

VTSF

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

Board of Trustees Meeting Minutes December 4, 2007

Members present

Curtis Coleburn, Edda Collins Coleman, Kevin R. Cooper, M.D, Jose Dimas; Rickie E. Fulcher, Don Gehring (left at 4:05), Senator Emmett W. Hanger, Jr., Patrick Hughes, Delegate William Janis, James McDaniel, MD, Robert Stroube, MD, MPH., and Senator John Watkins.

Members not present

Sanjeev K. Aggarwal, MD, Richard A. Crittenden, Audrey Douglas-Cooke, RN.; John O. James, Jr., Debra E. Keith, RN, Rakesh C. Kukreja, Keith H. Newby, Ralph Northam, MD, Delegate John O'Bannon, III, Carlos Quintela.

Staff

Rita Angelone, Lisa Brown, Terri-ann Brown, Eloise Burke, Richard Foster, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty Kilgore, Judith Link, Jennifer Martin, Charlie McLaughlin, Jr., and Danny Saggese.

Counsel

Stephanie L. Hamlett, Deputy Attorney General

Called to order

Rickie Fulcher called an Executive Committee meeting to order at 3:14 p.m. Mr. Fulcher noted he would not conduct actual business until such time as a quorum was achieved.

Minutes

Motion: to approve the minutes as presented by Dr. Kevin Cooper.

Second: Patrick Hughes

Vote: Unanimous in favor.

Chairman's Comments

I want to thank everyone for their service this past year and for all of the efforts put forward by the Board and staff. You have had an extremely busy year. You've proven to rise to the top again and again. I appreciate all of your help throughout the year.

Media Clippings are in your handouts. Please be sure to review them for events which are happening not only in your locality but in other localities as well.

Conflict of Interest Training is accessible via the enclosed link, http://www.vaag.com/LEGAL_LEGIS/COI/. Please complete the Conflict of Interest Training online and the certificate of attendance and email to eburke@vtsf.org or mail it by January 1, 2008. Also, as Board of Trustees members, Financial Disclosure Statements are due to the Secretary of the Commonwealth's Office by January 15, 2008. Please return your completed and signed statement to Eloise Burke by January 1, 2008.

Business Meeting Called to Order:

At 3:22 p.m. a quorum was achieved with 12 of 23 members present. Rickie Fulcher officially called the business portion of the meeting to order.

Director's Report:

Marty Kilgore thanked the VTSF field Staff and Programs Specialists for their hard work and efforts:

Judy Link, Grants Program Administrator - Southeast Region
Jennifer Martin, Grants Program Administrator – Southwest Region
Lisa Brown, Grants Program Administrator – North Region
Henry Harper, III, Grants Program Administrator – Central Region
Terri-ann Brown, Program Specialist
Charlie McLaughlin, Jr., Program Specialist

A project discussed for years to address the many questions asked of us by our Grantees and others led to the creation of a video DVD. The Board of Trustees and Staff were shown the video that tells the story of VTSF. A copy of was given to each Board member.

Dr. Linda Hancock introduced a concept called “Clicker” at the Annual VTSF Grantee Training Conference. We all participated in an interactive exercise using the “Clicker” concept.

PROGRAMS:

VTSF program staff conducted teacher trainings for various grantee programs across the state during the fall. The purpose of the training is to prepare participants to implement the program with content and process fidelity.

The 2007 VTSF training series continued in partnership with TTAC (Tobacco Technical Assistance Consortium) and JMU (James Madison University). Workshops have been conducted in three locations—Richmond, Roanoke and Newport News—and a variety of topics have been covered. The workshops offered throughout the year included Prevention Basics (Levels I, II, & III), Needs Assessments, Proposal Writing, Cultural Competency, Evaluations,

Coalition Building, Sustainability, Managing Youth Behaviors, Dealing With Difficult Children, Identifying Youth Potential, Kids in Cultures of Change, and Understanding and Motivating the Middle School Child with a total of 22 workshops taking place. In late January, a survey gauging training interest for the 2008 calendar year will be sent to over 600 statewide potential attendees.

