COMMONWEALTH OF VIRGINIA

VIRGINIA FOUNDATION FOR HEALTHY YOUTH

701 EAST FRANKLIN STREET

RICHMOND, VIRGINIA

IN RE: BOARD OF TRUSTEES MEETING

HEARD BEFORE: JOHN O'BANNON, III, MD

BOARD CHAIR

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SEPTEMBER 16, 2025

CONFERENCE CENTER

EMBASSY SUITES BY HILTON RICHMOND

2925 EMERYWOOD PARKWAY

HENRICO, VIRGINIA

12:14 P.M.

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APPEARANCES:

John O'Bannon, III, MD, Presiding
Board Chair

Ghulam Qureshi, MD
Vice-Chair

Robin McVoy, Esq.
Office of the Attorney General
Board counsel

VFHY BOARD MEMBERS:

Riley Shaia

Tyler Johnson

Annette Ansong, MD

Nadarius Clark, Delegate
84th District
Virginia General Assembly

Andre Muelenaer, MD

David Marsden, Senator
35th District
Virginia General Assembly

Zubin Mehta

Randall Pearson

Karin Addison

Holly Seibold, Delegate
12th District
Virginia General Assembly

Angela Lindsay, MD

Joseph Hilbert

Pat Hughes

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VFHY BOARD MEMBERS (con't.):

Katherine Crumble

VFHY STAFF:

Marty Kilgore
Director

Andy Sorrell
Deputy Director

Eloise Parker

Keely Kiewiet

Terri-Ann Brown

Lisa Brown

Danny Saggese

ALSO PRESENT:

Chris Allen

Lynne Wingfield

Morgan Snell, Ph D

Caroline Cobb

Rachel Hopkins*

*Presenter appeared remotely.

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Adjournment

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(The Board of Trustees meeting commenced at 12:14 p.m., and the Board's agenda commenced as follows:)

DR. O'BANNON: We thank everybody for coming. I want to particularly thank the legislators who are here. I know it's a sacrifice, but we're doing good important work.

What we're going to do is adjust the agenda just a little bit so that we get the voting things done up front. So what I'd like to do now is go ahead and ask everybody around the table to briefly introduce yourself and tell us what your perspective is and who you represent. And then we'll go on with things. Riley?

MS. SHAIA: All right. I'm Riley Shaia. I'm a community member and I work in the health and wellness space.

MR. JOHNSON: I'm Tyler Johnson. I'm an attorney at Williams Mullen and I'm also community member.

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DR. ANSONG: I'm Annette Ansong, I'm a pediatric cardiologist in Washington, DC.

MR. CLARK: I'm Delegate Clark representing the 84th District, parts of Suffolk, Chesapeake, Franklin and Isle of Wight County. I'm also -- I've got a great job. I work in health care, I've worked in the community mixing in health services.

DR. MUELENAER: I'm Andy Muelenaer. I'm a retired pediatric pulmonologist, continuing to work at Virginia Tech and shortly at the site for International Research Education.

MR. MARSDEN: Good afternoon. I'm Senator Dave Marsden from Fairfax County. I'm --

DR. O'BANNON: Go ahead. I stole your thunder. Tell everybody you just came from a Senate Finance Committee meeting and things are wonderful?

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MR. MARSDEN: Well, things look -- right now, look good. There's been a slight up-tick in unemployment, but still within the normal -- normal range. I don't seem to have too much in the way of increases.

It's mostly at the lower end of things in terms of consumer debt. We have -- we're receiving revenue projections and what have you.

The housing situation is -- especially in Northern Virginia where there's going to be more inventory coming up. The question is that inventory gets too high, then starts to drop, housing prices on one level, but also up on -- on revenue.

Localities in the state are very, very different on revenue pictures right now. So but anyway, it's generally good right now.

DR. O'BANNON: Thank you.

MR. MEHTA: I'm Zubin Mehta. I'm a student at Collegiate.

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MR. PEARSON: Randy Pearson. I'm a community member and vice-president of Two Capitols Consulting where we represent various interests in the health care space.

MS. MCVOY: Robin McVoy with the Attorney General's Office.

MR. SORRELL: Andy Sorrell, deputy director of the Foundation.

MS. KILGORE: Marty Kilgore, executive director of the Virginia Foundation for Healthy Youth.

DR. O'BANNON: John O'Bannon, retired neurologist.

DR. QURESHI: Ghulam Qureshi. I'm a retired oncologist medicine at MCV. Now I'm doing this and I thought I was retired. Then I got a phone call.

MS. ADDISON: Karen Addison, member of the public. I'm a lobbyist where health

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care is the focus.

DR. LINDSAY: I'm Angie Lindsay, I'm an emergency physician at VCU.

MS. SEIBOLD: I'm Delegate Holly Seibold. I represent the 12th District in Fairfax County as well.

MR. HILBERT: Good afternoon, Joe Hilbert. I'm deputy commissioner of the Virginia Department of Health representing the State Health Commissioner, Dr. Karen Shelton.

MR. HUGHES: I'm Pat Hughes, currently homeless. I really thought I was retired from food safety and food security world. But I keep getting sucked back in.

MS. CRUMBLE: I'm Katie Crumble with Virginia ABC. I'm the director of community health and engagement there.

MS. KIEWIET: I'm Keely Kiewiet.

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I'm the new public engagement manager.

COURT REPORTER: I'm Debroah Carter, your Court Reporter. And I don't know why Dr. O'Bannon wants me to talk.

MR. SAGGESE: Good afternoon. Dave Saggese, director of marketing for your foundation.

MS. L. BROWN: Hi, everyone. I'm Lisa Brown. I'm the regional and research grant administrator for the foundation.

MS. ALLEN: Good afternoon. My name is Chris Allen. I'm with Chesterfield Parks and Rec as their agriculture coordinator.

MS. WINGFIELD: I'm Lynne Wingfield. I represent C-Fit community, a non-profit that is dedicated to the health and well being of our community.

MS. T. BROWN: My name is Terri-Ann

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Brown. I'm a regional grants administrator with VFHY.

DR. SNELL: Hi everyone. I'm Morgan Snell. I'm a research professor at VCU and I'm one of your grantees.

MS. COBB: Hi, Caroline Cobb. Associate professor of psychology at VCU, another grantee.

MS. BURKE: Eloise Burke, senior administrative assistant with Virginia Foundation for Healthy Youth.

DR. O'BANNON: Two folks online, but we're going to hear from them.

MS. BURKE: Yes.

DR. O'BANNON: All right. I'm going to ask that you all look at the minutes. If there are no additions or corrections, we'll accept the minutes as they're presented.

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MR. SORRELL: Mr. Chairman, Mr. Johnson had a correction to note.

DR. O'BANNON: Okay.

MR. JOHNSON: Yeah, there was a line about me, but I -- I saw a -- it was a small correction.

DR. O'BANNON: Thank you for reading it. All right. We're going to defer the comments and reports and get into the new business.

And the first order of business, every September of every other year, we choose to elect the Chairman and the Vice-Chairman for this Board.

I think as you listened to the introductions, you got a feeling for how diverse and how well put together the Board slots are -- which I think is one of the reasons why we function as well as we have for so long. So Andy, would you present this?

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MR. SORRELL: Yes, sir. Thank you, Mr. Chairman. So as Chairman O'Bannon mentioned, every two years or when a vacancy occurs, our bylaws require an election of the Chair and Vice-Chair.

And it's an odd number year, 2025. So -- and at the first regular meeting after July 1, so September. You might recall that Eloise solicited nominations for these positions back at the end of August through just after Labor Day.

And I believe now we would like to proceed with those elections unless there's any questions on that.

DR. O'BANNON: Go ahead.

MR. SORRELL: Okay. So as far as the -- the Chairman is concerned, two nominations were received and they were Dr. O'Bannon and Randy Pearson. And I think at this time, we'll want to open the floor to any nominations from the floor if there's any additions.

