Members Present:
Amy Brewer, Bill Frank, Mike Hogan, Alexi Potter, Rhonda Williams, and Helen Wagner

Guests Present:

Public Comment
• None

September Meeting Minutes
• Page 3, 3rd bullet, delete language about “evaluation contract be more aligned with evaluation committee priorities” while keeping” RTI be included...meetings.”
• October minutes approved with minor typo edit

RTI Site Visit Review
• Amy provided a brief overview of the site visit with RTI from October 21st / 22nd. Overall, the group felt that the two days were positive, with great discussions.
• Draft meeting notes were distributed via email earlier today for board members to review. They are a compilation of notes from Alexi, Amy, Suzanne Dolina (RTI) and Nathan Mann (RTI). We have not yet had the opportunity to review them for completeness.
• Noted missing from the meeting notes, however, is formal recommendations of where the VT TCP can be directing their attention based on where are we weak and where do we need to grow?
• RTI also mentioned that the next year of their scope of work is not well-defined and we could craft a year that is most meaningful for our needs.
• Amy mentioned that at during the wrap-up time, she asked RTI to craft a document starting the conversation about where VT’s program can and should go, and what the evaluation plan might be. That way, RTI is not waiting for our direction, but helping to steer us based on their expertise. Alexi asked if RTI could come to VT for a second in-person meeting.
• Alexi asked why it is we do not publish or why RTI does not publish on our behalf. Rhonda asked if we could include publishing in our contract with RTI since they do this with and/or for the NY tobacco program. Alexi stated that there are a lot of students working both with John Hughes, Steve Higgins and other researchers that would be dying to publish. Alexi offered to help with this point.
• Since there are experts in our state who are working on tobacco control but not directly linked to the VTERB, could we invite them in to present to VTERB? Such as Steve Higgins? We may find there are more opportunities for collaboration.
• Site Visit Specifics (Schools) – continued to have the conversation about how to evaluate the role of schools in the VT TCP. We noted that the conversation was eye-opening in that Kate
talked about how schools are now required to include health curricula (tobacco included) and the VT TCP could conceivably move away from its overwhelming involvement in the curricula maintenance. We could provide a supportive role. During the site visit, Kate also asked the question as to how we came up with formula-based funding for school and wondered whether we might begin to look at it in a new way. And how could we best document successes. This was a significant conversation internally and with RTI in that it could shift the VT TCP emphasis with schools and possibly focus on some statewide geographic needs, etc. Of course, it would take a whole lot of strategic conversations to ensure our focus on schools and with schools as partners is maximized. This conversation will be the core of the School and Communities Committee in November.

- Mike requested a copy of the existing RTI Contract to review it. Alexi will forward to Mike and any others per request as she has a copy. Rhonda requested a copy as well.
- Additional discussions/brainstorms:
  - Can RTI provide guidance as to what VT can ramp up so we keep up with the pace of the industry?
  - Can RTI continue to provide data so that we continue to be a data-driven program and can compare us to national data?
  - Can RTI continue to help us answer questions like why aren’t we even lower in youth prevalence?
  - Do we need to share data more?
  - Can VDH (Matt) help us to create a dashboard of data to help us monitor data sets better and more regularly/quarterly? (Topic for December Board meeting) VDH does this monitoring of some data already as part of its of HV2020 Performance Dashboard data.
  - Guidance on minimum price policy? Helen responded that currently, no state/city has done this with a public health goal in mind, so none has been working to decrease sales. If we were to go down that path, we would need to do a whole lot more research and invite a whole lot more people to the planning table. Mike mentioned that Britain is currently implementing a minimum price policy on alcohol, so that would be something to watch.

Committee Chair Reports
- Board would like chair reports to be provided more regularly. This will be a standing item on future full board agendas.
- No committees met during the past month.

Budget Building Process for FY17
- Amy reiterated her dream for starting a ground-up planning process for building a strong, comprehensive Tobacco Control Program that WILL advance the rate of success against tobacco. Level funding at this low rate has been challenging and our fight against tobacco in VT has stagnated. As FY16 is the last of a 3-year level-funding agreement with the administration, we should use this opportunity to revisit our goals and develop a plan that will achieve them. For example, what if there was funding for media 365 days a year, what would the impact on numbers conceivably be and what would be the cost? (Florida is a good example)
- Bill inquired as to whether we could actually ask for more funding now, and offered his recommendations for proceeding. Mike recommended meeting with Chair of Appropriations before the session starts
- Rhonda highlighted some other funding models being used by other states: Florida has a certain percentage of their tobacco tax earmarked for tobacco control.
• Rhonda recommended that if feasible VTERB creates a short brief and gives a progress report to Jeb Spaulding and others before the end of the year; it would help reinforce what the 3 year timeframe is doing for the VTCP and tobacco outcomes.
• Folks wondered if there was tobacco fatigue at the statehouse? Maybe...but maybe we could create a message directly to the most appropriate committees – “This is what you can expect to get out of this investment.” Alexi asked whether we might be able to collaborate with related initiatives to share resources – such as opiate addiction. Bill thought there might be room for that conversation

**Board Administrator Hiring**

- Motion was made (Alexi) to move into executive session in order to address the hiring of a board administrator. Motion was seconded by Helen. All in favor.
- Recommendations of the Hiring Committee were presented and discussed. Alexi moved to accept the recommendations of the hiring committee. Helen seconded. All in favor.
- Board Chair will email the entire board this evening for others to vote on the hiring motion.
- **3 additional votes in favor were provided for the motion to accept the recommendations of the hiring committee for a total of 9, no abstentions, no opposed.**
- Helen motioned to exit executive session. Bill seconded. All in favor.

**Other**

**Board Administrator Training:**

- Rebecca Ryan and Brian Flynn both offered to spend time with the new Board Administrator to help orient them
- Folks wondered whether we could create a training notebook during this process so we would not have to recreate this process
- Rhonda wondered whether Brian might focus his orientation time to the history of the 3-year budgeting process
- It was suggested that the new Administrator also spend some time meeting with the agency partners
- Rhonda suggested the new Board Administrator attend the new AHS Employee Training (Amy will ask Dixie Henry about that)

**Board priorities discussion:**

- The RTI site visit and Board Administrator hiring process has brought to the surface a long list of potential board priorities that will assist us in achieving our goals:
  - Increase VTERB and VT TCP visibility including communications to help keep tobacco issues in the forefront of the public and policy makers’ minds; increasing collaborations (reaching out to new partners, re-establishing ties to existing partners, forging stronger relationships with policy makers); filling vacant Board positions, and an enhanced website presence which could include more data and up-to-date information; ensuring we are evaluating our entire Tobacco Control Program, not just the MSA-funded components or one agency; and tightening up board procedures and instructions to Board Administrator
  - Filling Board Vacancies – Amy requested that all ideas be forwarded to her so she can begin to act on them.
    - Alexi asked whether we might like to look for a low income advocate who might represent Multi-Unit Housing?
    - Eli is a student who is still very interested in the Board’s work – perhaps he can serve on the Cessation Committee?
Amy mentioned that Matt Dugan of the Media Committee is very interested in a higher level of involvement? Rhonda suggested he might find a role on the Cessation Committee too.

The Cessation Committee meets infrequently and a regular meeting schedule needs to be reestablished.

- **Board Processes:**
  - Rhonda asked whether it was still our policy that members email the Administrator in order to reach out to all of the Board? The group decided to continue its practice of communications to the group coming through the Board Administrator with the expectation that it will be an improved process with the new Administrator.

**Meeting adjourned 4:45pm.**