

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
June 2, 2004**

Members present

Kevin Bolling, Ming S. Chiu, MD, Curtis Coleburn, Rebecca Darby, Rickie E. Fulcher, Lolly Gilmore, Senator Emmett W. Hanger, Jr., Barbara Hughes, Patrick Hughes, Delegate William Janis, Debra Keith, Maria D. Kelly, MD, Robert Leek, Senator John Watkins.

Members not present

Audrey Douglas- Cooke, RN, MS, Jose F. Dimas, Robert S. Kelley, James L. McDaniel, MD, Delegate John O'Bannon, Ed.D, Kethandapatti G. Srinivas, Robert Stroube, MD, Dixie Wolf.

Staff

Lisa Brown, Eloise Burke, Marty H. Kilgore, Wilma Jordan, Jennifer Martin, Danny Saggese, Peter Sengenberger and Marge White.

Counsel

Teresa Griggs

Called to order

Rickie Fulcher called the meeting to order at 12:10 p.m.

Minutes

Motion to approve the minutes with one correction: Senator Watkins

Second: Dr. Kelly

Vote: Unanimous in favor

Chairman's Comments

I would like to take this opportunity to express my appreciation to the Board and Staff for their hard work and dedication over this past year.

I have been honored to have served as your Chairman and I appreciate all the support and understanding you have afforded me.

We are ready to start a new year with renewed vision having learned from our past accomplishments allowing us to improve on our future endeavors. We will face obstacles on our journey be it funding, politics or struggling within ourselves on how best to devote the time and resources needed for continued success.

Together we will face those decisions and develop a course of action, which will continue to benefit the “children” of the Commonwealth of Virginia.

Our efforts have touched many lives, touched them in the knowledge that smoking is a path, which will lead to self-destruction. That knowledge was not pounded into the children but rather was determined through self discovery using the tools provided by us through local ministries and agencies.

Our efforts in working through our “Research Committee” have set the stage for unheard of collaboration between our outstanding universities and colleges. This has helped to strengthen the spark, which may well lead to the discovery of a method that will eliminate tobacco dependency all together.

The future is bright, filled with the hope of a better tomorrow for our children. A future designed in providing positive based information, which allows our children to make sound, healthy decisions.

“A child is like a piece of paper – everyone he or she comes in contact with leaves a mark – let’s continue to make sure our mark is that of knowledge, awareness and truth.”

Director's Report

PROGRAMS: A total of 136 program proposals were reviewed in response to RFP #852P004. A total of \$8.2 million in funding was requested, with \$4.275 million available. Regional Advisory Boards met on April 20 and 21. Staff began negotiating with possible grantees to make adjustments requested from the review teams.

PROGRAM EVALUATION: The evaluation process will focus on assessing the impact of evidence-based tobacco use prevention programs being implemented with youth in school, community and faith-based settings. VTSF received a total of seven proposals in response to the RFP, which was due on April 6.

MARKETING INITIATIVE: The VTSF is seeking a contractor to be responsible for traditional advertising development, media planning, media placement, and all activities supporting the overall strategy of the Y Campaign. A total of 13 responses were received.

MARKETING CAMPAIGN EVALUATION: Offerors were sought to conduct a tracking study twice a year, analyze data and prepare reports for each study, as well as propose other potential tools for evaluating the marketing campaign's effectiveness. The Marketing Campaign Evaluation RFP was due back to VTFSF on April 6. A total of eight proposals were received.

STREET MARKETING: This RFP was issued to identify a contractor to lead the VTFSF's street marketing activities. A total of eight proposals were received, which was due on March 30.

YDOUTHINK.COM ONLINE INITIATIVE: The VTFSF is seeking a contractor to complete projects in website development and management, interactive media development, and interactive media planning/purchasing/placement for our youth web site, www.ydouthink.com. The RFP was due on April 27, and seven proposals were received.

MARKETING: On May 6, the VTFSF's Mini Cooper "Rantmobile" attended its 400th youth-oriented event at Lylburn Downing Middle School in Lexington. Over 40,000 school-aged kids across the Commonwealth have ranted in the "Rantmobile" since its inception in May 2002.

Three of our new television commercials and one of our new radio spots direct kids to visit ydouthink.com to say what they would rather do than smoke. The response has been wonderful. We receive approximately 75 to 100 submissions per day. The top 10 are chosen each day and posted to the web site by Danny. In addition, the Wave 5 tracking study has shown that the awareness level of the Y Campaign is at 76%. If you recall, it was at 75% during the last tracker. Maintaining this level of awareness is really amazing considering the reduced marketing budget, as well the number of marketing messages kids receive on a daily basis.

YOUTH TOBACCO SURVEY: The VTFSF has received YTS results from VCU. The findings are very exciting and show a significant drop in youth tobacco use from 2001 to 2003. VCU will present the results later in this meeting.

MEDIA: VTFSF staff has been working with an associated press reporter over the past two weeks to get an article about the VTFSF and the Youth Tobacco Survey on the wire service. The story was released on the wire this past Sunday and should be picked up by media across the state, and possibly the country, this week. In addition, as a backup to the AP story, staff distributed a press release about YTS to Virginia's media outlets, and the Campaign For Tobacco Free Kids to their national media contacts distributed it.

RESEARCH: The Virginia Youth Tobacco Project sponsored a conference on March 24 and 25. Secretary of Health and Human Resources, Jane Woods, kicked off the conference. Numerous people appreciated her kind words of support of their research initiatives and her recognition of the unique partnership and collaboration of Virginia's Universities—the first of its kind.

VTSF offered the opportunity for the four current research grantees to submit a renewal application. Continuation funding will be offered to continue and expand the research initiatives. Four applications were received on April 30. Each application included collaboration with other universities.