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DR. O'BANNON: So Randy and I have been nominated. We're going to step out. If anybody wishes to put forward a nomination, the floor is open now to do that.

I'm going to pull a Lyndon Johnson and tell you that my term ends in July or June of '26. So I'm going to hope that you all pick Mr. Pearson to be your chairman. We'll step out and you pick Randy.

(At this time, Dr. O'Bannon and Mr. Pearson left the conference room.)

MR. SORRELL: Are there any additional nominations from the floor? Hearing none, all right. Do we have a motion to close nominations?

MR. HILBERT: So moved.

MR. HUGHES: Second.

MR. SORRELL: All right. We have

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two nominations for chairman. How would we like to proceed? Shall we do each or how -- can we just do -- shall we have a motion to elect the chairman and let's -- so in the motion to elect the chairman, I think -- let me start with Randy first.

So Mr. Pearson has been nominated to be chairman for the next two years. Do we have a motion to nominate Mr. Pearson as chairman?

MR. MARSDEN: So moved.

DR. QURESHI: Can we move for a discussion?

MR. SORRELL: Yes, we can have -- and then -- is there discussion?

DR. QURESHI: Can I talk?

MR. SORRELL: Yes, that would be fine.

DR. QURESHI: John has been with

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this organization for a long time. He has been outstanding. You know what he has done. He has been here. He is dedicated, he's committed to this, and he's followed it. I'm not saying that the other person may not be as dedicated.

But slowly you -- you train people who want to ensure that he would spend so much time. He has only one more year in the time and I think he should finish out.

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MR. SORRELL: Any other comments?

DR. ANSONG: May I ask a question? So if Dr. O'Bannon is elected, when his term ends then we have to have another election at the end of his term?

MR. SORRELL: If -- if Dr. O'Bannon was elected to leader position, his term would -- his term would end June 30th, 2026. And then there would be a new election after the next meeting for whatever position is vacant. That is if he's not re-appointed in

a different capacity. In his current capacity as a -- as a citizen, that would expire in June.

MR. MARSDEN: I kind of took Dr. O'Bannon at his -- at his word there that he would like to see someone else move into the position.

I assume that that is his desire to -- to -- I hope he would to stay with the organization, but he would step down.

And I will say this, I have been working to make the school policy that we create a[n] online program in civic education for college students here in the Commonwealth -- not just political science, but actually visiting electoral boards and -- and legislators and school boards.

And offering bills and doing things to get them truly engaged as opposed to learning the three branches of government. And Randy Pearson has been all through that, hooking me in with -- with DPAP and with other, you know,

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organizations. He's quick, he's organized and I think he would be a -- a great asset to the organization.

I would certainly support John if he decided to run again, but I think he's giving us a pretty broad hint here that -- that it's time that he step down. I couldn't think of anybody better than -- than Randy to assume the role.

MR. SORRELL: Any other comments? Okay. So I think that really jumped into that little queue quickly. But are there -- do we have a nomination for chairman -- I mean, is there a motion for chairman after hearing those comments -- that probably is a better way to do it.

MR. HILBERT: I move that we elect Randy Pearson to be president -- to be chairman of the --

MR. SORRELL: Do we have -- do we have a second?

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MR. HUGHES: Second.

MR. SORRELL: All right. All those in favor of Randy Pearson as chairman --

BOARD MEMBERS: Aye.

MR. SORRELL: All those opposed? Motion passes, thank you. Okay. Do we want to allow them back in or do we want to do vice-chair next?

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MS. ADDISON: Do vice-chair.

MR. SORRELL: Do vice-chair, okay. So we had -- we did not have any nominations for vice-chair. But we -- in speaking with -- with Randy and -- with Mr. Pearson and Dr. O'Bannon, they said we -- Dr. O'Bannon mentioned that if he was not elected chair, that he would be -- he would be willing to consider vice-chair.

Of course, that would mean -- mean that we would need to do this again in June. So I just wanted to mention that, but

are there -- are there any nominations from the floor for vice-chair?

MR. MARSDEN: I nominate John O'Bannon.

MR. SORRELL: Okay.

MR. HILBERT: Second.

MR. SORRELL: All right. Any other nominations? All right. So all those -- do we have a motion for Dr. O'Bannon as vice-chair of the Foundation for Healthy Youth?

MR. HUGHES: So moved.

MR. SORRELL: Okay. All those in favor?

BOARD MEMBERS: Aye.

MR. SORRELL: All those opposed? All right. Dr. O'Bannon is vice-chair. Thank you. Let them back in.

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(At this time, Mr. Pearson and Dr. O'Bannon returned to the conference room.)

MR. MARSDEN: We got what we wanted at the end of it all.

MR. SORRELL: All right. The vote was Randy Pearson as chairman and Dr. O'Bannon as vice-chair.

DR. O'BANNON: I'm scared to ask, why'd it take so long?

MR. SORRELL: I had to muddle through it, but we got there.

DR. O'BANNON: All right. Thanks everybody very much. I think you've chosen wisely. I look forward to working with everybody.

MR. MARSDEN: Mr. Chairman.

DR. O'BANNON: Yes, sir.

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MR. MARSDEN: I would like to say what an exquisite job you have done in your tenure as chairman. And I can't thank you enough.

DR. O'BANNON: We're on here at about the same time, so let's be careful about being nice to each other. We've got some old times together, but thank y'all very much. All right.

And in the interest of time, we're also going to move on to contract approval, which Andy's going to present. Basically if we have rules which say if there's a contract over $50,000.00 that it needs to come before the Board. So that's the reason for this --

MR. SORRELL: Yes, sir. Yes, this is from our chief public information officer, Brennan Smith -- who is out sick today. But he wanted me to relay that back in -- when the Board adopted your budget back in May, they included funding for this particular contract. However, the contract

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had not been executed yet or wasn't ready to be executed yet. So since contracts above $50,000.00 require the Board's approval, we wanted to bring it to your attention now.

So this is for a contractor that would assist in the content planning and -- or MC work with hosting the Champion for Youth Summit that would be this coming May.

Because of the -- of the amount, we did issue -- enter into a short term agreement that was under the amount that the Board would approve, but that didn't guarantee that it was going to approved.

So while we brought it back to you today was for the remainder of the work during the fiscal year. The amount -- so what this would be requesting is the Board to approve a nine-month renewal option for Spotlight Marketing Solutions.

Hold on, I've got the contract number here. The contract number 8521648 with a total contract expenditure not to exceed $180,000.00. This was already

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mentioned, already approved it as part of the budget to adopt it in -- in May. And because it's the -- the $180,000.00 includes the -- the up to $50,000.00 that was already done prior to here -- from May and to now.

DR. O'BANNON: All right. Any members have any questions? All right. Is there a motion to approve Spotlight Marketing Solutions contract?

MR. HUGHES: So moved.

MR. MARSDEN: Second.

DR. O'BANNON: Any discussion? All in favor, please say aye.

BOARD MEMBERS: Aye.

DR. O'BANNON: Thank you all very much.

MR. SORRELL: Thank you, sir.

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DR. O'BANNON: And our FY25 year end financial reports.

MR. SORRELL: Yes. So as you saw in your packets, we got a lot of financial papers in there after the minutes. And they relate to our year-end financial position.

The bottom line is our revenue reflects our Master Settlement Agreement funds of about $9.8M that we received back in May.

But the other key thing is that it notes about $4.5M that were not in MSA dollars that we received from grants and from other funding sources.

They include the General Assembly and from things like that related to the JUUL settlement dollars, money -- grant dollars from the Virginia Opioid Authority, which we'll get into in a moment and other sources.

I'll also note that our financial position notes a -- an endowment of $6M that is more -- created with funding about a year or two ago. That's earned

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about $500,000.00 in interest since the time that was created. So that was something -- that was why we created -- the Board created an endowment policy, I believe, and set how that would be handled.

I'm happy to answer any questions that you might have on that year-end financial -- the year-end financial documents.

DR. O'BANNON: Great, thank you. Any questions? Move to approve the vote?