The 6th Annual VTTSF Grantee Training Conference was held on September 26 – 27 in Newport News. Delegate Phil Hamilton kicked off the conference with opening remarks. One-hundred seventy people attended the conference, which highlighted strategies to strengthen the capacity of local organizations in areas such as tobacco control policy, program planning and implementation, and cessation methods. The opening session highlighted VTTSF's accomplishments, including the fact that VTTSF helps prevent about 48,500 kids from becoming new smokers every year. Participants also learned about national and statewide tobacco control policy issues that are on the horizon. They were also able to select from 14 breakout sessions that featured topics such as:

- public relations;
- emerging tobacco products;
- smoke-free workplace policies;
- prevention for preschool youth;
- identifying and gathering tobacco control data;
- unique tobacco control partnerships;
- planning for grants; and
- innovative teaching methods.

Program staff has newly created regional informational blogs, which can be found on the VTTSF website. These blogs help program staff to better communicate upcoming deadlines, training opportunities and general tobacco prevention news to their grantees.

Regional Advisory Boards met in two of the four regions during the fall. Topics of discussion included a VTTSF update, the next annual RFP, an overview of the VTTSF Annual Statewide Grantee Conference, Prevention Connections, the blogs, and a presentation by local grantees.

The Program Department Staff met for their quarterly staff meeting October 15-16 in Roanoke. The agenda included developing the 2008-2009 Annual RFP and additional funding opportunities for schools and CSBs, crafting a Program Department Dashboard, and overall program activity development.

Program staff attended a 3-day Train-The-Trainer workshop sponsored by Department of Human Resource Management (DHRM) on November 6 - 8 in Richmond. The workshop enhanced trainers' knowledge and enthusiasm for new and innovative strategies while providing a golden opportunity to network with peers and share knowledge, techniques, and creative new approaches

VTTSF submitted an application to the Governor's Enterprise Solutions Group on 11/15/2007. The request is to implement an online application and a grants management system, building on the current GIFTS grants management database. The use of an online system will increase

access to constituents, reduce turnaround time for awards and increase access to grantee files from all offices across the state.

VTSF staff conducted a review of the listing of VTSF Compendium Programs in preparation for a January 2008 Request For Proposal release. Current and potential program vendors were asked to resubmit an updated worksheet. The review is planned to be complete by December 15, 2007.

MARKETING:

In March, the VTSF's marketing campaign, *ydouthink*, launched a website-specific viral video campaign that had the strategy of capturing the attention of the youthful audience of numerous websites, and thus driving the maximum amount of targeted traffic to the campaign's website: ydouthink.com. One of the viral videos created for this project, "Raffi Happy," is now the third highest rated video of all time on www.stupidvideos.com, with over 250,000 total views.

Seventh round of Y St. (Street) Trainings were conducted by *ydouthink* - the statewide youth tobacco-use prevention movement of the Virginia Tobacco Settlement Foundation during the month of November. Nearly 100 youth were trained at the Y St. Trainings in Hampton, Norfolk, Charlottesville and Richmond, and there are now over 1,800 youth statewide advocating for *ydouthink* and tobacco use prevention. Besides being the champions of tobacco use prevention to middle schoolers, Y St. youth will also get to give their input on the direction of the *ydouthink* marketing campaign.

Over 250 youth came to the Southwest Virginia Higher Education Center in Abingdon to experience the "Veey All-Access Party." The event, which is part of the *ydouthink* marketing campaign, was exclusive to 10- to 15-year-olds. An online social network, www.veey.com, has been developed specifically for 10- to 15-year-olds in Virginia, and allows youth to communicate with their friends from school while receiving tobacco use prevention messages. Veey (pronounced "V - A") can boast about containing more safety protocols than other social networks, yet youth will still be able to participate in the activities they love about networking websites. The most important feature, however, will be the captive audience exposed to the marketing campaign's tobacco prevention message as part of Veey's online culture. More than 1,500 Virginia youth have created a profile on Veey.

