

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
March 16, 2005**

Members present

Richard Bennett, MD, Daniel Cawley, Ming S. Chiu, MD, Curtis Coleburn, Audrey Douglas-Cooke, RN, MS, Rickie E. Fulcher, Lolly Gilmore, Barbara Hughes, Patrick Hughes, Delegate William Janis, Maria D. Kelly, MD, Rakesh Kureja, MD, Robert Leek, James L. McDaniel, MD, Delegate John O'Bannon, III, MD, Robert Stroube, MD, Tobin G. Van Ostern, Senator John Watkins.

Members not present

Kevin Bolling, Jose F. Dimas, Senator Emmett W. Hanger, Jr., Debra Keith, Dixie Wolf.

Staff

Terri-ann Brown, Eloise Burke, Jeannette Coleman, Donna Gassie, Wilma Jordan, Marty H. Kilgore, Danny Saggese, and Marge White.

Counsel

Ann Marie Cushmac

Called to order

Rickie Fulcher called the meeting to order at 12:15 p.m.

Rickie welcomed two new Board Members, Dr. Rakesh Kureja and Tobin Van Ostern.

Minutes

Motion to approve the minutes: Dr. James McDaniel

Second: Robert Leek

Vote: Unanimous in favor

Chairman's Comments

I would like to take this opportunity to welcome everyone here today. I appreciate you being able to take time from your busy schedules to be here.

SB 792 has passed both the House and Senate unanimously; I would like to extend a special thanks to Sen. Watkins for his diligence as chief patron and to all our legislators for their efforts on behalf of this important legislation.

Our Appreciation/Recognition Event for our Regional Advisory Board members was held on February 17th as well as training for Grant Reviews on the 18th. These types of events are important in that they allow our Advisory Board Members to know that they are appreciated and are an important part of this task we have all taken upon our shoulders.

The Research Consortium Meeting occurred in February and we look forward to their report. I know we are all anxious to hear about the direction of their focus for 2005. Their combined efforts will lead to a positive future for us all.

Our Marketing Committee is continuing to work to bring new and exciting events for the upcoming year. I know that you are going to enjoy their report today and look forward to seeing and hearing about the adventures which lie ahead.

Prevention Connections is underway and off to a good start. The full board is being formed and plans are being formulated for the future of this board. A report will be given bringing you up to date on this newly organized board designed to work in cooperation with the VTSE.

Would like to remind you that it is again time to consider who will serve as Chair and Vice-Chair for the next fiscal year being 2005/2006. If you have an interest in either of these positions, please discuss it with Curtis Coleburn, Chair of the Policy/Personnel/Bylaws Committee or another member of that committee.

Again, I appreciate each of you being here and look forward to today's accomplishments.

Director's Report

LEGISLATION: The General Assembly adjourned on February 27. One piece of legislation affected VTSE. Senator Watkins introduced SB 792. The bill established an executive committee to transact the business of the Board in its absence and also specified March 31 as the date for the Foundation to provide its annual report to the Governor and the General Assembly. A budget amendment was submitted to restore the \$15.5 million reduction. It was not included in the budget report.

PROGRAMS: Regional Advisory Boards met during the months of December and January. Also, staff facilitated site visits with grantees across the state and most grantees were on track and doing well with their programs.

On January 31, the Renewal Application was released to current VTSE program grantees. On February 7th and 8th, VTSE grantees from across the state participated in a mandatory, pre-renewal application conference call with staff. Completed applications will be due to

VTSF by March 29. Grantee programs selected for renewal will begin on July 1, 2005 with \$4.2 million available in funding.

On February 17th and 18th, Regional Advisory Board members of VTSF met in Charlottesville for a recognition dinner and a day of training. Training included information about the upcoming review of grantee renewal applications.

MARKETING: On Friday, December 10, all members of the Y Campaign marketing team, as well as staff, and the chair of the marketing committee, assembled to view potential future TV commercials, and to hear the results of the sixth wave of our bi-annual field study. The study is responsible for measuring the awareness and effectiveness of the marketing campaign. After 30 months, the awareness level of the *ydouthink* campaign has remained consistent at a 74% level among the target audience: kids in Virginia ages 10-17. These results and other findings were discussed at length with the team to ensure the strongest possible messages within the TV spots will be conveyed to the kids. Youth focus groups were created to test the effectiveness of the TV commercial concepts. The feedback provided by our target audience assisted the marketing team in determining which concepts should be produced as the newest statewide round of *ydouthink* TV commercials. Filming took place during the first week of March for three commercials. All production work is being completed now, and the new spots are scheduled to air statewide in early April.

WEBSITE: www.ydouthink.com, the youth-oriented website of the Y Campaign was rebuilt and launched in February. The new and improved site should greatly enhance the experience for youth visiting the site.