MR. PEARSON: So moved.

MS. SEIBOLD: Second.

DR. O'BANNON: Thank you. Discussion? All in favor, say aye.

BOARD MEMBERS: Aye.

DR. O'BANNON: And we have one additional revision.

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MR. SORRELL: Yes. And so that was actually just the financial report. The budget that we would be doing would be this one right now.

So there was a memo in your staff -- in your staff packet -- I mean, your Board packet. And that memo -- I need that folder. Okay, that memo had two items.

One was a budget revision and then a budget reallocation. The first one was for the budget revision. I remembered as we adopted our budget back in -- in May for FY26 and '27.

At that point, we were hopeful that we might be lucky enough to receive a grant from the Virginia Opioid Authority for the next round of funding that they were offering that we would hope to hear in August.

Well, we were fortunate and in early August, we were pleased to learn that our full grant request from the Opioid Authority was approved. So that added $1.74M to our budget. And we need to make sure we account for that. And so that is

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$1.6M for the third phase of our Deadly Dose Fentanyl awareness marketing campaign that Danny and the marketing team runs.

As well as $140,000.00 for continued expansion of the Dangers of Fentanyl lesson that we have produced. These are funds to be expended between October 1st of this year through September 30th.

They run on like a federal cycle. But anyhow, this addition of $1.74M would increase the amount of funds that we have to operate with from like $18.5M to $20M -- $20.3M.

And the budget that we would actually utilize from $16.7M to $18.4M. And so this has not changed the FY27 budget, which is our outlying one.

And we will figure out where we need to be with that one in May of next year after the State adopts its budget to see if there's any additional funds that might come from other sources other than MSA. So I have a copy of that -- of the actual numbers in this budget. You also

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have a copy of the -- of just the words there in the memo. If you'd like a copy of the actual budget, I have that. I'm happy to -- in fact, I'll pass them out just so you can see that.

I meant to include these in your packets, but you have the numbers form. This is just how the numbers lay out. So what this would be and asked for would be a request that the Board approve and adopt an amended operating budget for the FY26 budget with expenditures of $18,451,138.00 and an estimated budget for FY27 which includes the same of $11,269,138.00 -- as detailed in the memo in your packet and as the budget document that was distributed just a moment ago. I would be happy to answer any questions that you might have on that particular item.

DR. O'BANNON: So the good news is that we actually are -- have the grant with the Opioid Abatement Authority. That's an ongoing stream that is already proven to be very helpful. It's begun to dim the curve

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some on the overdose gap. We've got an ER doctor here that's probably facing this every day where she works. So I think that is good news.

We've got miles to go, but at least we can continue to do that. So any questions on that budget revision? All in favor, please say aye.

BOARD MEMBERS: Aye.

DR. O'BANNON: Thank you all. And then you've got one additional.

MR. SORRELL: Yes. And the second part of that in the budget memo, you'll notice a budget reallocation. This is for -- as you're probably aware, we fund a research grant to VCU to study the chemical composition of vape devices that have been compensated by JUUL systems so that we can better understand -- so they can better understand what youth are inhaling when they vape. This project is innovative and stakeholders across the country look to

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Virginia as a leader in this particular research. And this -- this past summer, the primary researcher, Dr. Peace -- Michelle Peace -- noted that the partners and also desire to understand different types of contamination with these vape devices.

Microbiological contaminations such as mold and polyform and yeast and things of that nature. And so far that's been beyond the scope of the grant.

In addition, they've been getting a lot of different -- well, a lot more requests to speak to Virginia schools and community stakeholders across the state than they had initially anticipated.

That's important because the more stakeholders that they speak to and encourage the participation of, the more vapes that get submitted to the program.

And the more representative sample that we have so that we can show what's in these vapes and the things that -- that are dangerous to use across Virginia. So as part of that, she requested an expanded scope of work to note some possible

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cost -- that had some additional costs. And she noted an approximate need of about $50,000.00 for personal -- personnel, supplies and travel.

And so you might recall that back in May, the Board approved a budget option of up to $150,000.00 to assist the Health Department with the Virginia Quit Line in case funding from CDC did not come through.

That is still pending. I've spoken with the project manager there. They should know some time in October. But in speaking with them, understanding if we were to provide $50,000.00 to Dr. Peace's project, and if we need the remaining $100,000.00 for the Health Department and the Quit Line -- should that be needed -- it would still allow that program to operate and -- in the -- in the near term, not for the long term.

So that would be the request, the Board approve and adopt a budget reallocation that would reallocate $50,000.00 of the total $150,000.00 that had

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been budgeted in FY26 for Virginia Department of Health's partners report to be allocated to the VCU confiscated vape project.

This would leave about $100,000.00 to be utilized by VDH to support the Tobacco Control Program or the Quit Line should VDH not be awarded the CDC grant.

So this does not change anything about your FY26 budget in totality. That stays the same. This is just moving around potentially how that funding -- that budgeted funding would be utilized.

DR. O'BANNON: So we discussed the Quit Line last time a little bit and the value that -- in supporting that. Vaping is all over. And this research basically is what's in the vape and what contaminants are in the vape.

So it certainly stands for -- it's a $50,000.00 threshold, so we're bringing it before the Board for the request that we go ahead and reallocate this. Anybody want to speak to this? Joe, do you

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have any asks?

MR. HILBERT: Yeah. I was going to actually ask before I leave to bring this up. This would be coming from the research committee. North Carolina very quietly passed a law that took effect May 1.

They had a 60-day grace period, so it's really effective on July 1 -- no vapes that are not FDA-approved can be sold in the State of North Carolina.

So now -- there are a couple of little loop holes in there for people that are appealing and stuff like that, or applying for FDA approval, they can continue with them. But that can be done.

I think this -- this body needs to spend more time looking at the vaping issue and spend more money on it.

MS. SEIBOLD: We actually did pass that bill, essentially.

MR. HILBERT: Good.

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MS. SEIBOLD: I don't know when it's supposed -- I don't know the exact date. But Rodney Willett and Senator Deeds and Senator Hill, I think, passed that bill. So we might see some change.

MR. HILBERT: Good.

DR. O'BANNON: Well, they're popping up everywhere. Our Court Reporter reminded -- it's next to her. All right, great. So is there a motion that we approve this?

MR. PEARSON: So moved.

DR. O'BANNON: Thank you, and a second?

MS. ADDISON: Second.

DR. O'BANNON: Any further discussion? All in favor, please say aye.

BOARD MEMBERS: Aye.

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DR. O'BANNON: Great. All right, thank y'all very much. It reminds me going back to big tobacco in the days of tobacco. When we actually started this, it was a huge issue we had to fight.

And it's where are now -- different players, same game. All right. We'll go ahead now with the agenda. I'm going to do a brief Chairman's report. We've already covered some of this.

And you're going to see that your organization with the team here continues to really be busy to get good things accomplished. And with your help -- you all are community leaders and business elected individuals.

We'll be coming at you again this year because there's bound to be some stuff in the budget we'll need to vote for that could help.

We've talked about the Opioid Abatement Authority. The other thing, and Delegate Seibold discussed this with some of us about the youth survey. This is the old -- in the old days it was called the Youth

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Tobacco Survey. And it's now the Youth Health Survey and it has not gotten easier to obtain the educational world's support for these surveys.

Everybody is sensitive about surveys and there's good reasons for that. But having honest some sort of data is really critical to Danny's mission when you go see the marketing campaigns.

So we may be asking for some help going forward on that again this year. And that's an every two-year project. So I hope we don't have to do that fight once every two years. But that's mine and I'm going to turn it over to Marty for the chairman's report.

DR. QURESHI: Before we go forward in our meeting, we were -- we were reviewing how hard it is to get this done. I think schools or teachers may feel like, hey, what is there for me? Or school, what is there for -- basically the same thing. Some way if we could -- some way you could make it attractive to the people who are collecting

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and who are physically there managing it. The teacher -- I'm not saying the teachers' salary should increase or give them a scholarship -- no.

