

1 **APPEARANCES:**

2 The Honorable Frank M. Ruff, Chairman

3 The Honorable Phillip P. Puckett, Vice Chairman

4 Mr. Stephen S. Banner

5 Ms. Linda P. DiYorio

6 Mr. Fred M. Fields

7 The Honorable Joseph P. Johnson

8 The Honorable Daniel W. Marshall, III

9 Mr. Buddy Mayhew

10 Mr. Kenneth Reynolds

11 Mr. Bryant L. Stith

12 The Honorable Thomas C. Wright, Jr.

13

14 COMMISSION STAFF:

15 Mr. Neal Noyes, Executive Director

16 Mr. Ned Stephenson, Deputy Executive Director_

17 Mr. Timothy Pfohl, Grants Program Administration Manager

18 Ms. Britt Nelson - Manager of Program Assessments

19 Ms. Sara Williams - Grants Coordinator, Southwest Virginia

20 Ms. Sarah Capps - Grants Coordinator Southside Virginia

21

22 OFFICE OF THE ATTORNEY GENERAL:

23 Mr. Francis N. Ferguson, Deputy Attorney General - Counsel for the

24 Commission

25

1 SENATOR RUFF: I'll call the meeting to order
2 and ask Neal to call the roll.

3 MR. NOYES: Mr. Banner?

4 MR. BANNER: Here.

5 MR. NOYES: Mr. Day?

6 MR. DAY: (No response.)

7 MR. NOYES: Ms. DiYorio?

8 MS. DIYORIO: Here.

9 MR. NOYES: Delegate Johnson?

10 DELEGATE JOHNSON: Here.

11 MR. NOYES: Mr. Fields?

12 MR. FIELDS: Here.

13 MR. NOYES: Delegate Marshall?

14 DELEGATE MARSHALL: Here.

15 MR. NOYES: Mr. Mayhew?

16 MR. MAYHEW: Here.

17 MR. NOYES: Mr. Moody?

18 MR. MOODY: (No response.)

19 MR. NOYES: Mr. Reynolds?

20 MR. REYNOLDS: Here.

21 MR. NOYES: Mr. Stith?

22 MR. STITH: Here.

23 MR. NOYES: Delegate Wright?

24 DELEGATE WRIGHT: Here.

25 MR. NOYES: Senator Puckett?

1 SENATOR PUCKETT: Here.

2 MR. NOYES: Senator Ruff?

3 SENATOR RUFF: Here.

4 MR. NOYES: We have a quorum, Mr. Chairman.

5 SENATOR RUFF: Thank you, Neal. I assume all
6 of you received the Minutes of January 13th, and I assume you read it
7 thoroughly. It's been moved and seconded that we approve the Minutes.
8 All those in favor, say aye? (Ayes.) Motion carries.

9 I'm going to change the order a little bit, and I'm going to call on Dr.
10 David Wilkins of the Highland Community College, who would like to
11 make a presentation.

12 DR. WILKINS: Good afternoon. You're probably
13 more used to seeing David Matlock, our Vice President of Institutional
14 Advancement, but David had other responsibilities today, so I get the
15 pleasure of this presentation.

16 We very much appreciate all the support that we've gotten from the
17 Tobacco Commission, and we especially appreciate the faith that you put in
18 us to be good stewards of the Tobacco Commission resources. From time to
19 time we've had an opportunity to thank members of the Tobacco
20 Commission directly, and particularly the people we see a lot, including
21 Delegate Johnson, Senator Puckett and the folks from down our area of the
22 state. We felt an informal person-to-person thank you was not sufficient
23 enough to recognize you for the enormous benefits we've gained from the
24 Tobacco Commission's support. Consequently, at a recent College Board
25 meeting our Board passed a proclamation, and let me try to read this.

1

2 “Whereas, the Virginia Tobacco and Indemnification Community
3 Revitalization Commission is committed to promoting economic growth and
4 development in tobacco-dependent communities,

5 Whereas, the Commission has generally invested in workforce
6 development initiatives and provides scholarships for more than 2,250
7 students at my College,

8 Whereas, the Commission allowed the College to develop a
9 horticulture program and construct a state of the art greenhouse that has
10 greatly enhanced agricultural opportunities,

11 Whereas, a grant from the Commission provided resources for
12 the Virginia Appalachian Tri College Nursing Program to develop a
13 weekend evening nursing program that is meeting healthcare needs in our
14 community,

15 Whereas the Commission’s investment in Heartwood,
16 Southwest Virginia’s Artisan Gateway, will provide a venue on the VACCC
17 campus for liberal arts artisans to showcase their unique talents and will
18 entice visitors to explore surrounding communities.”

19

20 I will note that we prepared this two months ago and it’s
21 already out of date, so let me add another whereas.

22

23 “Whereas the Commission has supported the University of
24 Virginia’s Produced in Virginia Program for Engineers, and we’re one of the
25 participants.

1 Be it resolved by Virginia Highland's Community College
2 Board that the Virginia Tobacco Indemnification and Community
3 Revitalization Commission is recognized and commended for its outstanding
4 investment in the education and economy of our region.”

