

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
March 23, 2004**

Members present

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

Members not present

Kevin Bolling, Audrey Douglas- Cooke, RN, MS, Jose F. Dimas, Patrick Hughes, Robert S. Kelley, Ed.D, Kethandapatti G. Srinivas, MD, Dixie Wolf

Staff

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

Counsel

Teresa Griggs
Frank Ferguson

Called to order

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

Minutes

Motion to approve the minutes with one correction: Dr. Robert Stroube

Second: Dr. Maria Kelly

Vote: Unanimous in favor

Chairman's Comments

We are at a crossroads in Virginia today – a crossroads brought about by decisions made without long-range consequences fully taken into account.

Just as our state deals with issues, we too must deal with issues that will have long-range affects on our mission. We are in the business of preventing underage smoking among Virginia's youth whether that is done through Marketing, Programs, Research or Enforcement.

We as a board and our staff must continue to look for opportunities that will better enhance and utilize the dwindling dollars that are flowing into our budget.

We are trying to capture an audience whose trends and influences change as easily and quickly as we change our socks. Therefore, we must continue to re-evaluate all aspects of our mission and fine-tune our strategies in order to get optimum results.

We must make hard decisions well-founded in strong supporting data and then stand by those decisions for the betterment of our children in Virginia.

We cannot afford to slack from this duty for the sake of this board or its mission. To turn left or right on this road could spell disaster – we must keep moving forward and not veer from our path.

We have achieved some great accomplishments since our initial beginnings; we have many more within us. Everyday we have to show that we are having a positive impact on Virginia's Youth – which we are moving forward – that we are staying true to our goals and objectives. This is a never-ending battle that must be fought everyday.

Together we will continue to move forward with our objectives. Let's all keep focused and excited about the future that awaits us, a future filled with healthy children growing into healthy adults.

Thank you for being willing to be a part of that future.

Director's Report

GENERAL ASSEMBLY: The legislative session of the Virginia General Assembly did not have any legislation that affected VTsf. Budget amendments to restore the \$15.5 million were submitted, but ultimately the funding was not restored.

PROGRAMS: The fifteen new program grants approved at the last Board meeting began in January. These grantees are located in previously unserved and underserved areas. New grantee orientation training was conducted on January 13.

The Program RFP was released on January 15, with approximately \$4.275 million in funding available. Bidder's conferences were held around the state. The RFP is due back to VTsf by 4:00 this afternoon. Programs will begin on July 1.

PROGRAM EVALUATION: The RFP for program evaluation was issued on February 13. Copies were mailed to university evaluation departments as well as independent evaluation companies. It was also posted on eVa, which generated 59 emails and 2 postal notifications to vendors.

MARKETING: An optional pre-proposal bidder's conference was held on December 19 regarding the creative and media portion of the campaign. Nineteen prospective agencies were represented with 35 individuals in attendance. Responses to the RFP were due on February 3, and the VTsf received thirteen responses. The review team consists of eight

team members, and responses are under review. The initial period of contract is July 1 through June 30 (FY05) with an anticipated award amount of \$4,000,000.

Additional RFP's for the marketing campaign were released. These RFP's will focus on the youth website, street marketing, and campaign evaluation. Award amounts are anticipated at \$250,000, \$400,000, and \$150,000 respectively.

The Marketing Committee will meet on May 12th to finalize recommendations for the four marketing RFP's. A vote will take place at the June 2 Board meeting.

Six new television spots were filmed in the metro Richmond area during February and March. These spots are part of a group of six that should be broadcast statewide in early April.

RESEARCH: The renewal application has been distributed and is due back by April 30.

YTS: The Fall '03 YTS Survey has been completed and analyzed. The good news is that VCU is able to weight the data from the Spring '02 Survey, thus VCU is in the process of analyzing the Spring '02 YTS Survey. When the final results are in, VTSP will mail a packet to each board member.

