

# VTSF

## VIRGINIA TOBACCO SETTLEMENT FOUNDATION

### **Board of Trustees Meeting Minutes April 2, 2002**

#### **Members present**

John Andrako, MD, Walter H. Bass, III, Steve Danish, PhD, Rebecca Darby, Rickie E. Fulcher, Sen. Emmett W. Hanger, Jr., Barbara Hughes, Patrick J. Hughes, Robert Leek, V. Carole Lougheed, James L. McDaniel, MD, Del. John O'Bannon, Robert B. Stroube, MD, Sen. John Watkins and Percy Wootton, MD.

#### **Members not present**

Kevin M. Bolling, Del. George E. Broman, Jr., Curtis Coleburn, Del. Allen Dudley and Becky Hartt Minor.

#### **Staff**

Rita Angelone, Lisa Brown, Terri-ann Brown, Eloise Burke, Henry Harper, Wilma Jordan, Marty Kilgore, Sheri Lawson, Judy Link, Charlie McLaughlin, Jr., Peter Sengenberger and Margaret White.

#### **Counsel**

Roscoe Roberts

#### **Called to order**

Chairman Danish called meeting to order at 1:33 p.m.

#### **Marketing Launch**

Sheri Lawson introduced the Marketing Campaign. The campaign first aired at 7 a.m. today and is being showed on Broadcast Television that includes ABC, NBC, CBS, UPN, etc. Cable includes MTV, ESPN, Comedy Central, and Nickelodeon. Radio includes contemporary, some country stations, hip-hop, urban, rap and some alternative stations. Also, promotions will run to the end of the year. The Clear Channel concert series will include the battle of the bands, a competition of local bands, ages 19 and below, that will compete for a chance to open for a larger concert series and to get a mini recording contract. Out-of-home ads will be in movie theaters and billboards across the state. Street marketing consists of a Zine that is a booklet on teen culture, events and the Mini (a traveling video rant booth). Public relations will be on going.

Rob Austin gave a brief marketing history recap before previewing the radio announcements, TV commercials and website.

### **Recess**

Chairman Danish called a 15-minute recess to conduct interviews with media present at the meeting. The meeting reconvened at 2:43 p.m.

### **Minutes**

Marge reported an error in the Program Committee report in Becky Hartt Minor's absence. In Section C, the report should read that proposals that are rated with a group average lower than 70 would not move forward for further review.

Motion to approve minutes with the noted change: Robert Leek

Second: Walter Bass

Vote: Unanimous in favor

### **Old Business**

None

### **Marketing Campaign Discussion**

Numerous positive comments were made on the quality of the campaign. Patrick Hughes reported that he had heard one of the ads on Q94 earlier in the day.

Sheri added that she had forwarded to the Grants Program Administrators the media schedules for their respective regions.

### **Chairman's Report**

Dr. Danish reported that the Board has always emphasized the importance of a comprehensive campaign. VTFSF has a three-part approach consisting of Programs (including enforcement), Media and Research. He also complemented Work, Inc. and other agencies that have been involved in the entire process.

### **Director's Report**

Marty reported that the second RFP was distributed on January 25<sup>th</sup> and is due back to VTFSF today no later than 3 p.m. The Regional Advisory Boards will begin review immediately. To date the VTFSF staff has received 28 proposals.

The VTFSF staff exhibited at the *Right Choices for Youth* conference in Chantilly, Virginia. VTFSF was one of fifty exhibitors who provided information to help youth avoid risky behaviors, while promoting the Foundation as well as the Request for Proposals (RFP). Approximately 60 copies of the RFP were given to prospective grantees and staff also met with a prospective grantee at our office the following day.

The Virginia Department of Alcoholic Beverage Control (ABC) recently reported to the VTFSF that the percentage of retail outlets that sell tobacco products to under-age buyers has dropped to 18%, down from 27% in early 1998. ABC conducts approximately 400 compliance checks per month, most of which are funded by the Foundation. VTFSF staff wrote and distributed a press release regarding these results and the tie-in with VTFSF. The release generated coverage in the Daily Press, Times Dispatch, Virginian-Pilot, WRVA News radio 1140, WRIC-ABC (Richmond), WWBT-NBC (Richmond), and WTVR-CBS (Richmond). Our clipping service is reviewing other media markets across the state to see if there was additional coverage.

The VTFSF staff and our Chairman, Dr. Danish completed media training. Marge, Sheri, Peter, Dr. Danish and Marty found the training very informative and helpful. The training involved defining our objective, developing our message and then involved actual video practice sessions.

Sen. John Watkins noted the ABC Board was affected by legislation that could potentially impact their agency structure. In the long term, he felt it might impact their ability to complete enforcement as currently funded by the VTSF. He suggested that VTSF discuss this issue with ABC and determine if future efforts/contracts would need to be modified in any way to ensure that enforcement continues. Roscoe and Dr. Wootton added to the conversation.

### **Budget Report**

Wilma reported from the handout the expenditures by quarter as well as the entire budget for the fiscal year. She also distributed a three-year cash flow analysis and monthly cash flow projections that showed the impact of the proposed \$15.5 million budget cut.

Marge added that the board requested the monthly budget projection.

Dr. Wootton requested a breakdown of research contracts, which will be forwarded to him. Marge reported that there are two existing contracts on research with VCU and UVA for a total of over \$4 million along with funding for the youth tobacco survey this year. As of today the foundation has released another Research RFP for an additional \$1 million for the next fiscal year.

Sen. Watkins reported that he had received a call from the Governor's Office in response to his request to meet with him and that that meeting will take place on Friday, 4/5/02.

### **Public Comment**

Dr. Rochester, President of the American Lung Association of Virginia commended Work, Inc. for its campaign and questioned the award of a grant his organization received for the first cycle.

Marge responded that the board had committed to continue as planned through FY03, therefore the funding for programs should be secure. However, the ability of the foundation to renew those contracts in the future is questionable if budget cuts are made.

### **New Business**

#### **Nomination For Executive Committee**

Dr. Danish reported that Dr. DeSilvey submitted his letter of resignation; therefore, a replacement for the Executive Committee is needed. He called for nominations.

Carole Loughheed nominated Becky Hartt Minor, seconded by Walter Bass.

Dr. Andrako nominated Rickie Fulcher, seconded by Dr. McDaniel.

A closed ballot followed and Rickie Fulcher was elected by a vote of 8-5 to fill the position.

### **Committee Reports**

None

### **Other Business**

Next meeting is May 7<sup>th</sup>.

### **Adjournment**

Motion: Barbara Hughes

Second: Walter Bass

Vote: Unanimous

The meeting was adjourned at 3:22 p.m.