

VTSF

VIRGINIA TOBACCO SETTLEMENT FOUNDATION

Board of Trustees Meeting Minutes January 15, 2002

Members present

Steve Danish, PhD, John O'Bannon, John Andrako, MD, Walter H. Bass, III, Kevin Bolling, Del. George E. Broman, Jr., Curtis Coleburn, Rebecca Darby, Dennis L. DeSilvey, MD, Rickie E. Fulcher, Sen. Emmett W. Hanger, Jr., Barbara Hughes, Patrick J. Hughes, Robert Leek, V. Carole Lougheed, Becky Hartt Minor, Sen. John Watkins.

Members not present

Del. Allen Dudley, Robert B. Stroube, MD, Percy Wootton, MD.

Staff

Rita Angelone, Terri-ann Brown, Eloise Burke, Donna Gassie, Marty Kilgore, Sheri Lawson, Charlie McLaughlin, Margaret E. White.

Counsel

Roscoe Roberts

Called to order

Chairman Danish, called meeting to order at 6:15 p.m.

Minutes

Minutes were approved as read.

Chairman's Report

Dr. Danish welcomed Kevin M. Bolling and Rebecca Darby who are both students and Patrick J. Hughes who is employed with Richmond Cold Storage. He also welcomed Marty Kilgore as the new Executive Director.

The Executive Committee met January 8, 2002 to review the programs so that the contracts could be written and the programs could start. The Executive Committee appointed Marge White as the Deputy Executive Director.

Dr. Danish reminded the board of how hard the Program Committee and the Multi-Media Groups have worked between meetings to gather information on Virginia's youth.

Old Business

Program Grants

Becky Hartt Minor reported that 165 proposals were reviewed; 85 of which were approved for funding. Foam board maps indicating the areas which received funding were available for viewing.

Discussion followed on various positive points coming from the report.

Motion: Sen. Hanger moved to affirm the decision of the Executive Committee to approve program grants and to redefine Marge White's position as Deputy Executive Director.

Second: Del. Broman

Vote: Unanimous in favor.

Director's Report

Marty Kilgore acknowledged her position as Executive Director and welcomed all visitors. Marty announced the appointment of three new board members by the former Governor: Mr. Patrick Hughes, Mr. Kevin Bolling and Ms. Rebecca Darby. She also noted that Barbara Hughes and Robert Leek were re-appointed to the Board of Trustees.

The nine Regional Advisory Boards met to make funding recommendations for each of the Regions. Marty acknowledged the hard work of the Regional Advisory Boards, this Board and her Staff to make them a success. The Executive Committee reviewed and approved the recommendations.

Marty reminded the board that the General Assembly convened on January 9, 2002. Many issues will surface during the Session that will affect the Foundation in some way.

Sen. Watkins and Del. O'Bannon have introduced legislation that exempts certain information gathered by the foundation from the requirements of the Freedom of Information Act. This legislation would allow us to keep sensitive proprietary, research and marketing information at the Foundation without fear that the information will be taken and used by others.

Marty reported that the former Governor's budget proposal includes a proposal to redirect over \$15 million of the Virginia Tobacco Settlement Foundation budget back to the General Fund in FY03.

The meeting for March has been re-scheduled for March 12, 2002.

Budget Report/Amendment

Marge reported that the report itself has been simplified. The second part of the report included a description of an amendment needed to transfer \$460,000 from the program budget to the operations budget to implement the grants management plan previously approved by the board. She also noted the Department of Information Technology cannot host the web site for the youth marketing campaign on the state server for free. Therefore, \$120,000/year needs to be transferred from the carry over budget to the marketing area budget to cover the cost.

Motion: Becky Hartt Minor to decrease the program line item in the budget by \$460,000, to increase the operational budget by \$460,000, and to add \$120,000 each year for three years from the anticipated carry over funds to cover the cost of hosting the youth web site.

Second: Curtis Coleburn

Discussion followed over the cost to pay the Department of Information Technology to host the web site.

Vote: Unanimously in favor. Sen. Watkins abstained.

Public Comment

None

New Business

Draft Creative Concepts for Marketing Campaign

Sheri Lawson commended Work on the quality and quantity of its products. She further commented that the messages will be appearing on cable television, network television, radio, magazines, billboards, youth web site, street level promotions and a concert series through December 2002.

Work followed with their presentation.

Discussion followed on how concerts will be scheduled.

Sen. Watkins left at 7:00 p.m during concert series presentation.

Motion: Barbara Hughes to adopt campaign direction "Tell me one good reason why smoking isn't stupid?"

Second: Curtis Coleburn

Vote: Unanimous in favor

February Board Meeting

Sheri Lawson suggested a February meeting to give the board an opportunity to review near-final executions for the marketing campaign. The board felt it was not needed.

Unsolicited Proposals

Motion: Barbara Hughes to adopt a policy that VTSF will not accept any unsolicited proposals.

Second: Curtis Coleburn

Vote: Unanimous

Committee Reports

None

Other Business

None

Work, Inc. passed out Question Mark shirts to be distributed to teens.

Becky requested that the program committee meet for two minutes to schedule a meeting.

Adjournment

Motion: Dr. Andrako

Second: Becky Hartt Minor

Vote: Unanimous

The meeting was adjourned at 8:30p.m.