RESEARCH: The Virginia Research Consortium met on February 18. The group decided it would develop a number of items to better promote its efforts. A working group was developed to write a White Paper on the history, current outcomes, and future collaborative plans for the Consortium. A second working group was formed to develop a formal strategic plan. A third working group was developed to write one or more articles to be submitted to journals for publication. The Consortium members volunteered to participate in these groups and plan to have draft documents prepared by April.

YTS: VTSF and DMHMRSAS will again collaborate on the implementation of the Youth Tobacco Survey (YTS) and Community Youth Survey (CYS). Virginia Commonwealth University is scheduled to administer the surveys this fall. The random sample has been drawn for middle and high schools. Staff and a representative from DMHMRSAS met with Dr. DeMary, Superintendent of Public Instruction, at the Department of Education to discuss the youth surveys. Dr. DeMary indicated that she would distribute an informational superintendent's memo to encourage participation in the surveys this fall.

Committee Reports

Program Committee

Marge White reported that the program committee met to discuss the recent Regional Advisory Board training, which included a recognition dinner that was held in

Charlottesville. The RAB's were advised to equally review the renewal applications across the state so that there is consistency since this is a competitive renewal and some grantees will be eliminated in this round. The timeline for the renewal process was also reviewed. Recommendations regarding renewal funding will be compiled and forwarded to the board in its June package.

Board Members were encouraged to attend the Regional Advisory Board meetings for the renewal application review.

A future funding structure for program grants was discussed in order to offer an opportunity for new organizations to apply for funding each year. Several options were reviewed and will be finalized in June.

The RAB's have a liaison from the Board of Trustees on each of the nine boards. The North RAB liaison slot is currently vacant and needs to be filled.

Marketing Committee

Danny Saggese reported that we have four new television spots that will be aired statewide the week of March 28 or April 4.

Additional training sessions for street marketing (Y Street) are scheduled in Roanoke for April 22, Norfolk for April 23, Richmond for April 29, and Northern VA for April 30. Over 260 new Y Street members were trained to be direct advocates for the Y campaign last fall. The goal this spring is to train over 300 additional kids to be a part of Y Street.

The website has been reconstructed and went live February 9. Twice as many youth in Virginia are now interacting with the website.

Tracker #7 will enter the field next week. This will be the three-year report card of the awareness level for the Y Campaign. The final report is due May 27. The benchmark level is 75% awareness.

Marge White added that renewal applications have been issued to the four existing marketing contractors. Recommendations will be forwarded to the board in its June package.

Research Committee

Dr. Maria Kelly reported that the Consortium met in Charlottesville in February to discuss how to maintain the Research Consortium in the future. There were people at the meeting who are not a part of the Consortium who could possibly be funded in the future.

If a plan is not implemented now the relationships which have been created are at risk. The idea is to advocate for continued funding from VTFSF, and additional funding from the General Assembly and individual foundations.

The Consortium has created several work groups. One group will be writing a White Paper that actually documents exactly what the Consortium is, its rules, what it has accomplished and how it ties in all the research universities. The second group will write

a strategic plan. The third group has the responsibility of analyzing the data and outcomes thus far and submitting articles to peer-reviewed journals.

The Consortium will bring results to the board meeting in June and request that the Board support the application to the General Assembly for consideration of some funding from the Virginia tobacco tax.

Marge White added that a day will be added prior to the program grantee training this fall to present research findings and a plenary session will focus on translating research practice. This is an initial effort to integrate the two areas better.

Prevention Connections

Marge White reported that the Prevention Connections Board has 7 of 9 positions filled. Most of the state is covered geographically, with the exception of Southwest and Northern Virginia. Identifying potential board members in these areas could assist in broadening the statewide network for fund raising.

The Prevention Connections logo was developed by Barber Martin. VTSF appreciates their assistance.

The first project for Prevention Connections will be looking at the 18 to 24 year old population as they age out of the scope of VTSF's mandate. Research shows that the rate of tobacco use within that age group is beginning to increase.

Initially, this board will focus on fund raising and help Prevention Connections get grant awards and gain creditability throughout the state.

Public Comment

None

Budget

Wilma Jordan reported from the budget handouts of the balance sheet and expenditures vs. budget. The budget is \$135,000 under the projected budget.

Old Business

None

New Business

Curtis Coleburn reported that the Policy/Personnel/Bylaws Committee met this morning to determine how to slow the rate of expenditure growth in administrative costs while continuing to reward the employees. The committee's recommendation was to change the current policy to provide salary increases every other year with additional paid time off in alternate years. Members of the board wished to review the recommendation and requested additional information on other organizations' compensation models. This information will be forwarded to the board in a separate mailing from the board package.

The Policy/Personnel/Bylaws Committee will meet prior to the next Board of Trustees meeting to bring forth another recommendation.

Adjournment

1:45 p.m.