The VTSF's *ydouthink.com* website earned top honors at Los Angeles' [W³ Awards](#) for web creativity, being recognized alongside sites created for big-name firms such as GEICO, Gucci and UPS. *Ydouthink.com* received Best in Show in the Charitable Organizations/Non-Profit category and received one of only 31 Best in Show awards chosen out of the 2,700 entries submitted to this year's **W³ Awards**.

www.ydouthink.com was chosen by Adobe as the Adobe Site of the Day on Wednesday, November 7, 2007. Recent winners of this honor include Levi's, Honda, CNN, Lexus, and Nike. http://www.adobe.com/cfusion/showcase/index.cfm?event=sotdarchive&loc=en_us

RESEARCH:

VCU's Virginia Youth Tobacco Project (VYTP) hosted a meeting for its executive committee at JMU on Thursday, November 1. The committee discussed plans for the VYTP coalition's

annual meeting and long range plans for VTSF research. A progress update was given regarding the research translation workgroup and its upcoming meeting planned for December 14.

PREVENTION CONNECTIONS:

VTSF staff participated in a half-day training session to gain additional knowledge and skills to promote the organization at the local level. The trainers focused on connecting with service organizations such as rotary clubs, Jaycees, Lions Clubs, etc. to present information and engage their respective memberships in local volunteer opportunities. They also provided information on how to identify private partners and approach them for grant funding and donations.

Prevention Connections launched its newly redesigned website at www.preventionconnections.org in September. The site takes online donations and provides wide information about Prevention Connections and tobacco prevention and reduction in Virginia. PC also released a newly created promotional brochure for fundraising and informational purposes. Finally, PC was accepted as a 501(c) 3 organization to be included in the Combined Virginia Campaign (CVC).

NATIONAL CONFERENCE ON TOBACCO OR HEALTH:

On Wednesday, October 24th, the VTSF presented one of its marketing projects as part of a workshop within the Youth Track at the 2007 National Conference on Tobacco or Health in Minneapolis. The workshop was entitled: *Identity-Based Segmentation in the Design, Implementation, and Evaluation of Campaigns*. Identity-Based Segmentation utilizes characteristics that are associated with the risk behavior to segment a population, and was used to develop the “2Up2Down” campaign in Virginia to reduce the use of "Black and Mild" brand cigarillos amongst urban teens. Additionally, the marketing campaign was invited to serve as a host to the Youth Activism Networking Reception that same evening. The VTSF’s youth-led activism initiative, Y St., was on display along with other leading youth and adult tobacco-use prevention advocates from across the country.

Marge White, Deputy Director, and Lisa Brown, Grants Program Administrator, presented a poster session on Wednesday, October 24. The abstracts were respectively titled “Establishing a Statewide Research Coalition” and “Comprehensive Evaluation of Process and Outcome Measures in Community Programs.”

GOSAP:

Program staff participated in the GOSAP 2nd Annual Prevention Comes First conference on Monday, October 29th in Richmond. VTSF sponsored a display table at the conference to distribute information about the foundation. Program staff also assisted with registration on the morning of the conference. Additionally, the VTSF Marketing Director presented a session on tobacco-use prevention during the conference.

MSA BALLOON PAYMENT:

The Master Settlement Agreement has a clause for a balloon payment that begins in the April 2008. The voluntary organizations – American Cancer Society, American Lung Association,

and American Heart Association – are very interested in seeing this balloon payment go towards youth tobacco prevention efforts.

YTS:

VTSF staff participated with VCU and Prevention Connections in a site visit on September 21 with the CDC Office on Smoking and Health regarding the Youth Tobacco Survey. The CDC staff provided technical information on implementing its revised survey instrument and the group discussed proper implementation of a split ballot survey process. YTS survey administration in middle and high schools began on October 4.

FINANCIAL DISCLOSURE STATEMENTS:

Financial disclosure statements are due to the Secretary of the Commonwealth's Office by January 15, 2008. Please submit your statement to Eloise Burke at VTSF by January 1.

Budget

Wilma Jordan referred to the Balance Sheet through October 31, 2007 and the Actual Expenditures vs. Budget this fiscal year through October 31, 2007. Fiscal year 2008 total budget has not changed.

Public Comment

None

Presentation

Dr. Robert Stroube, Commissioner of Health was presented a plaque for his years of service to the Commonwealth of Virginia and the Board of Trustees.

