

VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

**Board of Trustees Meeting
Minutes
November 30, 2004**

Members present

Richard Bennett, MD, (left at 3:30 p.m.), Daniel Cawley, Ming S. Chiu, MD, Curtis Coleburn, Audrey Douglas- Cooke, RN, MS, Jose F. Dimas, Rickie E. Fulcher, Lolly Gilmore, Senator Emmett W. Hanger, Jr. (left at 3:40 p.m.), Barbara Hughes, Patrick Hughes, Debra Keith, Maria D. Kelly, MD, Robert Leek, James L. McDaniel, MD, Delegate John O'Bannon, III, MD, Senator John Watkins, Dixie Wolf.

Members not present

Kevin Bolling, Rebecca Darby, Delegate William Janis, Rakesh Kureja, MD, Robert Stroube, MD.

Staff

Rita Angelone, Eloise Burke, Jeannette Coleman, Donna Gassie, Henry Harper, III, Wilma Jordan, Marty H. Kilgore, Judy Link, Charlie McLaughlin, Jr., Danny Saggese, and Marge White.

Counsel

Teresa Griggs

Called to order

Rickie Fulcher called the meeting to order at 3:15 p.m.

Minutes

Motion to approve the minutes: Barbara Hughes

Second: Debbie Keith

Vote: Unanimous in favor

Chairman's Comments

Our year has flown by and we are standing at the threshold of new and exciting opportunities as we prepare to enter the door to 2005.

We have had an excellent year; we have achieved many wonderful goals and exceeded most of our expectations within those goals. We have experienced phenomenal awareness throughout Virginia's Youth of our campaign, positive results from the Youth Tobacco Survey showing the viable impact of our programs, our funding within research is making headway each and everyday opening up new avenues to pursue in the hopes of finally being able to head-off tobacco use before ever being experienced and we have opened the door to allow other groups, business and organizations to be able to partner or financially support the VTSF.

Yes, it has been an exciting year and we have accomplished much, however that does not mean we get to sit back on our laurels, we have a challenging year waiting for us just around the corner.

We must continue to work at regaining the funding, which was drastically taken from us; this effort has to be at the forefront of our goals in 2005. Work with and support our legislators in their efforts on the floor to regain this funding.

We must use every bit of publicity we have available to support our position within the state and to educate those that are in authority with the knowledge that we are making an impact and creating a difference for the youth of Virginia. This has to be done in Richmond as well as at the grass roots level by mustering support from those who are directly impacted by our work and mission. To maintain level funding or experience another decrease will shorten the life's blood of our programs.

We must concentrate on getting Prevention Connections up and running. This 501 C3 organization will allow the opportunity for businesses, corporations, individuals and organizations to participate within our mission through financial support. This opens the door for many possibilities of partnering and collaboration with other organizations wanting to be actively involved within our program and gives us the ability to more easily seek grant-funding opportunities.

As you can see, we have no time to rest only to recharge.

I would like to take this opportunity to thank everyone for all the hard work and sacrifices made during this past year for the benefit of children in Virginia, without each of you we would be nothing but alone.

Della and I wish you and your family a joyous Holiday Season. May God bless you and keep you safe within his fold and may you be a light unto his call.

Director's Report

WELCOME: Governor Warner appointed three individuals to the VTSF Board of Trustees. Appointed were the following individuals: Dr. Richard Bennett, Daniel Cawley, and Dr. Rakesh Kukreja. We truly appreciate your service to the Commonwealth and look forward to working with each of you to achieve our important mission of reducing youth tobacco use.

PROGRAMS: Regional Advisory Boards met during the months of September and October. Agendas included a discussion of grantee award amounts, compendium programs implemented, and the goals of each grantee. Also, the agenda included information about the current marketing efforts of VTSF and the importance of RAB members working with local legislators regarding the progress of VTSF funded programs. Several RAB's had presentations by grantees.