Maybe some incentive going forward. This -- their -- if they had -- we had some incentive which could be used. Or we could use -- the Board should consider incentives. That's my proposal.

DR. O'BANNON: Thank you. It's interesting because the Health Department and Education are the two branches of government that actually do this. And it just occurred to me that a little gift card for every kid might --

DR. QURESHI: Something, just something.

DR. O'BANNON: I'll tell you a story. When we first stood up the marketing campaign, we put out a request for proposal. And one -- one company Doug Burbon [phonetic], an advertising company -- his

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proposals paid every sixth grader $500.00 if they promise not to smoke for a year. We didn't adopt that one. Anyway, all right.

But let's think about this. All right, we have -- the next item of presentations. And first is C-Fit Community. Oh, we got to do yours.

MS. KILGORE: Okay.

DR. O'BANNON: That's right.

MS. KILGORE: Thank you, Dr. O'Bannon. Okay, so we're going to start today with Programs. So we are continuing on with the group work that the marketing -- that the proposal team is doing.

So we did orientation for all of our VFHY grantees, including Al's Pals, Catch my Breath, Too Good for Drugs, You, Me Together Vape Free.

And then -- as well as conducting site visits. And site visits are a very important component to where we see if grantees are making their goals and

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objectives. Staff continued on-boarding of grantees to Catchafire. And Catchafire is the online pro bono professional support platform.

And we also assign grantees end of year evaluation reports. And lastly, we will hear more during our committee report that we are currently funding HCAT. So our HCATs are Healthy Community Action Team grants.

And these grants applications work to reduce and prevent childhood obesity and address systems change. So these grants are due October 8th by 5:00 p.m.

And you can follow up with any of our RGAs about this funding, Terri-Ann and Lisa raise your hand. All right. So if you know a locality that might be interested, please see them.

Marketing. So we talked about our funding from the Opioid Abatement Authority and our Campaign for Youth is Deadly Dose. So we're launching our next reiteration and we're continuing on with It Only Takes One, which is the partnership

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with the first lady of Virginia. And VFHY is the fiscal agent for that campaign and does the behind the scenes work.

Most recently supporting an event on the campus of JMU to help raise awareness of the dangers of Fentanyl among college-aged students. So Danny, we celebrated our 17 annual Y Street Leadership Team.

So this event is a culmination of an event that happens all week. And then on Friday, we have a luncheon. And the different Y Street members get to practice their elevator speech and talk about the different campaigns they're going to be working on throughout the year.

So it's really a fun and engaging event. And the youth are so excited to have the opportunity to talk to you and to share their message.

And of course, the messages that we're trying to stress are our Tobacco Free parklands, which Emporia in Greensville County recently adopted, as well as Rev Your Bev which is water wellness policies that

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include -- improve youth hydration and health. Research. So Lisa recently conducted two site visits. And one was at ODU and one was at George Mason.

And then the other thing that we're working on right now is our Virginia Youth Survey. And as Dr. O'Bannon said, we are really going to need a lot of help with this, this time.

For whatever reason, a lot of school divisions are saying no. And so this is where VFHY gets their report card. This is where the Virginia Department of Health gets their report card and we know how we're doing.

And that with the vaping, you know, we started out around 18 to 20% and now we're down to 8.9 -- something like that. So we really -- this really lets us know where we are.

So it's a really important survey. And so I know that we -- Senator Marsden, we're going to need some help in Fairfax. I've got a call in to Delegate Hope in Arlington. I know that Delegate

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Seibold is going to help us, so -- and Delegate Clark, you're on our list as well. So we appreciate all that you're going to do to help us because this truly is an important component of how we know the risky behaviors that kids are doing and how to address them.

All right, substance use prevention. There's always a lot going on here with Fentanyl.

MR. CLARK: You missed a bucket.

MS. KILGORE: Oh, I'm sorry.

MR. CLARK: It was in grants. Is there -- do we know what localities are like already going after the grants? Because I would like to have more information on that process.

MS. KILGORE: Yes, we do. Yes. So we can work on getting that to you.

MR. CLARK: Thank you.

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MS. KILGORE: All right. So for substance use prevention, How Depressed is our middle school Fentanyl launch-able. So we had one for high school.

But we heard from our stakeholders and they said it's really imperative that we get a middle school module as well that's age appropriate.

So we received funding from the Opioid Abatement Authority and -- so that is hot off the press. We also did incentives to schools to help reach those at risk -- kids who are most at risk for Fentanyl and -- so that went very well.

So we had over 8,000 kids who did the online module and -- in these at-risk areas, so we were really excited to see that.

And then, of course, for National Fentanyl Prevention and Awareness Day, the first lady was spreading the message far and wide. And then our very own Zubin had an op-ed and we really appreciated him getting an op-ed out there. And he really did a great job. Okay, and then last

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but not least, our collaborations, meetings and presentations. So VFHY is always meeting with various groups and entities and these are some of the different groups that we've met with since our last Board meeting.

I will say that the phase two of It Only Takes One -- which is the first lady's campaign -- is going really well. And then we have Commonwealth Day of Play.

And so Eloise and Terri-Ann -- raise your hand -- your time, and Michael also, went to the Commonwealth Day of Play. So that was really a good time, they said.

And then lastly, we had about three or four staff that went to the national conference for Tobacco or Health in Chicago. Raise your hand if you did that.

So we're leaning on them to find out who the speakers were so that we can get them to come and speak at our conference.

So the last thing will talk about are our administration objectives. So one thing that we had as an agency head, we had these quarterly metric review meetings.

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And they're very riveting with lots of data. But you get put on the hot seat if you do not meet your goals and objectives. So I had to -- we had not conducted our 2025 survey because it's coming up this fall.

So I had to argue that I was in the -- oh, what do you call it when you're in the -- you're in the zone? Well, in the green. But I was within the margin of error -- margin of error.

I was within the margin of error. And so everyone laughed at -- they -- so I got a pass. So I was able to stay green.

So we are really proud of the progress that we've made on these, in all seriousness. And you know, we as staff do take it very seriously.

And the one thing in the beginning was cannabis and we started that at 17.3 and we're down to 9.5 over the last four years.

So I'm excited to see what the survey will show this fall to see what our numbers actually are. And all the agency

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heads take these okay [indiscernible] very seriously and we're just so proud of the work that the staff -- and especially our stakeholders -- are doing each and every day on our behalf. So thank you.

DR. O'BANNON: Great report. Any questions? Super. All right, now we can do presentations. Who's up first?

MS. T. BROWN: I'll just introduce the speakers. As you've heard, the programs department currently has a bunch of applications out right now that will allow organizations across the State to apply for funding to form Healthy Communities Action Teams.

And these HCATs put together proposals that will address obesity prevention and the reduction of obesity in their community.

So we thought it would be nice to bring in a couple of our HCAT grantees to share with you the work that they're doing right now. And so online we have Rachel

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Hopkins, who is the CEO of child -- Child Health Investment Partnership of Roanoke Valley. And she's going to speak about their work to increase breast feeding among low income mothers in Roanoke through trauma and supporting important education.

And then here with us today we have Lynne Wingfield who is the community coordinator for sit fit -- the C-Fit community in Chesterfield County, and she's an HCAT coordinator.

And she brought with her one of her partners, Chris Allen, from Chesterfield Parks and Rec. And they'll go after Rachel to talk about their HCAT.

MS. KIEWIET: Let me make sure she can.

MS. HOPKINS: Would you like me to get started?

MS. T. BROWN: Yes.

MS. KIEWIET: Yes.

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MS. HOPKINS: Okay. So my name is Rachel Hopkins. And as she said, I'm the CEO of the Roanoke Valley -- we -- I'm also the CEO of lead agency in our -- our HCAT. Our HCAT's name is the Nourish Network.

