

VTSF

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

Board of Trustees Meeting Minutes September 10, 2002

Members present

John Andrako, MD, Kevin M. Bolling, Del. George E. Broman, Jr., Curtis Coleburn, Steven Danish PhD, Rebecca Darby, Sen. Emmett W. Hanger, Jr., Barbara Hughes, Patrick Hughes, Del. William Janis, Robert Leek, V.Carole Lougheed, James L. McDaniel, MD, Becky Hartt Minor, Del. John O'Bannon (departed at approximately 1:45), Robert B. Stroube, MD, Sen. John Watkins (departed at 2:45) and Percy Wootton, MD.

Members not present

Rickie Fulcher

Staff

Eloise Burke, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty Kilgore, Charlie McLaughlin, Jr., Peter Sengenberger and Marge White.

Counsel

Roscoe Roberts (departed at 2:00)

Called to order

Chairman Dr. Steven Danish called the meeting to order at 1:30 p.m.

Dr. Danish began the meeting by welcoming Del. Bill Janis as a new appointee to the Board of Trustees.

Minutes

The minutes were approved with one correction to the Marketing Committee report: the Mini was introduced, instead of the Zine. Sen. John Watkins suggested that the Mini be brought to the next General Assembly session.

Motion to approve minutes: Curtis Coleburn

Second: Dr. John Andrako

Vote: Unanimous in favor

Chairman's Report

Dr. Steven Danish reported that the Executive Committee met to discuss planning and the budget. Their recommendations will be discussed later in the meeting.

Dr. Steven Danish read excerpts from the Fredericksburg editorial, "Why isn't it dumb?" The editorial described the VTSF marketing campaign as precisely the sort of bold, new, well-funded program needed to reach kids before they light up a cigarette or before they get hooked.

Director's Report

Marty Kilgore reported that in October 2001, the Foundation issued its first Program Request for Proposal (RFP). A total of 167 grant applications were received, of which 84 received funding. In January 2002, a second RFP was issued. Of the 76 applications, 27 organizations were funded. In total, our 111 grantees received over \$8.6 million to implement community-based programs which will play an important role in helping the VTSF achieve its mission of reducing and preventing tobacco use among the youth of Virginia. More than 375,000 youth (1 out of 3) are reached through these programs. The process of establishing these programs is the direct result of diligent work conducted by the VTSF Board of Trustees, Regional Advisory Boards and staff. We are encouraged and excited as these efforts help us empower the youth of Virginia to choose a healthy lifestyle.

The multi-media marketing campaign continues to reach our target audience through a variety of ways. The "Mini" and Street Marketing Teams have traveled to numerous fairs, festivals, and malls. The Battle of the Bands, a statewide teen band contest, will be completed on September 15. September 20-22 will be the culmination of the Battle of the Bands, as the VTSF sponsors a concert series in which Ashanti, Hoobastank, and Fat Joe will be appearing at the following locations:

Friday, September 20 at the Roanoke Civic Center at 7pm

Saturday, September 21 at the Hampton Coliseum at 7pm

Sunday, September 22 at the George Mason University Patriot Center at 4pm

Our community-based programs and marketing campaign have received extensive and on-going press coverage throughout the state. Most recently, the Richmond-Times Dispatch featured the VTSF in the Flair Section of the newspaper on September 3. A copy of this article is in your packet. Please take a look at the press clips for the months of June and July. If you would like to be added to the distribution list for monthly press clips, please let Peter Sengenberger know.

In-depth evaluation of our programs is a key component to measuring their effectiveness. VCU will be conducting on-going evaluation to help guide the Foundation, and to determine the overall impact of its approach.

Today, the Board of Trustees will be presented with research proposal recommendations for funding. In addition, the VTSF will be conducting the Youth Tobacco Survey (YTS). The Secretary of Health and Human Resources and the Secretary of Education have written a joint letter of support for distribution to schools.

New Business

Personnel Committee

Curtis Coleburn reported that the Executive Committee voted to present a severance policy at this meeting. The policy provides benefits similar to those that state classified employees receive.

Motion to approve Severance Policy: Curtis Coleburn

Second: Del. John O'Bannon

Vote: Unanimous

Old Business

Marge White announced that at the last meeting the American Lung Association requested that the Virginia Tobacco Settlement Foundation collaborate with the ALA of Virginia in promoting the new smoke free school law that changed effective 7/1. The VTSF worked with ALA and have developed "smoke free 24 hours a day" stickers as well as metal signage for schools with policies to have school grounds tobacco-free. The ALA has sent a letter to every school division in the state offering signage to schools just by ordering through the ALA. Thus far over 50 requests have been received.