Staff continues to do an excellent job conducting site visits, especially helping out grantees that might need technical assistance, reviewing quarterly reports and providing necessary feedback, and helping with the integration of the marketing campaign.

GRANTEE TRAINING CONFERENCE: The VTSF held its Third Annual Grantee Training Conference in Williamsburg on October 26 and 27 with over 190 participants in attendance. Participants attended a variety of breakout sessions on topics including youth cessation, program sustainability, program evaluation and youth advocacy. Participants also enjoyed a live puppet show and musical presentation from the teens at C. Waldo Scott Center in Newport News, a VTSF funded program. Special thanks to Pat Hughes, Chair of the Program Committee, for kicking off the Conference and to Delegate Bill Janis for providing grantees with a legislative briefing and information on how to involve legislators in grantee events. Comments from the conference evaluation indicate that participants learned a wealth of new information and are looking forward to even more sessions being offered next year. Terri-ann Brown and Charlie McLaughlin did a wonderful job planning and coordinating the conference.

MARKETING: On September 14, the entire Y Campaign Marketing Team convened to hear the results of the analysis conducted by the VTSF's new marketing evaluation partner. The purpose of Multivariate Analysis of our previously collected marketing tracker data was to examine respondent answers in terms of predicting future behavior. This, in turn, provides insight as to the messages we should develop within the marketing campaign that will have the greatest impact on our target: Virginia youth ages 10-17. The analysis confirmed that targeting the tween age group is the most effective. Additionally, several key factors also came to light, such as the ease of finding a boyfriend/girlfriend, and the importance of being physically fit. All of the results were shared with the entire marketing team, which is now in a position to incorporate the findings into future messages.

RESEARCH: The VCU Youth Tobacco Project hosted a coalition meeting on November 12. Representatives from three of the small grants programs provided updates on progress and outcomes of their projects. These projects focus on specific youth populations to identify prevention interventions for youth with ADHD, girls, and

minorities. In addition, these three grantee programs have submitted an abstract to the National Conference on Tobacco or Health to present their outcomes as well as methods for collaboration. Notification regarding abstracts will occur in January.

EVALUATION: The results of the sixth wave of our semi-annual field study conducted by the Southeastern Institute of Research were received in November. This study is responsible for measuring the awareness and effectiveness of the VTSF youth tobacco use prevention marketing campaign among the youth of Virginia. After 30 months, the awareness level of the VTSF's *ydouthink* campaign has remained consistent at a 74% level among the target audience: kids in Virginia ages 10-17.

STREET MARKETING: In October, Y Street Trainings were conducted by *ydouthink*—the statewide youth tobacco use prevention movement of the VTSF. The purpose of Y Street was to activate and empower high school students to promote the campaign and the smoking prevention message to their peers, as well as younger kids who look up to them. With Y Street, youth have the opportunity to work with a local manager to promote *ydouthink* at all of the hottest places, like concerts, competitions, games, and shows. The youth will also provide input on the direction of the campaign. Now that the trainings are complete, nearly 300 youth statewide are advocating amongst their peers for tobacco use prevention.

MEDIA: On Monday, September 13, VTSF staff appeared on Studio UPN Live, a community news show based in Chesapeake. They discussed the recent results of the Youth Tobacco Survey, which showed a dramatic decrease in tobacco use among youth ages 10-17 throughout the Commonwealth. In addition, staff discussed the VTSF's mission and strategies, as well as specific initiatives being implemented in the Tidewater region.

FINANCIAL DISCLOSURE STATEMENTS: Financial disclosure statements are due to the Secretary of the Commonwealth's Office by January 15, 2005. Please submit your statement to Eloise Burke at VTSF by January 1.

NEW STAFF: The VTSF welcomes one new employee. Jeannette Coleman previously worked as a Public Relations Specialist with the Virginia Department of Transportation. Before this she served as a Public Relations Assistant Specialist at the Virginia Department of Labor and Industry. She also brings experience from her position as the College Marketing Manager with the Virginia Credit Union.