MEDIA: Our series of television commercials titled "Buttman" was featured in a nationwide Associated Press article. The story complimented the campaign and pointed out how popular it was with the youth of Virginia. It appeared in all of the major media outlets in Virginia, as well as CNN, CBS, MSNBC, and newspapers in Utah, Indiana, New Hampshire, Washington, Florida, and Kentucky, to name just a few of the states. A copy of the CNN article has been included in each Board packet.

NEW COUNSEL: The Office of the Attorney General has assigned Teresa Griggs to represent VTSP.

Committee Reports

Research Committee

Dr. Maria Kelly reported that all of the grant amounts would be reduced by 20% to 50%. The institutions and their collaborators were cooperative in putting together some idea of what funding they will need to proceed with a reasonable research plan. The renewal applications are due April 30th.

The Virginia Youth Tobacco Research Project Conference is March 24-25 with researchers presenting their data on tobacco research. It will be held at the OMNI Hotel in Richmond.

Program Committee

Marge White reported that there is an RFP out for Program Evaluation with an April 6th deadline.

She added that the Program Committee did not have a quorum to consider and develop recommendations on the RAB nominations. They were included in the board members' packages and can be considered by the board.

Motion to accept the Regional Advisory Board nominations: Maria Kelly
Second: Robert Leek
Vote: Unanimous in favor

Marketing Committee

Danny Saggese reported that 6 new TV commercials were recently filmed in the metro Richmond Area and were shown at this meeting. Five new radio spots are being recorded on March 24th. The rollout for TV and radio will be mid-April.

RFP Review Process

VTSF received a total of 13 responses to the RFP. Four were chosen to be interviewed April 1st and 2nd. Site visits will follow the interview process. Recommendations will be made at the May 12th Marketing Committee Meeting.

CDC's Media Campaign Resource Center

CDC has been sent all of our spots and will be available in its resource center for use by other states.

Harris Interactive Tracking Research (Wave 5)

The tracker is in field and results will be available in May.

Teen Advisory Boards

There will be approximately 10-15 Teen Advisory Boards (TAB) established in different areas across the Commonwealth of Virginia over the next month. The budget for each TAB is \$1,500 and will cover the facilitator's stipend and any materials used for youth led activities through December 31, 2004.

Public Comment

Joan Carter, manager of Prevention and Early Intervention District 19 CSB offered comments on how the Foundation could better reach underserved rural communities.

Budget

Wilma Jordan reported that the new estimated figures received from Treasury show an overall decrease in the MSA payments from those originally used to create the budget. Operational expenses are under budget and so is the amount of interest received by the Foundation. If additional budget reductions are needed, recommendations will be presented in June.

The meeting was briefly adjourned for a Board of Trustees picture.
The meeting reconvened at 1:05 p.m.

Old Business

None

New Business

Personnel Policy Change

Curtis Coleburn reported on prospective personnel policy changes. The first policy change is for leave time at the rate of time and one-half to replace pay up to the maximum of 240 hours for non-exempt employees. This change would simply better define how the law is implemented at VTSF.

The second proposal is a possibility of a reduced work schedule. Individuals will be offered the opportunity to opt in to have their position classified as a 32-hour week full-time position with benefits. Both salary and benefits will be prorated, although health benefits will remain at the same level.

Motion to accept both policy changes: Curtis Coleburn

Second: Senator John Watkins

Vote: Unanimous

Nomination Committee

Motion: Delegate Bill Janis

To accept Curtis Coleburn as chairman and Lolly Gilmore as Vice-Chairman of the nominating committee. Barbara Hughes will also serve on the committee. The committee will coordinate the election of the chair and vice-chair at the June board meeting.

Second: Senator Emmett Hanger

Vote: Unanimous

Prevention Connections

Marge White reported that Distributive Education Clubs of America (DECA) made a contribution of \$1,500 to Prevention Connections.

Adjournment

The meeting was adjourned by the chairman at 1:25 p.m.