

VTSF

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

Board of Trustees Meeting Minutes September 9, 2008

Members present

James Burns, M.D.(for Dr. Karen Remley), Curtis Coleburn, Kevin R. Cooper, M.D., Richard A. Crittenden (left at 1:54 p.m.), Jose Dimas, Rickie E. Fulcher, Don Gehring, Senator Emmett W. Hanger, Jr., Patrick Hughes, John O. James, Jr., James McDaniel, M.D., Senator Ralph Northam, M.D., Rosa I. Villoch-Santiago and Claudia Tellez (left at 2:22 p.m.).

Members not present

Sanjeev K. Aggarwal, M.D., Edda Collins Coleman, Delegate William Janis, Rakesh C. Kukreja, PhD., Keith H. Newby, Sr., M.D., Delegate John O'Bannon, III, M.D., and Carlos Quintela.

Staff

Lisa Brown, Eloise Burke, Richard Foster, Wilma Jordan, Marty Kilgore, Judy Link, Danny Saggese, and Margaret White.

Counsel

Stephanie L. Hamlett, Deputy Attorney General

Called to order

Rickie Fulcher called the meeting to order at 12:55 p.m.

Rickie Fulcher thanked everyone who was able to attend the Youth Tobacco Survey Press Conference at Manchester Middle School.

Marty Kilgore also thanked everyone for being there. Marty added many members of the press were present and Chesterfield County Schools did a phenomenal job.

Rickie Fulcher reported Edda Collins Coleman had a medical emergency. She was taken home by VTSF staff after being released by medical personnel.

Election of Chair/Vice Chair

Curtis Coleburn reported that under the By-laws neither the current Chair nor Vice-Chair is eligible for re-election to their current office. There was one nomination for the chairman: Delegate John O'Bannon, III, M.D. He asked if there were nominations from the floor and there were none.

Dr. James McDaniel asked if Delegate John O'Bannon, III, M.D. was willing to serve. Curtis Coleburn confirmed his willingness to serve.

Motion: close nominations by Dr. James McDaniel.

Second: John James, Jr.

Vote: Unanimous in favor

Curtis Coleburn affirmed the election of Delegate John O'Bannon, III, M.D. as Chairman of the Board by a show of hands.

Vote: Unanimous in favor.

Curtis Coleburn reported one nomination for Vice Chairman, Edda Collins Coleman. He asked if there were nominations from the floor and there were none.

Motion: to close nominations for Vice Chairman by Dr. James McDaniel.

Second: Dr. Kevin Cooper

Vote: Unanimous in favor.

Curtis Coleburn affirmed the election of Edda Collins Coleman for Vice Chairman by a show of hands.

Vote: Unanimous in favor.

Curtis Coleburn asked for nominations for the vacancy on the Executive Committee to replace Senator John Watkins. There was one nomination: Rickie Fulcher.

Motion: to close nominations for the member at large on the Executive Committee by Senator Emmett Hanger, Jr.

Second: Don Gehring

Motion: to elect Rickie Fulcher to serve as member at large on the Executive Committee by Patrick Hughes.

Second: Dr. Kevin Cooper.

Vote: Unanimous in favor.

Abstained: Rickie Fulcher.

The Executive Director is appointed by and serves at the pleasure of the Governor. The Policy/Personnel/Bylaws Committee will bring any issues to the Administration if the need arises.

Motion: to direct the committee chair to draft a letter on behalf of the Board recognizing the Executive Director for her exemplary performance during this past year and that the letter be personally addressed to the Executive Director by Patrick Hughes.

Second: Jose Dimas

Vote: Unanimous in favor.

Minutes

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

Second: Curtis Coleburn

Vote: Unanimous in favor.

Director's Report:

NEW CONTRACTS:

All VTSF contracts awarded at the May Board of Trustees meeting began on July 1. Contracts for the program department, the multimedia marketing campaign, enforcement through ABC, and evaluation of all VTSF initiatives were finalized and signed.