New Business:

Personnel/Policy/By-laws

Curtis Coleburn reported on the set pay plan for the Foundation and an individualized pay range specific to the Foundation for the employees below the Executive Director's. The Executive Director's pay coincides with that of the classified employees of the state system. This year the Executive Director would receive a 4% raise based upon satisfactory performance at the contributor's level.

Motion: by Curtis Coleburn to authorize the Chairman to execute documents to allow for the Executive Director to receive a 4% raise.

Second: Patrick Hughes

Vote: Unanimous in favor.

Motion: by Curtis Coleburn that the Personnel/Policy/By-laws Committee to develop a formal evaluation process for the Executive Director's performance evaluation.

Second: Don Gehring

Vote: Unanimous in favor.

Curtis Coleburn reported on the bylaws changes which contain amendments on term limitations for Officers. Page 2, Article III, Section 3.1 and Section 3.2, *The Chairman and Vice Chairman may serve up two (2) consecutive one year terms and is eligible for re-election to the Chairman/Vice-Chairman position after a break in service of one year or more.* Page 1, Article II, Section 2.2, No Board member may serve more than two successive four-year terms, *provided however, that if the initial term served is for a period of three years or less, the member may be appointed to serve two additional four-year terms.*

Motion: by Curtis Coleburn to amend the bylaws.

Substitute Motion: by Delegate Bill Janis to separate the two amendments.

Second: Curtis Coleburn

Vote: Unanimous in favor.

Motion: by Curtis Coleburn to adopt the Amendment on Page 1, Article II, Section 2.2.

Second: Delegate Bill Janis

Vote: Unanimous in favor.

Motion: by Curtis Coleburn to adopt the Amendment on Page 2, Article III, Section 3.1 and Section 3.2.

Second: Dr. Stroube

Vote: Unanimous in favor.

Discussion: Senator Emmett Hanger, Jr. suggested adding a prior notice provision to the changing of the Bylaws. The Personnel/Policy/Bylaws committee will draft language for a prior notice provision to the Bylaws.

Committee Reports/Business

PROGRAMS:

Donna Gassie reported that the Department is looking at doing targeted funding and collaborative partnerships with CSB in schools to reach underserved areas around the State using monies not allocated in the last RFP.

In January the next annual RFP will be distributed using the Best Value System. The Best Value System was used during the last RFP. Anyone interested in the next RFP is required to attend a mandatory one day workshop. There will be three or four trainings around the State.

As a department, Staff continues to move ahead in creating an internal dashboard to display the progress our programs are making in local communities.

Staff has also been coordinating trainings around the state for non-profits not just our grantees but for other organizations as well. We have trained a total of 268 individuals around the State on a variety of different topics.

Our department is reviewing our current Compendiums. There are currently 16 different programs on the Compendium. We are looking at 16 additional programs to be added to the Compendium list. It is anticipated that approximately a third of those will be added to the Compendium list.

We submitted a proposal to the Governor's Enterprise Solutions Group to increase the capacity of our current database. Proposals would come in online; reviewers can look at them online, entire virtual folders for each grantee is available online wherever we are around the State. This would increase our efficiency in turnaround time for awards and increase access to grantee files from all offices across the state.

We now have Regional Blogs in our four different regions. These blogs will help the program staff to better communicate upcoming deadlines, training opportunities and general tobacco prevention news to their grantees.

RESEARCH:

Dr. Kevin Cooper reported that there will be two meetings December 14, 2007 and January 16, 2008 of Research Investigators.

The Research Committee is exploring ways to offer a mentorship to faculty of Historically Black Colleges and Universities to work with experienced researchers receiving our grant funds.

MARKETING:

Danny Saggese introduced Jeff Jordan, president of RescueSCG. Jeff Jordan's presentation centered on how the ydouthink campaign is utilizing identity-based segmentation within its own research of Virginia youth to properly position the messages of the ydouthink brand. RescueSCG has been a VTFSF marketing contractor for the last three years and is responsible for the VTFSF's street and online marketing, including the ydouthink.com website.

Old Business:

None

Announcements:

2008 Board Meeting Dates:

March 25, 2008

May 21, 2008

September 9, 2008

December 2, 2008

Adjournment

Meeting adjourned by Rickie Fulcher at 4:31 p.m.