We -- I wanted to kind of -- my plan today is tell you a little bit about what the last two years have looked like for our health community action team, what we've accomplished and what we're a week away from accomplishing. So our Healthy Community Action Team, the Nourish Network, is --

DR. O'BANNON: Can you speak suspend --

MS. HOPKINS: -- applied for funding --

DR. O'BANNON: -- just a second and let us --

MS. KIEWIET: Yeah, we're working out -- sorry, Rachel. I'm only hearing you through my computer, so we're going to try

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to fix your audio here. Here, I think I got it. All right, can you speak for us again, Rachel? Not hearing her. How about now? Try one more time.

DR. O'BANNON: Anybody on the Board who'd like to act as a technology consultant?

MS. KIEWIET: Yeah, it keeps kicking the audio volume back down once I --

MR. SORRELL: Once you turn it up?

MS. KIEWIET: -- select it? Yeah.

MR. SORRELL: We'll do Chesterfield right now --

MS. KIEWIET: All right, perfect. Yeah.

MR. SORRELL: -- and then we can do her afterward, yeah.

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MS. KIEWIET: Okay. Rachel, we're going to fix your audio in the background and we're going to have someone else present before you. Sorry about that.

DR. O'BANNON: We're going to have somebody -- all right, yes.

MS. WINGFIELD: So in person. So yeah, we're glad to shift. I was just telling Terri-Ann like I -- I have been around a really long time.

And a lot of younger people tell me that all my technology issues are because of my age. So it does make me feel a little better when I know that younger people have little glitches with technology. It makes me feel better.

Also, Danny -- so I've been around so long, Danny and I both had dark -- had brunette hair. I actually worked with this foundation when it was first formed. I was in charge of health and physical education for Chesterfield County. And we -- when the funds first came, we first

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started doing tobacco education and things in the schools. So to see it grow and to see what -- what impact Virginia Foundation for Healthy Youth has had is really -- it's really cool.

So I'm Lynne Wingfield. I am -- actually, I represent C-Fit community, which is a Chesterfield-based non-profit. And we basically are -- our vision is that we lift up all types of well being within Chesterfield County.

It can be any age group, it can be any -- it could be financial resources, it could be physical resources, it could be mental, emotional. And we do that by having a community.

So when we were able to apply and receive the funding for the HCAT, we were focusing on -- at that point -- increasing access to fresh fruits and vegetables for our youth in Chesterfield County. And our main success, I think, in the -- in the two years, and I'll start my third year with this program is the -- the group that we have within Chesterfield

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County. So these are some of our organizations that we partner with. We are extremely fortunate that we have a very supportive county government and school division.

So as a non-profit, we work hand in hand with a lot of departments. It could be social services, it could be mental health. It could be the Pre-K program at the schools.

But we do a lot of things where we as a non-profit can coordinate with the schools in the county to really elevate what's already going on.

So what we say with the C-Fit community is we don't really want to be the plant, we want to be the Miracle Grow. So what we're trying to do is elevate. We don't need more programs, we need more emphasis on the programs that we have.

So our partners vary from all the county agencies -- we also, when we started this grant two years ago, worked with Greater Richmond Fit for Kids through the Y and all the fabulous things they do.

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When we needed somebody to help us figure out how do we set up SNAP services at a Farmers' Market. Like I said, I've been around a long time and what I do know is I know very little.

I know a little bit about everything. I am super-knowledgeable about nothing, but I know who is. So I reached out to Mary Dunne Stewart and I said, hey, are you guys able to help us do this?

And that's the collaboration of any -- in this area that we are really so fortunate to have. In our year -- two years plus a little bit that we've been doing our program, our program is based on -- like I said -- increase of fresh fruits and vegetables.

And we do that through multiple things. Our main pieces that we are starting to add SNAP access at Farmers' Markets.

So Chesterfield County has a Farmers' Market that's run by our Parks and Rec department that's been -- I think this is year 15 for the market. They have looked

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at trying to add SNAP. And as a government entity, it's a little bit hard to do that. And you're reimbursing vendors and there's a lot of things. So we, as a non-profit and as the HCAT, have been able to come in and serve in that role.

So we show up, it's the -- it's just the best thing ever. Every Wednesday from 11:00 to 2:00, if you're not doing anything hop on by the Chesterfield County -- you know, the county complex.

There's -- there's food, there's vendors, there's music, there's all -- it's just -- it's all kinds of fun. And what we've seen is an increase -- we have -- with the Chesterfield market and then this year we actually added -- this past April we added a Latino Farmers' Market that is located at Rockwood Park in Chesterfield, the same thing.

We have staff that come out. We educate people on the SNAP services. We have connections to our social services people if somebody has questions. And we're able to have these people that don't get to

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use their SNAP services at a fresh market. They might be able to go to the grocery store and get fresh, but we got the fresh -- the tomatoes got picked this morning and are brought right to you fresh.

And they get to meet the farmers and they get to learn. We've had educational pieces at the Farmers' Markets where the kids learn about what do you do with a tomato?

Then we're giving them $5.00 coupons where they can go to the produce farmer and they can pick out the tomatoes. They learn a little recipe.

They have a little tri-fold -- a little informational thing about -- about what's good about produce, what's good about fresh things, what can you do with them?

So over this period, it's been approximately about $10,000.00 that we've been able to use to help people purchase the produce, run programming and those types of things at our markets. We also, in year three, are working on the concept of. We have these things at the markets and -- and

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they're really good and really positive. But we want our youth to take the lead. A lot of you have been in your positions a really long time, too.

And they're like me, at some point when I'm not here, how are we going to get youth focused on the importance of fresh produce and the importance of just learning about agriculture in your community.

So for that part, we're shifting in year three -- and I'm going to bring Chris up here just to tell you a little bit about how we're -- we're still running the SNAP programs at the markets.

But this is an additional thing that we're going to be adding to really let the youth take over the lead in what we're working on.

MS. ALLEN: So one thing that we were able to partner with was one of our ag -- urban ag teachers at our tech center. So they will be taking their students into five local elementary schools. They'll be

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working with a garden and they will also be introducing the school population to fruits and vegetables where teens in the tech center will be teaching the children this is how we grow it.

This is how we can harvest it and this is how you're able to make it. So this will be over the span of the next school year.

Also going to be supporting partnership summer camp programs, again, with the field trip in the summer where the kids are actually able to eat a lunch prepared by CCPS food and nutrition where they're buying farm to table food.

And then the kids are able to go out into the market and meet their producers. And then able to buy something from the producers to take home. And then just kind of confirm and amplify all that they have experienced in those field trips. Any questions?

MS. WINGFIELD: I think we've talked long enough now that we got them

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ready for the next people.

MS. KIEWIET: We shall see. Rachel, could you try speaking one more time and we'll see if we can hear you.

MR. SORRELL: If the audio doesn't work in this communication, it's not working. And we'll get a copy of the presentation and send it out to the Board and we'll move to the next -- we apologize for the technical difficulties.

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MS. KIEWIET: Sorry, Rachel. We still can't hear you, so we're going to get a presentation from you. We'll work with you after the meeting. I'm so sorry about that. Thank you for joining us.

DR. O'BANNON: We'll save a spot at another meeting.

MS. T. BROWN: Our next presenter is from our research arm. And it's Dr. Morgan Snell with VCU and she's going to

be talking about her project, developing a policy to regulate tobacco retail outlet density. And I want to definitely applaud Morgan and her team because she'll be talking about a law that was passed.

It helped with -- they were able to pivot, thinking that this law was not going to be passed before they started this project.

So they're -- their game was developed -- wasn't developed until the -- within the three-year cycle. And they had to swap everything to the front end. So it's a great project and you'll hear about it.

DR. SNELL: Yes, thank you everybody for having me today. We are so excited to partner with the Foundation. And as you'll hear, we designed what we thought was a very effective project.

And then we were thrilled that the legislature decided that they also wanted to see this happened. And it just accelerated our time line a little bit,

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which I'll tell you about. Let me see if I can --

MS. KIEWIET: If that doesn't work, you'll have -- okay, advance.

DR. SNELL: There we go. Okay, perfect. So my plan is to introduce you to our team at VCU and our team member East Carolina.