PROGRAMS:

Orientation meetings were held for the 42 new VTSF Program Grantees in Blacksburg (May 27) and in Richmond (May 28). Grantees received information regarding proper administration of their grants, using the Grants Management Notebook, and participating in the statewide evaluation process. Schools, community-based organizations and faith-based groups will conduct tobacco-use prevention and reduction programs reaching more than 23,000 youth across the state.

The Southwest Regional Advisory Board met on May 30 at the Virginia Tech Corporate Research Center in Blacksburg. The North Regional Advisory Board met on June 17 in Chantilly. Board members discussed the new targeted grants and one-year grants, and the upcoming three-year RFP.

VTSF released RFP #852P010 on August 8. This RFP will provide a funding opportunity for three-year grants totaling up to \$225,000 per grant for the three years (\$75,000 each year). A total of \$9.6 million is available for grant awards. More than 2,000 postcards were sent to schools, community organizations and faith-based organizations announcing the release of the RFP. Copies of the RFP were mailed, emailed and made available at www.vtsf.org. Four mandatory Offeror's Conferences and Proposal Development Workshops were held around the state: Richmond (Sept. 3), Blacksburg (Sept. 5), Portsmouth (Sept. 8) and Chantilly (Sept. 10). The funding cycle will begin July 1, 2009-June 30, 2012. Funded programs will implement tobacco-use and cessation programs for youth across the state. Proposals are due to VTSF by October 8.

The Program Department surveyed grantees at the end of last year and scheduled the following workshops. The purpose of these workshops is to enhance the knowledge and skills of prevention professionals. These workshops were open to our grantees, as well as other interested individuals and other state entities.

Regional Training Workshops

Adolescent Development – Roanoke (June 18) and Richmond (Aug 15)

Kids in Cultures of Change – Roanoke (June 19)

Dealing With Difficult Students – Roanoke (July 10)

Managing Behavior In Youth Programs – Roanoke (Aug 15)

Designing Effective Program Strategies for Youth – Richmond (Aug 21)

Why Do Community Assessment & Planning – Richmond (Aug 22)

Teaching Methods For The Way Kids Learn – Richmond (Aug 26) and Roanoke (Aug 27)

VTSF Program Specialists conducted the following trainings for grantees:

Compendium Program Trainings

Positive Action – Blacksburg (Aug 12), Clintwood (Aug 13), Harrisonburg (Aug 19)

Too Good For Drugs – Richmond (June 12), Fairfax (June 26), Bristol (Jul 23) , Richmond (August 28)

Life Skills Training – Hampton (May 19), Bristol (Jul 22) , Richmond (August 27), Manassas (September 9)

Intervening With Teen Tobacco Users (TEG) – Oakwood (Aug 20)

Strengthening Families – Newport News (Jul 29 & 30)

VTSF has begun the process of transitioning to an online system for grant applications, grant review and grants and contract monitoring. The first electronic RFP will be released in January 2009. The use of a web-based system will streamline the grants awarding process across all of VTSF's areas and reduce the amount of time used for the filing and management of grantee records, thus allowing for more time to be spent in promoting VTSF programs and efforts, as well as assisting grantees with their programs.

Online registration for the 7th Annual VTSF Grantee Training Conference began in July. The conference will be held in Newport News on September 24 – 25, 2008. The theme of this year's conference is "Grassroots Programs: The Passport to Healthy, Tobacco-Free Youth."

Participants will be able to attend a variety of plenary sessions and workshops designed to strengthen local program implementation. The conference schedule can be viewed by visiting the following web address: <http://www.vtsf.org/registration/registration-form.asp?regfrm=102-VTSc>

MARKETING:

Y Street, the youth-led advocacy brand that supports the VTSF's marketing campaign, offered twelve \$2,000 Mini-Grants over the next year to local student organizations in Virginia to encourage active youth to become involved in Y Street's mission. Twenty-eight applications from across the commonwealth were received. Y Street is a statewide association of high school youth advocates who are working to enlighten their peers as to the consequences of tobacco use. Y Street strives to cause cultural change in Virginia's youth by deglamorizing tobacco and

instilling pride in a smoke-free lifestyle. Since 2004, more than 2,000 teens from all across Virginia have attended a training offered by Y Street. Learn more at www.ystreet.org.

