads Mall)
Saturday, October 11 - Richmond (The Diamond)
Saturday, October 18 - Northern Virginia (Nissan Pavilion)
Sunday, October 19 - Virginia Beach (Verizon Amphitheater)

RESEARCH: VTSF staff conducted site visits with VCU, GMU, and JMU. The visits involved a tour of the research facilities and information sessions with the principal investigators and other staff working on the projects. It was very encouraging and exciting to see the collaboration between the major research Universities that are part of the Research Consortium.

PASS: The VTSF is awarding mini-grants to four PASS priority schools to implement Life Skills Training to the following schools:

Woodrow Wilson Magnet School—Danville
Robert E. Lee Elementary School—Petersburg
Westview Elementary School--Petersburg
A.P. Hill Elementary School—Petersburg

Each school applied for a mini-grant for materials and a training session. Awards ranged from \$3,000-\$3500 based on their individual applications and needs. Training sessions will be conducted in the fall to assist the schools with the implementation process.

MEDIA: The VTSF examined the levels of media coverage of the VTSF and the results were very encouraging. From January 2001 through May 2003, there have been more

than 460 stories about the VTSF initiatives in print, radio, and television media throughout the Commonwealth.

WEB SITE: The VTSF has redesigned and reorganized its website (www.vtsf.org) to better represent its youth focus, and to provide content in a more user-friendly way. Staff is examining the possibility of developing an online resource center for grantees, as well as an online application and management system is currently being explored to streamline the application process and reduce paperwork.

VTSF staff completed and posted on its web site the Standards of Learning (SOL) correlations for each program by grade level targeted. Grantees working with school systems should find this to be a useful tool in gaining commitment to utilize programs.

YTS: VTSF is committed to conducting the Youth Tobacco Survey this fall. Staff is working very closely with VCU, legislators, and Deputy Secretary of Health and Human Resources.

Committee Reports

Program Committee

Marge White reported that the RFP has been mailed and that it is also available electronically as well on the website. The RFP closes on October 15th. The bidders' conferences were recently attended by approximately 100 people.

Marketing Committee

Barbara Hughes reported that the production schedule for the next round of commercials is on time. The new commercials will begin in early spring. The marketing agency contract expires at the end of fiscal year 2004. An RFP for marketing services will be issued by December 1st with a due date for responses being February 1, 2004. The artists for the *ydouthink slam 'n'jam concert* for Northern Virginia are Monica and Aaron Carter. The headline artists for Roanoke and Richmond are still unknown at this point. The Harris Tracker for Y Campaign awareness among Virginia's youth will be held in October with final results available in Mid-November.

Research Committee

Dr. Maria Kelly reported that the Research Committee held a meeting with the researchers and board members for discussion about the projects and the board's expectations of them. Each presenter gave a 45-minute presentation on each of their projects based on the year's accomplishments.

Public Comment

Donna Reynolds of the American Lung Association reported that the smoking trend in Virginia is going up slightly among adults. She noted this should be monitored, because it might reflect a trend among younger people as well.

Budget Report

Marge White reported for Wilma Jordan in her absence (mandatory training with the governor's office) from a handout of the year-end statement for FY03.

Old Business

501(C) 3

Marge White reported that steps have been taken to establish a non-profit entity. The mission of this entity is to apply for grant funding which VTSF can not apply for directly because many funders require 501(C) 3 tax-exempt status. This new entity would complement our mission. VTSF has met with the Auditor of Public Accounts and Roscoe Roberts (counsel). The Executive Committee will assist in narrowing a list of names. A small board that has an interlocking director will be established and a number of positions from the VTSF board will also serve on the non-profit board. There will be a contractual relationship between the two so that staff of VTSF can devote time to looking for grant funding for the organization.

Curtis Coleburn added that there is a non-profit organization, which would like to give money for youth tobacco cessation, but they are unable to give to government entities. This is a way to expand the funds VTSF currently has available by creating a 501(C)3 with an interlocking directorate that would be able to solicit and accept contributions from some of these organizations that would be unable to give to a government agency.

Excise Tax Discussion

The Virginians for a Healthy Future Coalition addressed the Executive Committee to discuss whether the board would support an increase in the cigarette excise tax. Senator Emmett Hanger, Jr. will bring a specific proposal to the December 2nd Board of Trustees meeting. The board agreed to defer a decision until then.

New Business

Dr. Maria Kelly requested that the VTSF Board of Trustees re-examine the process used for the appointment of the Chairman and Vice-Chairman.

Dr. Robert Kelley also suggested that some type of recognition be made for the out going Chairman and Vice-Chairman.

Meeting Schedule for next year

The official schedule for next year's meetings will not be available until the December 2nd meeting, which will be held at Crown Plaza Richmond.

Adjournment

Motion: Curtis Coleburn

Second: Srinivas

Vote: Unanimous

The meeting was adjourned at 3:25 p.m.