Tell you a little bit about our overall project goals, what we worked on this past year -- which is our year one. And then what we're working on starting in year two and beyond.

And make sure we have time for questions or comments or suggestions. Very good. Okay, so our team at VCU is myself and Dr. Bernard Fuemmeler who's also partnered with the Foundation successfully in the past.

Dr. Andrew Barnes from my department. We have some lovely research assistants who work with us and a partner at East Carolina. We have expert advisors who

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we meet with monthly from Virginia Department of Health, Department of Behavioral Health and Developmental Services and the Virginia Association of Zoning Officials -- which we're particularly proud of as well.

So our overall project aims were to analyze the extent to which traditional tobacco retail outlets -- convenience stores, gas stations, drug stores and vape shops -- were clustering around what we call priority populations.

So youth, and then among youth -- if there were any significant predictors of groups of youth who might be more likely to live in more dense retail outlet environments. We also wanted to identify some opportunities using zoning. Can we go back?

MS. KIEWIET: Okay.

DR. SNELL: Sorry. That could be scaled and adapted to fit the needs of Virginia localities. And then finally, to

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disseminate our findings in the most user friendly way possible by creating a web-based policy tool kit using some user-centered design processes to make sure that anyone anywhere in Virginia could figure out where the tobacco retail outlets are around them, how densely they are -- how densely populated they are, where the locations are of youth and then what they could do about it if they found something that they'd like to act upon.

So our rationale is that there are a couple reasons that you might be interested in regulating where tobacco retail outlets and vape shops are located in your community.

The first is exposure to pro-tobacco marketing advertising. So we know that youth who are located in more dense tobacco retail outlets are seeing much more of this pro-tobacco marketing.

They also have more physical access to purchase products as well. When we looked at some information from 2022 about where youth and young adults are

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purchasing their products. Because some posited first that if you stage [indiscernible] fees or just ID everyone coming through the door, maybe it would be less likely that people would be able to use these locations to purchase products.

What we found was that among youth, about 44% said that they purchased these cigarettes on their own from a retail source. And these are people who are all under the legal age of purchase of 21.

And then among those who said that they bought it -- their product at a retail source, about 22% said they bought it specifically at a vape shop, and about 16% at a gas station or a convenience store -- which we call a traditional tobacco retail outlet.

So despite the potential benefit of being able to ID everyone coming through the door, we still know that youth are finding these products easy to access on their own -- even at their age. In addition, a team of investigators looking at Virginia data specifically found that some

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factors such as increase in neighborhood disadvantage were associated with being more likely to live in more dense retail outlet environment.

Another 2022 study, again, using data from Virginia found that every increase of one tobacco retail outlet per thousand residents was associated with over one percentage point higher smoking products in that locality as well.

And then finally, studies elsewhere have found significant impacts of neighborhood income, age and racial and ethnic characteristics to predict more dense tobacco retail outlet environments as well.

So first, the big question -- how does zoning work and why are we promoting using commercial zoning. So unlike some other states or many other states in the US, the Commonwealth does not have a comprehensive licensure program for tobacco retail outlets and vape shops. Licensure is a popular way to implement regulations that an outlet is required to adhere to. For example saying, in order to

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renew your annual license, you have to show us you're located at least 1,000 feet away from a public school, for example. Or at least 500 feet away from another tobacco retail outlet. Since we don't have that program, commercial zoning -- however -- provides some complementary advantages.

So for zoning -- when we're talking about commercial zoning to open a new business. You find your space to buy or rent and you apply for a permit.

So if a locality in Virginia would like to regulate a specific class of business using commercial zoning, it would amend their local commercial zoning ordinance to classify those businesses as requiring a special use permit, subject then to more stringent requirements.

Luckily for us, this summer -- prior to being funded -- in 2024, the legislature passed HB, House Bill 947 explicitly giving Virginia localities the right to regulate tobacco retail outlets to prevent them being located near child day centers or public, private or parochial

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schools -- removing some potential legal challenges for localities interested in doing this. So to fulfill our first aim, we built some strategic partnerships. We formed an advisory team with representatives from Virginia Department of Health and DBHDS.

We connected with our Tobacco Free Alliance of Virginia members to communicate our plans and gather some stable support from advocates organizations like the American Heart Association, for example.

We also collaborated with an organization called Counter Tools to update publicly available data on public and private school locations and the locations of tobacco retail outlets across Virginia, augment their mapping tool with day cares in light of the wording in HB 947.

And we received a commitment from VDH to host our web-based policy tool kit, which will ensure that it is durable and long-lasting after the project period is over -- which is very exciting for us as well and -- and also increase its

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reach. So other in-line activities and why are we gathering information -- so accessing the data landscape to identify where tobacco retail outlets are located and make sure that we can make that publicly available to folks in the policy tool kit, and explain to them how to use this information.

We also -- I don't expect you to be able to read this -- have been building a comprehensive dataset with tobacco retail outlet locations and social, demographic and economic locations at the county and at the city level so that we can look at patterns of clustering over time among tobacco retail outlets and vape shops to talk about what's been happening and what the trends are in different localities.

We've also been tracking tobacco retail outlets zoning regulations as they're in Virginia as well, and are keeping a database of who is engaged in this space, what they're doing.

And some of the details of the zoning ordinances. One interesting note that's been so far, everyone who is engaged

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in this project has carved out or defined a class of products -- what you might call a vape shop. Rather than having their commercial zoning ordinance apply to all tobacco retail outlets. So we're tracking some trends.

We're also starting to think about how we can synthesize this information to tell people what's going on in their individual locations.

So for example, using the City of Richmond as a key study, we are able to talk about density -- so the number of outlets per thousand residents. We are able to talk about what proportion of those were located within 1,000 feet of a school.

And again, relevant because of HB 947's language. We're also able to talk about which -- what proportion are located within a 1,000 feet of a school and/or day care center.

For example, if that was a stakeholder's question and then we were able to add some of our information from this dataset we're gathering to say, okay, well

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at least in the City of Richmond, almost 70% of tobacco retail outlets are located in neighborhoods where the median level of -- the household income is lower than $50,000.00 a year.

And then about 50% of retail outlets are located in neighborhoods where the median level of income is fewer than $36,000.00.

So we're starting to use the data that we're collecting to describe which communities are more likely to have more dense retail outlet environments using the City of Richmond first as a case study.

So we have some work in progress. We're still analyzing some county and city level characteristics associated with density.

We're working on differentiating between our traditional tobacco retail outlets and vape shops so we can track both of them independently.

And looking at some longitudinal retail outlet environments analyses so we can look at things like

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potential policy impact of Tobacco 21 laws, or the onset of COVID-19 lock down as that would've affected commercial zoning and potentially demand for these products. This year, we're partnering with folks from the Virginia Association of Zoning Officials to do an exciting concept mapping study which is a base method study.

And they're going to help us identify facilitators and barriers to successful use of commercial zoning to regulate tobacco retail outlet placement.

They are the experts and they come from all over the state. And they're excited to talk about this with us and have committed to participating.

We are also particularly proud of the range of ways we've disseminated information as we've gathered it as well. This past year, I think we've made nine -- nine presentations all to different groups of stakeholders and in different ways, depending on who the audience was, to try and send out information as quickly as we were gathering it so that with HB 947 being

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passed and announced, we were able to be as responsive as possible to people's needs for information. And so then finally, we're also shifting information out through these monthly advisory board meetings.

And our big win this year is that we were asked to curate two slide decks for city and county planning officials -- one in Fairfax County and one in the City of Richmond.

And in the City of Richmond, a local ordinance was successfully adopted after planning commissioners received our support. So we were invited to curate data and partner with VDH to do that.

And we were able to help inform -- beginning conversations about amending the local ordinance when the question came up in a planning meeting, and see that all the way through to how they decided to design the ordinance with that provided information.