“Syke” (pronounced psych), the VTSF’s newest youth-led campaign, officially launched during the summer. Syke is an energy drink that will serve as a metaphor for cigarettes, with the main objective of igniting a passionate discontent with tobacco’s presence and influence amongst socially successful teens in Virginia. For the last few weeks, Y Street members have been conducting numerous Syke related projects where they live. Some of their achievements will be viewable on the new website, www.SykeEnergy.com.

The abstract submitted by VTSF titled "Motivating, Managing, and Measuring Impact of Youth-Led Movements in Public Health Policy (Tobacco Control Case Study)" has been selected for poster presentation during the 136th APHA Annual Meeting & Exposition (October 25-29) in San Diego, CA. It was submitted with VTSF marketing contractor RescueSCG, and will provide the high school-aged volunteerism/advocacy brand of *Y Street* (www.ystreet.org) to again present its success on a national stage.

EXECUTIVE COMMITTEE:

The Executive Committee of the VTSF met on Monday, June 16 at 11 a.m. The meeting took place at the VTSF Offices—701 E. Franklin St. The topic of discussion centered on upcoming budgets and expenditures for all VTSF initiatives. The Executive Committee proposed a three-year budget for FY10 through FY12 to be presented at the September Board of Trustees meeting.

RESEARCH:

Dr. Billy Martin, a VCU and VTSF researcher, lost his battle with cancer. A contract modification will be issued to designate a new Principal Investigator (PI) for a VCU research grant for the final year of the project and to extend the Year 2 report by 30 days. Dr. Imad Damaj, a co-PI on the project, will serve as the lead to fill this role due to the loss of Dr. Billy Martin, who passed away in June. Dr. Damaj has been instrumental in working on the project since its inception in 2006.

DEPARTMENT OF PLANNING AND BUDGET:

The Department of Planning and Budget’s Best Management Practices Division is conducting a study of VTSF. The study will be focusing VTSF’s initiatives, evaluation methods and outcomes, as well as process improvements made since our inception. DPB staff has completed interviews with the majority of VTSF staff. They also plan to interview VTSF grantees and regional board members in the coming weeks. DPB anticipates a report being drafted in late September.

MEDIA/PUBLIC RELATIONS:

Executive Director Marty Kilgore visited a session of the VTSF-funded Know Your Body program on Aug. 11 at McHarg Elementary School in Radford. The program was being taught by Radford City Public Schools, a VTSF grantee. State Del. David Nutter’s legislative aide, Angie Hall, attended, as did VTSF’s Southwest Grants Program Administrator, Jenny Martin.

On August 11, Executive Director Marty Kilgore conducted a program site visit with Senator John Miller at a Boys & Girls Clubs location in Newport News. The VTSF program grantee is Boys & Girls Clubs of the Virginia Peninsula. VTSF Southeast Region Grants Program Administrator Judy Link was also present at the site visit.

NATIONAL CONFERENCE ON TOBACCO OR HEALTH:

Deputy Director Marge White was invited to serve on the 2009 National Conference on Tobacco or Health planning committee for plenary and invited sessions. The sessions will focus on building skills among staff within tobacco prevention and control programs and enhancing the use of evidence-based practices. The conference is scheduled for June 2009. The committee will meet via conference calls.

STAKEHOLDER ISSUES:

Executive Director Marty Kilgore provided a presentation on VTSF initiatives and funding opportunities to the Southwest Virginia Health Facilities Authority at the Southwest Virginia Technological Development Center in Lebanon on Wednesday, June 25. Senator Puckett, a member of the authority, had requested the presentation on various ways of collaboration for the future.