Committee Reports

Marketing Committee

Barbara Hughes reported that VTSF has hired Danny Saggese as the new Marketing Coordinator. She also reported that the press is receiving the "Y Campaign" very well; additionally, everywhere the Mini goes brings a lot of attention. The ydouthink.com web site won a Bronze Lion Award at the Cannes International Advertising Festival out of 1,340 other nominees for the award. Barbara Hughes also reported that our web site was cool site of the day in June and has been nominated for cool site of the year. The new campaign ads will be starting around the first of October.

Rob Austin from Work, Inc. reported that the battle of the bands and concerts continued to receive lots of interest and that three artists; Ashanti, Fat Joe and Hoobastank, will be appearing during the month of September.

Program Committee

Becky Hartt Minor provided a slide presentation to update the board on the community-based, faith-based and school-based programs. These programs will run through June 2003 and will be invited to go through a reapplication process. Marge White added that there would be interim reports about how many kids are being reached but that the actual outcome data will be at the end of the year. Peter Sengenberger added that awareness of the programs is going very well as far as media coverage and that the local grantees are getting legislators out to events.

Public Comment

Donna Reynolds, of the American Lung Association of Virginia, requested that the Virginia Tobacco Settlement Foundation allow a presentation at either the Executive Committee meeting or the next Board Meeting to show the benefits of increasing the excise tax here in Virginia because it has the benefit of reducing youth smoking to enhance the efforts of VTSF.

Steve Evans, Professor of Psychology at JMU, advocated for his research proposal *Preventing Youth Smoking Through Coordinated Community Based Care* by stating its strengths: (1) it's a clinical trial that starts in the laboratory and continues into the community; (2) very multi-disciplinary community partnership research study; and (3) it's a program that can be disseminated to meet the VTSF goal. This project has commitment from a school system and a pediatric group to conduct an intervention study to identify mechanisms to prevent tobacco use among the Attention Deficit Disorder (ADD). The study would involve a school-based prevention program combined with physician treatment of ADD to assess whether this combined treatment approach affects smoking rates.

Recess

Dr. Danish called a 10-minute recess.

The meeting reconvened at 3:04 p.m.

Budget Report

Marge White reported that the Executive Committee met and asked staff to develop a draft revised budget. She discussed each budget year and noted cost savings and areas for potential future savings. The revised budget reflected a 12% decrease in marketing, an 18% decrease in programs and a 15% decrease in research. It also reflected an end balance that would require a state treasury loan at the end of FY04.

Dr. Steven Danish added that we have a potential \$15million deficit to cover and that the executive committee along with the VTSF staff has worked its way through it.

Motion: Del. William Janis to approve the budget handout.

Second: Becky Hartt Minor

Vote: Unanimous

Dr. Steven Danish requested that the Executive Committee be given authority to decide additional budget adjustments if asked in the very near future.

Motion: Sen. Emmett Hanger moved that the Executive Committee be empowered to react to the Governors' request for further reductions and that all board members be informed immediately.

Second: Del. William Janis

Vote: Unanimous

New Business

Research Recommendations

Marge White reported from the handout on the research recommendations. The review committee completed their work on the seven research proposals submitted in response to the research RFP. The three projects that were recommended for consideration for funding were as follows: *Understanding Smoking Cessation Relapse Among Mothers of Infants: A Step Toward Preventing Youth Tobacco Use* submitted by George Mason University; *Behavioral Genomic Effects of Adolescent Nicotine* submitted by George Mason University and *Preventing Youth Smoking Through Coordinated Community Based Care* submitted by James Madison University.

Motion: Del. William Janis moved to vote on the research proposals individually

Second: Patrick Hughes

Vote: Unanimous

Research proposal I: *Understanding Smoking Cessation Relapse Among Mothers of Infants*

Motion: Sen. Emmett Hanger moved not to fund.

Second: Patrick Hughes

Vote: Unanimous

Research proposal II: *Behavioral Genomic Effects of Adolescent Nicotine*

Motion: Becky Hartt Minor moved to fund.

Second: Del. George Broman, Jr.

Vote: Unanimous

Research proposal III: *Preventing Youth Smoking Through Coordinated Community Based Care*

Motion: Del. George Broman moved to fund

Second: Becky Hartt Minor

Vote: Unanimous

Other Business

The next meeting will be December 3rd, with a reception to follow.

Becky Hartt Minor reported on two nominations to vacancies on two Regional Advisory Boards – Southwest and Northern Virginia regions.

Motion: Becky Hartt Minor moved to approve the two nominations

Second: Curtis Coleburn

Vote: Unanimous

Adjournment

Motion: Dr. James McDaniel

Second: Barbara Hughes

Vote: Unanimous

The meeting was adjourned at 4:05 p.m.