So I hope it illustrates that what's happening for us, as a product of partnering with you, is this very concrete

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policy project intended to support localities in their own public health goals. And that it's bearing some fruit already that we hope to capitalize on in year two and year three as well. Any questions? Yes.

MR. HUGHES: So couple questions. One, who is the -- is local law enforcement enforcing the law on this if someone is in violation of the zoning law?

And does local law enforcement step in or does it come from the Commonwealth's Attorney or how does that work if someone is in violation of one of these zoning ordinances that localities are passing?

DR. SNELL: So one of the challenges is that zoning commission -- zoning commissioners, zoning officials are the ones who are in charge of citing their businesses that are not in compliance. And these are folks who have full time jobs that include not just your tobacco retail outlets

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and commercial zoning, but all different types of zoning. And so the reason we want to involve them in this -- into this concept mapping study is because from a monitoring and compliance perspective, they're the ones who can foresee all of the challenges with how you write your zoning, determining how easy or how difficult it is to enforce.

So one example is that most -- many of the counties that have already engaged in this process have tried to carve out vape shops as the target for their ordinance.

And so they're had to do this by defining a class of retail outlet. And they've said things like, okay well, if 25% or more of the stock is dedicated to liquid nicotine products and if 25% or more of the retail shelf space is dedicated to these products, they're a vape shop and subject to these regulations.

That's incredibly difficult for a zoning official to determine. It's so precise which is a strain that -- of trying to part out this is what we're regulating,

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not Walgreens or a gas station. But then it creates a tremendous law enforcement challenge for these people who are also dealing with things like political signage. You know, can this building -- is this an extra structure or is this an appendage?

You know, we're hoping the policy tool kit is incorporating that in a way that we are showing people the pros and cons of doing it different ways, with the idea that if you pick this, here's what you can anticipate being potential challenges.

And our experts, our zoning officials, have given you specific detail about that.

MR. HUGHES: Okay, my other question was just a simple -- kind of the same vein -- is -- it's something that we've seen, too, in the cannabis enforcement space as well where the other challenge is that some of those are these opening shops are already breaking the law. So they don't care if they're violating a zoning law because they're also selling illicit

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products that are illegal. And putting potentially illicit THC products in -- have you seen any of the counties have success of going after that or addressing that and so they've seen a lot of changes or at least they're considering?

DR. SNELL: I can't speak to the success of it necessarily. I do know that it's of concern that in why some of these localities are interested in using commercial zoning to carve out a space.

And a lot of times what they're talking about in their -- the details of the commercial zoning ordinance amendments are they're defining a class of sort of recreational substances.

Not just vape shops but specifically saying nicotine, hemp, kratom, etcetera. And I think also anticipating potentially having to deal with cannabis sales maybe at some point. And so I think what we're hoping is to provide a pathway for how to use commercial zoning to do this period, regardless of what the substance is,

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for example. Because I think that is a big concern. And that's part of the motivation for a lot of these localities to figure this out more, absolutely. Yes.

MR. SORRELL: As a former zoning -- local government zoning administrator --

DR. SNELL: Yes.

MR. SORRELL: -- I know precisely what you're talking about.

DR. SNELL: Exactly.

MR. SORRELL: And how important this is because I worked with -- with rural local governments -- in rural localities. And the enforcement is always the catcher.

You know, how do you enforce the rules when you've got all kinds of other zoning things to take care of. Having some guidance -- having this, working with VAZO -- I used to be a member of them. So it's -- that's a zoning group. There's also the

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American Planning Association, Virginia Chapter, that's around and also the Virginia Association of Counties that provides a lot of guidance to local governments on these type of things.

And I'm sure they'd be interested in hearing about it. That's something you'd have to think about.

DR. SNELL: Yeah. Absolutely.

DR. O'BANNON: Do you have this much granular data on the whole Commonwealth? Are --

DR. SNELL: Yes, I do.

DR. O'BANNON: You showed the City of Richmond and the shops are all down the streets.

DR. SNELL: Yes.

DR. O'BANNON: They're all in line.

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DR. SNELL: Yep. We do. We have very, very high quality data because back in 2018, Colleen Hayes over at DBHDS partnered with Counter Tools, a non-profit organization, to try to identify 100% of Virginia's tobacco retail outlets.

We did something called ground truthing, which involves folks from CSBs all over Virginia -- community service boards -- participating and going and identifying all of these tobacco retail outlets.

And that effort is ongoing. And people can email Colleen as well when you see a new vape shop pop up in your neighborhood, you can do that.

There's also a way to do it on the ABC web site as well to report a locale. So those are for -- to help keep these data updated for us.

But we're incredibly lucky and not every state without comprehensive licensure has access to data this granular. But yes, it's down to the address -- street address and name.

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DR. O'BANNON: So it's interesting that you just mentioned -- is that -- is that your ABC?

MS. CRUMBLE: Mm-hmm.

DR. O'BANNON: What your ABC used to do at the 7-11s were cigarettes.

DR. SNELL: Yes. On one of the ABC pages, there is a way to report a retail outlet.

DR. O'BANNON: So the General Assembly last year did a permissive --

DR. SNELL: Yes.

DR. O'BANNON: -- bill --

DR. SNELL: Mm-hmm.

DR. O'BANNON: -- and we've been there. And we now -- the challenges of enforcement and education, dissemination to

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all the localities --

DR. SNELL: Right.

DR. O'BANNON: -- but really, it's the road.

DR. SNELL: Yes.

DR. O'BANNON: So those are our challenges.

DR. SNELL: Yes. And that's why we spent so much of year one doing so many different meetings. We got an immediate flurry of requests and from such diverse groups and stakeholders.

And so we did things like creating PowerPoint slides or one-pagers. Or going to speak at these community meetings to tell groups of people why they might want to do this, how it works, what information already exists, etcetera, to try and publish ourselves as a resource moving forward. Given that I wish we could build a

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tool kit on day one now that HB 947 was passed -- which was so wonderful -- we were already behind when we started the grand time line, which was not the norm for people -- particularly on day one. But we will keep doing that as well. And keep tracking the legislation well into this.

MS. CRUMBLE: Just to clarify. So everything you discussed today does not include grocery stores that sell vape products.

DR. SNELL: So none of the localities that have amended their commercial zoning ordinances have said that their zoning ordinance applies to all tobacco retail outlets without adding some exclusionary criteria that target vape shops or -- and, I will say.

I know I'm far out of time, but an interesting tidbit to your point about monitoring enforcement is in Chesterfield where they have a very specific narrow definition to try and specifically

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carve out vape shops from convenience stores, grocery stores, etcetera. In the first year of doing this, they had 16 outlets open up that were considered non-conforming. They were cited. And nine of those closed or decided to relocate.

Seven of them simply changed their retail mix. So they decided to dedicate more of their shelf space to food and beverages and now they're a convenience store -- not a vape shop.

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MS. CRUMBLE: That's what I'm worried about.

DR. SNELL: So that's why it's important to us to add VAZO members and potentially others who are operating with us so that this is a tool kit that says, here's why we want to do this.

But here's some important things to think about. Here's how you would build an amendment to your zoning ordinance if you did this. Here's something to think about as it relates to law enforcement.

Yeah, absolutely. It might be more feasible to part out vape shops as the target, but then you have an enforcement challenge versus if were applied to all tobacco retail outlets -- gas stations and convenience stores, but that would make it less feasible to get that passed in the community. So -- and your goals -- it just depends on your goals in your locality.

DR. O'BANNON: Great -- great question. Great discussion. It's really good to have a real expert and to know that we've been involved in helping you along the way.

This -- this is ground zero for youth health. I mean, you can't get any closer to the bottom line than what we're talking about. Great presentation, we really appreciate it.

DR. SNELL: Thank you for having me.

DR. O'BANNON: Good luck. All

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right. Now there's a portion on the agenda for public comment. We certainly have to get public comment from advocacy groups, but I don't see anybody today.

So we will move on to old business. And as you know, we have been working on a strategic plan, the long range plan. Andy, you are ready to go. Just briefly update us on that.