VTSF is collaborating with VDH's Cancer Plan Advisory Coalition (CPAC) and is supporting the coalition's first conference to be held November 20-21 in Charlottesville. VTSF will provide materials for registered participants and will exhibit at the meeting. Tobacco prevention is an integral part of the coalition's statewide cancer plan. Program Specialist Terri-ann Brown serves on CPAC.

Budget Report

FY08 Year-to-Date Financial Report

Wilma Jordan presented the FY08 End-of-the-Year financial statement and the notes to the financial statement. This statement represents the information which has already been provided to the Commonwealth's Department of Accounts. The financial statement is included in our annual report.

FY09 Year-to-Date Financial Report

Wilma Jordan presented the FY09 budget for review. This budget was also distributed at the May Board of Trustees Meeting and was affirmed. A working budget will be developed in the event of MSA withholding by tobacco manufacturers.

Affirmation of FY10, FY11, and FY12 Budgets

Wilma Jordan also reported that the Executive Committee met in June and proposed a three-year budget for FY10, FY11, and FY12.

Discussion: Senator Emmett Hanger, Jr. questioned the assumptions concerning personnel as far as salary increases.

Wilma Jordan explained that a policy was approved by the board a couple of years ago. On even fiscal years based on evaluation, there are actual salary increases and on the odd years based on evaluation, employees can elect either a monetary bonus or additional bonus leave.

Margaret White added that base salary increases can occur in even years and they can range from three to five percent. We use the average of four percent as a base salary increase to come up with budget amounts in even years and in the odd years we use an average of 2% bonus.

Dr. Kevin Cooper questioned the use of any projected endowment money. Wilma Jordan explained funds had not been put in the endowment fund. The board will decide the use of those funds if there is a balance. Margaret White added that the endowment would be managed by the Department of Treasury but we would be allowed to withdraw up to 10% each year.

Motion: to affirm the action taken by the Executive Committee by Curtis Coleburn.

Second: Patrick Hughes

Vote: Unanimous in favor.

Public Comment

None

Committee Reports/Business

Program Committee

Lisa Brown, Grants Program Administrator for the North Region reported that no board action was needed as a result of the Program Committee Meeting.

Marketing

Danny Saggese reported that 28 applications from across the Commonwealth were received for the new Y Street Mini Grants. Y Street, the youth-led advocacy brand that supports the VTSF's marketing campaign, is offering 12 \$2,000 Mini-Grants over the next year to local student organizations in Virginia to encourage active youth to become involved in Y Street's mission. The 28 applications will be scored within the next week, and the Y St. Mini Grant recipients alerted shortly thereafter. These recipients will also be the hosts for the next round of Y Street Trainings this fall. Since 2004, more than 2,000 teens from all across Virginia have attended a training offered by Y Street.

Research

Dr. Kevin Cooper reported that the Research Committee discussed the entire research endeavor particularly in areas of research that should be a priority in the next RFP. An invitation was extended to the entire board to communicate ideas needed to be addressed in future research efforts.

Marketing Presentation

Jeff Jordan, President of Rescue Social Change Group – VTSF marketing campaign subcontractor for nearly five years – presented the findings from the research report entitled *Functional Analysis For Cultural Interventions On Virginia Teen Smoking*. As part of the strategy to effectively reach the two youth subcultures that make up the “Alternative” group of youth in Virginia (defined during the presentation to consist of youth from the Skater/Rocker and Emo/Goth subcultures), the new energy drink campaign was introduced to the Board. A copy of the research report can be seen on www.vtsf.org.

Old Business:

None

Announcements:

The VTSP 7th Annual Grantee Training Conference is scheduled for September 24-25 in Newport News.

Next Board Meeting:

December 2, 2008 – VCU Siegel Center

Don Gehring thanked Rickie Fulcher for his dedicated service as Chair.

Adjournment

Meeting adjourned by Rickie Fulcher at 2:34 p.m.