

**Virginia Tobacco Settlement Foundation
Board of Trustees Meeting
Minutes
May 1, 2001**

Members present

Steve Danish, John O'Bannon, John Andrako, Walter Bass, Curtis Coleburn, Christopher Desch, Dennis Desilvey, Rickie Fulcher, Emmett Hanger, Barbara Hughes, Robert Leek, James McDaniel, Becky Hartt Minor, E. Anne Peterson, Scott Radow, John Watkins, Percy Wootton,

Members not present

Allen Dudley, Jordan Forbes, V. Carole Loughheed

Staff

Clarence Carter, Neal Graham, Karen Harris, Michael Joseph

Counsel

Garland Bigley

Call to order

Meeting was called to order by Chairman, Dr. Danish at 1:30pm

Minutes

Minutes were approved as distributed.

Items of Business

Executive Directors Report

- More than 100 RFP's were distributed for the marketing and advertising campaign. Twenty-two submissions were received by the April 16 deadline.
- The RFP to secure regional lead partners from the five regions were distributed April 2. Deadline for response is May 7.
- Job listing to hire program manager closed on April 20. One hundred and twenty four applications were received before the deadline. The interview panel will consist of Dr. Danish, Becky Hartt Minor, Neal Graham and Josephine Hopkins, a senior Program manager from the Dept. of Social Services. Initial interviews will be conducted May 8th and 9th, with a job offer to be made by the end of May.
- April payment from the MSA was larger then previously projected. Revenue projections are the same as originally anticipated at November retreat.
- Paula Otto and Ron Reid have been contracted to provide a public relations plan and services for the Foundation. Their services will be provided on a part time basis.

- Supplement to the compendium of Youth Tobacco Reduction Initiatives is almost complete. The update will add elementary school programs to the original compendium. Row Sciences will be asked to make a presentation when updates are completed.
- Scheduling conflicts have made it necessary to consider alternative dates for our June board meeting.
- Sub committees, as designated by the Board, are making much of the day-to-day decisions. Attendance of committee meetings is crucial to keep initiatives moving forward in the developmental stage. Availability of each assigned committee member will be helpful, along with keeping in touch with the committee chairs of the various groups to gain insight into the thinking of that group. No action is final unless authorized by the full Board or Executive Committee acting in lieu of a full Board meeting.

Financial Report

Financial expenditures are on budget. More money was received from the settlement fund than originally anticipated. This increase does not affect next years budget.

Insurance has been purchased to cover members of the Board.

Public Comment

None

Marketing Committee Report

Twenty-two proposals were submitted in response to the Marketing RPF request. Each proposal was independently read and scored by the marketing advisory committee and chairman of the Marketing committee.

Scoring ranged from 12 to 95.70. Agencies with a score of 70.40 or below were eliminated from being invited to participate in oral presentations. The seven finalists are: Work Inc, Neathawk Dubuque, Arnold Worldwide, Sidall, Mathus & Coughther, Edelman Scott, Burford Co, and Barber Martin. Oral presentation will take place on May 22nd and 23rd. The marketing committee will begin negotiations with the final selected agency after Thursday, May 24th.

Program Committee Report

RFP's for lead partners were released on April 2 and are due in on Monday, May 7.

The program committee will review the RFP's and report evaluations of responses.

Research Committee Report

Budget this year was \$300,000. 4 million has been budgeted for the next fiscal year of which 2.5m will go towards genomic research project and 1.5m will be used for program evaluation. The Consortium is evaluating bioethical considerations of the concepts proposed.

An evaluation proposal has been submitted by VCU and will be considered by the research committee.

Old Business

Public Relations Plan

Plan was reviewed and approved to secure services of Paula Otto and Ron Reid as public relations consultants at a cost of \$61,000.00 for 12 months.

Purpose is to develop public relations for the Foundation and promote its image.

Youth Tobacco Survey

A number of major school systems have decided not to participate with the survey data collection at this time due to SOL scheduling. In order for survey to be valid, CDC requires participation to be at 60%. It has been determined to postpone data collection until fall and to reintroduce survey with assistance of Dept. of Education.

YADAPP

Request was made from YADAPP for the Foundation to provide \$ 50,000 in funding to support the annual youth leadership conference.

Motion to offer \$15,000 in funding to: Help on planning committee

Provide a keynote speaker on tobacco
Evaluation

Motion was tabled

2nd motion to offer \$15,000 to: Assist keynote speaker on tobacco use issues

Evaluation

Provide program support

With no expectations for further funding.

Motion was passed with 9 votes in favor/5 oppose/1 abstention

New Business

Resolution

Percy Wootton proposed the Foundation prepare a resolution to honor counsel Garland Bigley, who will be taking on a judgeship as of August 2001. Motion was seconded. Resolution will be presented at next meeting.

Healthy Solutions

Executive director asked for and was granted permission to explore the development and marketing of a national youth tobacco reduction program.

Next meeting

June 5/July 3 meetings were cancelled. Next meeting will be June 19, time and place to be determined.