BOARD EXPIRATIONS: The following individuals have terms that expire on June 30:
Kevin Bolling—Youth-Citizen
Dr. Ming Chiu—Pulmonary
Rebecca Darby—Youth-Citizen
Barbara Hughes—Citizen
Dr. Maria Kelly—Oncology
Robert Leek—Public Health Organization

Please let the Secretary of the Commonwealth's Office know whether you are interested in being considered for reappointment by submitting a letter of intent with your resume attached. Send your letter and resume to the following address:

Secretary of the Commonwealth
One Capitol Square
830 E. Main St., 14th floor
Richmond, VA 23219

UPCOMING: Governor Warner will present the budget bill on December 17, 2004 to the money committees. The General Assembly convenes on January 12, 2005. As issues surface affecting VTSE, I will let you know.

Committee Reports

Research Committee

Marge White reported that the Research Consortium will meet in February. Marge encouraged the research committee members to participate once the committee date has been set. The agenda will include a discussion on the future direction of research after the next fiscal year.

Program Committee

Marge White reported that the program committee has been in discussion for the last couple of meetings about the future direction of programs. In the next fiscal year, renewal funding will be offered for the existing grantees using the Regional Advisory Boards again as the review committees. In the next funding cycle with a RFP, the program committee is considering a structure with some type of graduated cycle or a split cycle for funding to allow new groups to apply in each cycle. The committee will continue to review the issues and will bring a recommendation to a future meeting. The program committee is also considering narrowing the targeted age group, which could affect the approved list of Compendium programs and placing a dollar amount cap per participant in our programs.

On February 17th and 18th a recognition event and training will be conducted for Regional Advisory Board members. The evening of the 17th will be an award ceremony and dinner to recognize them for the volunteer work they have done for the Foundation over the last couple of years. The training session on the 18th will focus on grant review.

Henry Harper introduced Christy Arrington, Program Manager of Children Youth and Family Services based in Charlottesville. Christy gave a presentation on the STAR Kids Program.

Marketing Committee

Danny Saggese introduced John Martin of Southeastern Institute of Research who provided a brief summary of accomplishments to date.

Public Comment

None

Budget

Wilma Jordan reported from the budget handouts of actual expenditures vs. the budget. It is anticipated that the Foundation will run out of funds in February, prior to the next MSA payment in April. Therefore, an application will need to be submitted for a Treasury loan.

Old Business

Motion to authorize up to a \$3 million Treasury loan: Delegate John O'Bannon, III.

Second: Patrick Hughes

Vote: Unanimous

Marge White reported that the IRS granted 501(c) 3 status to Prevention Connections. An initial development plan for fund raising through private contributions and grant applications is being established. The Board of Directors is in formation. Rickie Fulcher, Dr. James McDaniel, and Audrey Douglas Cooke will serve as interlocking directors on this board. V. Carole Loughed, a former VTSF board member, has also agreed to serve. The full board will meet for the first time in January, 2005.

New Business

Motion to have Senator Watkins submit legislation to amend the Statute to allow VTSF to submit our annual report in March of each year, rather than October. A second bill would amend the same section of the code to provide authority within the law for the executive to act on behalf of the board: Curtis Coleburn.

Second: Delegate John O'Bannon, III

Discussion: If the annual report is submitted in October, it is unlikely to include an audited financial statement, because the auditors typically begin the audit in December or January. A March due date would allow sufficient time to receive an audited statement for inclusion in the report.

The executive committee must have expressed authority in the law in order to act on behalf of the board. An amendment to the VTSF enabling legislation would accomplish this.

Vote: Unanimous

Meeting Schedule for next year

Wednesday, March 16, 2005

Wednesday, June 15, 2005

Committee Meetings: 10:30 a.m.

Board Meeting: 12:00 p.m.

Adjournment

4:45 p.m.