Committee Reports

Research Committee

Dr. Maria Kelly reported that the committee received proposals from the four existing grantees for the renewal funding approved at the last board meeting. All of these existing grants were cut significantly. The grantees were asked to continue their collaborative efforts with the other universities that were productive and which had shown results. All universities will come together at a meeting during the summer to present their data and also to continue to build the relationships with the VP's of Research. Each will be asked to bring a person(s) who have an interest in tobacco research and who do not currently have any funding.

Marge White introduced Mert Rives, VCU Survey Evaluation Research Lab (SERL) who presented some of the highlights of the youth tobacco survey.

SERL was successful in getting surveys completed in schools in the 2003-2004 school year and have also successfully analyzed the 2001 data collected by AHEC's. The Foundation now has baseline as well as comparison data. The data shows a significant decline in smoking among high school and middle school students.

Program Committee

Marge White reported that the committee discussed doing an additional survey with the Regional Advisory Boards and potentially having a meeting with the chairpersons of the RAB's from around the state to discuss further their function with the Foundation.

Also, VCU is seeking a grant to have another research conference in the fall of 2005. The Foundation is considering collaborating with a future program grantee conference, including a day of research topics, a day focused on research to practice, and a day focused on programs.

Marketing Committee

Barbara Hughes reported that the Wave 5 tracking study has shown that the awareness level of the Y Campaign is at 76% for the age bracket of 10-17. This is a very high level of awareness.

Teen Advisory Boards

Ten teen advisory boards have been established throughout the Commonwealth of Virginia. They consist of teenagers; both middle and high school age. These teens will work on reducing the use of tobacco products through the creation of their own initiatives.

A partnership has been established with the Outdoor Advertising Association of Virginia. We now have approximately 100 billboards, which are up throughout the state. The companies in the association are putting them up as a Public Service Awareness

Campaign and they will be up for at least 30 days. This has been very effective for the Foundation.

Public Comment

None

Budget

Wilma Jordan reported that the operational expenses are under budget and that additional budget reductions will likely not be necessary for FY05.

Old Business

None

New Business

Rickie Fulcher stated that the board had business to conduct in closed session.

"I, Rickie Fulcher, move that the Board of Trustees of the Virginia Tobacco Settlement Foundation, convene in a Closed Session pursuant to Section 2.2-3711 A. 6. and A 7 of the Code of Virginia for consideration and discussion of the investment of public funds where competition or bargaining is involved, where, if made public initially, the financial interest of the governmental unit would be adversely affected, and consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body; and consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, regarding: the award of the contracts for program evaluation, marketing initiative (the Y Campaign), ydoyouthink Street Marketing, VTSF's online initiative ydoyouthink.com, and ydoyouthink marketing evaluation, the award of program grants and the renewal of research contracts."

"Additionally, I move that Board Staff, namely, Marty Kilgore, Marge White, and Danny Saggese, attend the Closed Session because their presence is deemed necessary, and their presence will aid the Board in its consideration of this matter."

Motion to go into closed session: Rickie Fulcher

Second: Curtis Coleburn

Vote: Unanimous

Motion to return to the Open Meeting: Dr. Maria Kelly

Second: Senator John Watkins

Vote: Unanimous

Ricky made the following statement for the purpose of certification:

"All those who certify, to the best of your knowledge that the Board of Trustees heard, discussed and considered only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act, and only such

public business matters as were identified in the motion by which the Closed Meeting was convened, please say "Aye." All those who do not so certify, say "No."

Program Grants Approval

Motion to award contracts under RFP852004 (81 grantees in attached list) and RFP852005 (VCU Survey and Evaluation Research Laboratory) as recommended by the Program Committee: Patrick Hughes
Second: Curtis Coleburn
Vote: Unanimous

Regional Advisory Board Nomination

Motion to accept Cathy Turner to the North Regional Advisory Board: Patrick Hughes
Second: Senator John Watkins
Vote: Unanimous

Marketing Contracts

Motion to award contracts for RFP852M0002 (Barber Martin), RFP852M0003 (Rescue Productions), RFP852M0004 (freeRadical, Inc.), RFP852M0005 (Southeastern Institute of Research) as recommended by the Marketing Committee: Barbara Hughes
Second: Curtis Coleburn
Vote: Unanimous
Senator John Watkins abstained from voting on RFP852M0002.

Research Contract Renewal

Motion to approve the contracts to the four grantees to continue research for the next two years: Dr. Maria Kelly
Second: Del. Bill Janis
Vote: Unanimous

Kevin Bolling left the meeting at 1:30pm.

The meeting recessed for the Board of Trustees picture at 1:45pm and reconvened at 2:05.

Election of Chairman and Vice-Chairman

Motion to accept the recommendation of the Nomination Committee to elect Rickie Fulcher as Chairman and Robert Leek as Vice-Chairman for a term of one year: Curtis Coleburn.
Second: Lolly Gilmore
Vote: Unanimous

Discussion of Bylaws and Quorum

Motion to amend the Bylaws of the Board of Trustees, Article VI, Section 6.2,
Other Committees: On these committees, three (3) members shall constitute a quorum for the transaction of business by the committee: Curtis Coleburn
Second: Patrick Hughes
Vote: Unanimous

Attendance:

Motion to send a letter to the board members who have missed a number of meetings:

Patrick Hughes

Second: Delegate Bill Janis

Vote: Unanimous

Future Meeting Dates:

Notice of the next quarterly meeting will be provided at least one month in advance.

Adjournment: 2:30 p.m.

Motion: Barbara Hughes

Second: Coleburn

Vote: Unanimous