MR. SORRELL: Thank you, Mr. Chairman. So the chairman of our subcommittee that is going to be able to plan the first thing -- the board members who have been helping us with the strategic plan that have been on that advisory subcommittee have been very helpful.

So just as a reminder of what we've been working on in the strategic plan. We still plan to provide primary goals, objectives and strategies to meet the Foundation's mission and purposes. It needs to be clear, an actual plan supported by the leadership of VFHY and the Board. And acknowledges the current landscape in the

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future of what the Foundation should be heading into. So just a quick recap for the Board of where we've been and where this is heading.

In May, the Board approved funding for starting a strategic planning process for it at 5-26, established a strategic planning committee as well at the meeting, again, as I mentioned before to assist staff and implement the plan's development.

Also a new consultant was selected back in June and approved. The contract was signed in July. Prior to that, we reviewed prior work and plans, interviewed all staff and followed by [indiscernible] work sessions that took place in mid-July.

Prior to interviews and work sessions, we formed the creation of the draft goal and framework and reviewed the Foundation's mission, vision and values, provided and informed five key goals. Staff reviewed the old framework with the strategic planning committee in early

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August. Additional time was provided to gather feedback from the rest of the Board to the end of August. So that feedback will be included.

In early September, staff read all the received feedback from 8-11 work session. The additional time that was provided to the consultant in order to complete the first full draft of the plan -- which is expected to be ready for review by October 1st.

So just a couple next steps, mid-October, a virtual staff work session will be held to review and receive feedback on the draft which will be followed by a work session with the planning committee in early November.

And the final revisions of the plan will be made prior -- by December 1st. The final draft is expected to be ready for the Board's consideration at our December 9th winter meeting. So with that, I will take any questions the Board may have that I can answer.

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DR. O'BANNON: All right. Got to have a long range plan. All right. Committee reports, programs.

MR. SORRELL: I believe Terri-Ann Brown with the Regional Grants administrators will provide that.

DR. O'BANNON: Okay.

MS. T. BROWN: So you've heard a lot about our RFA that is open right now. Just going to give you a little bit more information about it. The application is open now. It closes on October 8th.

We have the ability to fund about 30 organizations for HCAT funding. And the goal of that funding is for them to develop initiatives that address policy systems and environmental change.

I think Delegate Clark mentioned that he wanted to make sure that organizations in his district apply. And as well as you know that each of the regional grants administrators -- we have a little

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challenge going on to see who can get the most applicants in the regions. And I do think that southeast was in the lead the last time we checked, but we can get you a list of organizations that have attended the pre-proposal conferences -- it's mandatory.

So if you do know anyone who wants to apply, they have to attend this next mandatory meeting which is, I think, on September 23rd.

So we can get that information out to you. And we ask that you just get that out to your network and see what conditions in your community so that they can apply by October 8th. That's it.

DR. O'BANNON: Get Delegate Clark a list of localities that he represents --

MS. T. BROWN: Yes.

DR. O'BANNON: -- and hooked up with what y'all are doing, that'll be great. Okay. Marketing. Danny.

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MR. SAGGESE: Everybody, Mr. Hilbert asked me to advise the Board that we don't have anything major. He did want me to -- to pass on, as already mentioned, we had our 17th leadership team summit this past month.

This is the -- each year of the 1,000 youth that we train. We bring in those who are most accomplished of that group and -- and provide them additional training.

And they become essentially a speakers bureau throughout the State -- about 100 youth that -- that meet with school boards, meet with the city councils, meet with other key decision-makers -- park directors -- pushing for positive local policy change that makes a real difference where they live.

The one thing Joe wanted me to pass along is we are actually growing Y Street by a third this year. So we will have 32 partners, 100 leadership team members and like I mentioned, 1,000 trained youth. So I hope you like the work that

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they're doing because there's going to be more of them doing it.

DR. O'BANNON: Awesome, thank you.

MR. SAGGESE: Thank you.

DR. O'BANNON: Research.

MS. L. BROWN: Hi, I'm here on behalf of Pat Hughes. You've heard about Virginia Youth Survey. Just to give you a little bit of our idea.

CDC draws the sample, so 50 middle schools and 60 high schools in Virginia have been selected in this sample. VDH is handling the first round of outreach to these schools.

And as Marty said, some are saying no, some we haven't heard back from. So we may be calling on this Board to help us. And I know that our research committee was like tell us what we can do to help. So they've asked for like a one-pager, the importance of it. And I think anything like

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that would be helpful as they do outreach to these schools -- to talk about the importance of the survey. We do need 60% of schools that are pulled to agree to participate or we do not have a representative sample.

So time is of the essence, apparently. We have a month to get this done. We have a month for the outreach, so you'll be hearing from us on that.

And then I did pick up site visits for all the grantees and I feel like we're in the golden age of VFHY research grants right now because, as you heard from Dr. Snell today, we are really getting a lot transferring of research into practice.

So I would encourage all of you to put February 20th on your calendar because we will be back here in Richmond for a one-day research meeting at the Larrick Center at VCU and you're all invited to come. And it's always a great event. So that will be February 20th, and you'll hear a lot more about that when registration opens. Thank you.

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DR. O'BANNON: Thank you very much. Do we do policy? Okay.

MR. SORRELL: All right. So we already talked about the strategic planning earlier, so we'll talk about the policy committee. We met this morning, really, just to review bylaws and bring them into the 21st century.

We've got a number of things that related to our electronic meeting policy, our procurement policy, our HR policy -- just referencing them and making sure that we're up to date with State Code.

And that we're also prepared for -- prepared for the next administration, the potential change-up in organization. So I believe the goal would be to provide some evidence to the bylaws and bring that forward to this assembly.

DR. O'BANNON: So you will all get copies of the proposal for the bylaws update before our December meeting with a request that we vote on them at that meeting. So

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they haven't been revised since 2017. Fair amount of red -- red print which basically updates them.

Electronic meeting process is all brand new. And so you'll receive those revisions as they come out. Any questions on the committee reports? Announcements.

Champions for Youth Summit next year, May 3rd through the 6th in Reston -- which is always a big deal. And then you have your calendars on your phones, pick up -- pick up the date for next year.

December 8th, 2026 is a long time away. So you may not have anything else on that date, but put those dates down so you'll have them. All right. Anybody have any open -- open mic.

Anybody have any questions, thoughts? Now's your chance. All right. Y'all have been really attentive. I really appreciate it.

I think it's obvious that this organization is doing good stuff. A lot of money rolls through here, so it's important to be good stewards of that in our jobs

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here. So I just want to thank everybody for participating and taking an interest, and for all your help. And we're getting there. You know, we got the Opioid Abatement Authority money.

We're beginning to make some ground on overdoses and substance use. Obesity is always going to be a challenge. The tobacco world is trying to stay ahead of us.

And we're going to have to -- I think we're in a good spot from what we heard today. And we're right at ground zero, that's where it's happening.

And how many folks have been to the VACO meeting every year? Virginia Association of Counties always have a big shindig at the Homestead the weekend after the election.

And so, our team may want to go do an exhibit or poster up at the VACO meeting and make some introductions to some of the -- some of the folks in local government which is really where it all happens. Okay. Absent objection, we will

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close the meeting and thank you all for coming. And we did get you out before 2:00 o'clock. Thanks for coming.

(The Board of Trustees meeting concluded at 1:39 p.m.)

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CERTIFICATE OF COURT REPORTER

I, Debroah Carter, hereby certify that I was the Court Reporter at the BOARD OF TRUSTEES MEETING regarding THE VIRGINIA FOUNDATION FOR HEALTHY YOUTH, heard in Henrico, Virginia, on September 16th, 2025, at the time of the board of trustees meeting herein.

I further certify that the foregoing transcript is a true and accurate record of the testimony and other incidents of the board of trustees meeting herein.

Given under my hand this 2nd day of October, 2025.



Debroah Carter, CMRS, CCR
Virginia Certified
Court Reporter

My certification expires June 30, 2026.

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