

**Virginia Tobacco Settlement Foundation
Board of Trustees Meeting
Minutes
January 8, 2001**

Members present

Steve Danish, John O'Bannon, John Andrako, Christopher Desch, Dennis Desilvey, Rickie Fulcher, Emmett Hanger, Barbara Hughes, Robert Leek, Carole Lougheed, James McDaniel, Becky Hartt Minor, John Watkins, Percy Wootton,

Members not present

Walter Bass, Curtis Coleburn, Allen Dudley, Jordan Forbes, E. Anne Peterson, Scott Radow, Frank Ruff, Michael Sloan

Staff

Clarence Carter, Neal Graham, Karen Harris, Michael Joseph

Intern

Barry Hite

Counsel

Garland Bigley

Called to order

Meeting was called to order by Chairman, Dr. Danish at 1:35 p.m.

Minutes

Minutes were approved as distributed

Items of Business

Executive Director's Report

- Lease negotiations have been completed. We will be moving to the 5th floor of the 701 E. Franklin Street building on or about February 1st. We will be sharing the space with the Tobacco Indemnification Commission. The annual rent will be approximately \$ 30,000 per month.
- Web site for the Foundation is www.thenewleaf.net. Once programs have been established the website will be expanded.
- Sub-committees have been established. (Marketing, Research, Program) Committees have and will continue to meet between full board meetings, at the call of the committee chair. Issues will be developed and thought out at the sub committee-level and brought back to the full committee for discussion and actions.
- Request for proposals will be developed today as a result of the Board's action. These RFP's will be expected to be issued publicly by the end of the month.
- The VTTSF Procurement Manual, establishes the Foundation as a fully functional public agency with capacity to

- Barry Hite will track legislation that pertains the Foundation during this legislative session.

Budget Update

Marketing Committee

Committee members:

Barbara Hughes (Chairperson), John O'Bannon, Rickie Fulcher, Emmett Hanger, Allen Dudley

Motion was made and approved to accept the Mission Statement as presented with the following corrections:

- Strike the word **Board** from first line
- Strike from second line the word **the** as pertaining to: encourage the cessation
- Add to mission # 3 the word **use** as pertaining to: youth tobacco use reduction

Motion was made and approved to accept the marketing principles with the following corrections:

- Principle #6 will be changed to read: Ensure that vendors have varied expertise and capabilities with demonstrated ability to perform in Virginia. RFP's shall allow broader latitude to potentially work with large total package providers as well as small specialty firms.
- Principle # 2 will be moved to the last principle.
- Principle #1 will be changed to include the words **culturally sensitive and literacy appropriate.**

An advisory committee has been formed to advise the subcommittee on marketing strategies. The advisory committee members are Peter Coughter: Coughter & Co, Pam Keicker: Chairman/Marketing and Business Law/VCU, Jean Govoni: Assoc. Professor /Mass Communications/VCU. A recommendation will be brought to the Board in February regarding a proposed stipend for advisory committee members.

The immediate focus will be based on a theme which will represent the Foundation and all its programs. Dr. McDaniel questioned the Board's position on dealing with advertising companies who also work for tobacco companies. The board consensus was that it might not be possible to eliminate those companies. The goal is the have RFP's completed by the end of January.

Public Comments

Donna Reynolds – American Lung Association

Would request that the Foundation address the issue of dealing with an advertising that has had some business relationship with the tobacco companies.

Program Committee

Committee members:

Becky Hartt Minor (Chairperson), Steve Danish, Walter Bass, Curtis Coleburn, Jordan Forbes, V. Carole Loughheed, James McDaniel

- Program structure will divide state into 5 regions. These are the regions established by the Virginia Department of Health based by population and defined geographically.
- Lead partners will be established in each region to work with Foundation to disseminate youth tobacco programs in their region. A member of the Board will be asked to participate on an Advisory Council, which will advise the lead partner.
- The Lead Partner will administer the issuance of RFP's in their regions.
- Personnel to be hired by VTSF should include program manager, community program officer, grant administrator and evaluation specialist.

Motion was made and approved to accept the proposed program model to be developed and fleshed out to include tobacco control related issues.

Research Committee

Committee members:

Dennis Desilvey (Chairman) John Andrako, Christopher Desch, Robert Leek, E. Anne Peterson, Scott Radow, John Watkins, Percy Wootton

The Marketing Committee proposed the creation of a Tobacco Prevention Research Consortium, made of representatives of each of the Universities of the Commonwealth, directed toward using new knowledge to identify high-risk youth.

The Consortium would:

- Be governed by one voting member from each of the Universities supported by the Commonwealth of Virginia and one voting member from the VTSF.
- Be empowered to allocate research funds provided by the Foundation using general goals and guidelines established by the Foundation.
- Identify the youth population in Virginia at highest risk for developing tobacco related diseases, including cancer, cardiovascular diseases and pulmonary diseases
- Prepare an annual report to the Foundation
- Allocate funds in ways that would maximize effectiveness

Motion was made and approved to adopt the Research Concept Proposal with the possibility of increasing funding.

Legislative Update

- Per Sen. Watkins, the Governor's legislative proposal includes the securitization of the entire Master Settlement Funds. A Tobacco Fund Corp. will be set up, to handle the proceeds, which will set up an endowment for the VTSF.
- Legislation will also be proposed to expand the purpose of the Foundation to include health care issues.

New Business

- Request by Exe. Director approved giving him permission to start the process to hire Program Manager. Salary to be approved by Executive Board. Mr. Carter will make available a job description at Executive Board meeting and at next full board meeting.
- Conflict of interest forms may be required to be completed by each board member. Information on this will be sent out as soon as it is received.
- Student board members need to be contacted as to participation on Board. They may need to be replaced.
- Executive Director will provide the history of Foundation from September 1999 to present

Next meeting

February 6, 2001 1:30pm at The Seigel Center

Adjournment

Meeting was adjourned at 4:15p.m.