5 Signed, Laura Lee, Chair of the Highland's Community College
6 Board.

7
8 SENATOR RUFF: Thank you very much. Are you
9 going to be around this evening?

10 DR. WILKINS: Yes.

11 SENATOR RUFF: I'll let you have a more abbreviated
12 presentation presented to Chairman Hawkins.

13 The next item on the Agenda is the grant applications. Before I
14 turn it over to Tim to lead that discussion I want to say that at our meeting
15 last fall we had received applications from private colleges, and they were
16 considered equally and as fairly as every other application. At that meeting,
17 there was a vote taken to not consider private college proposals in the future,
18 and that was referred to the Long Range Planning Committee, which decided
19 that was not a correct position to be taken. Rather, that we should be
20 focused on the young people of the tobacco region. That we could best
21 service them whether it was public or private or any other mechanism. The
22 decision was to allow those applications to come forward as we do with
23 every other one, and we do that on an annual basis. We did make the
24 decision that we would allow these to come back before us today. Each

1 school has an opportunity to reconsider or update their proposal, and some
2 chose to do that and some did not, so that is why we are here today.

3 Tim, do you want to take the lead on the presentation.

4 MR. PFOHL: Yes, I'll do it from right here.

5 The Committee handout you have behind Tab 4 in your
6 Commission packet, that was e-mailed to you last week. There are four
7 private colleges that emerged from the January meeting that were eligible
8 applicants for Education funding. We had contact with each of those four
9 institutions and asked that they provide us any stat updates on their projects,
10 since it was last August when these were originally written and submitted to
11 us. They have provided some updated information.

12 Averett University said they looked forward to approaching us
13 in the next Education cycle for FY10, so their proposal is off the table. The
14 other three, including Bluefield, Emory & Henry and Lynchburg, have all
15 reduced their proposals from what was originally requested, and that packet
16 explains any progress that they have made in obtaining the matching funds,
17 as well as continuing their conversations with partners in implementing
18 these projects. I can walk through each of those, but the bottom line is we
19 have over a half million dollars of proposals from these three institutions
20 still on the table. Your Committee has just over \$4,000 to deal with a half
21 million dollars of requests. As you recall from January, money was placed
22 in the Commission's reserve account, should you choose to ask that be
23 moved over to handle these proposals.

24 With that, if you'd like to hear about any of the specifics of the
25 three requests, we can deal with that.

1 SENATOR RUFF: I believe what the proper position
2 would be is that if we do approve anything over \$4,251 we'd have to go
3 back to the Executive Committee and ask them to approve the money. Is
4 that correct?

5 MR. NOYES: Yes, Mr. Chairman.

6 SENATOR RUFF: Do you want to say something about
7 them or let them have something to say?

8 MR. PFOHL: If you want me to, I'll be happy to give a
9 quick summary. I believe there are folks here from each of these
10 institutions.

11 Starting with Bluefield, they've revised their request for
12 250,000 for an 18-month startup period to start a Rural Healthcare Education
13 Program, including an accelerated Bachelor of Science in Nursing as well as
14 a Bachelor of Science in Healthcare Management and Leadership. The
15 update that has been provided by the college includes a Memo of
16 Understanding that is being formalized with the participating community
17 college partners that would provide associate level training and then allow
18 candidates for the Bachelor program at Bluefield.

19 They are also continuing discussions with the Carilion Health
20 System and the Jefferson College Health Sciences in regard to being a
21 provider for training and education for nurses employed by those systems.
22 They are also having negotiations with Tazewell County and using the
23 former Pocahontas High School as the headquarters site for the Rural
24 Healthcare Program. It seems like that may be a fruitful conversation. All
25 in all, we feel that potentially there are 500 students who could be enrolled

1 in that program. We prefer to see that these negotiations and agreements and
2 Memos of Understanding in terms of the Partnership be finalized.

3 The Staff in October recommended no award for this program,
4 and we would maintain that position until those Partnership agreements are
5 all completed and formalized.

6 The second proposal from Emory & Henry College is for a
7 radio station, WEHC, and that's been revised to a request for \$93,522 for
8 about a 19-month period. This is for education and training opportunities
9 through the campus radio station. The college has received some federal
10 funding to boost transmitter capabilities from 500 watts up to 10,000 watts
11 so they'll be able to reach a five-county region. They've received some
12 federal grant money that will allow them to cover some of their equipment
13 costs, and they're also asking for funding for a faculty position to make sure
14 that this is handled correctly.

15 DELEGATE JOHNSON: Do you want us to ask
16 questions now or wait until later?

17 SENATOR RUFF: Let him finish his presentation.

18 MR. PFOHL: In October, the Committee said that or
19 Staff suggested, that the Committee the radio station careers and
20 broadcasting careers is not a career path that has been targeted by this
21 Committee. It is not a high priority. So given the competition for Education
22 funding, we did not recommend this project at that point.

23 The third proposal is from Lynchburg College, which wants to
24 establish a nursing simulation clinic. The property is in Lynchburg, and it
25 would be a joint project with Centra Health Systems and Lynchburg

1 College. The proposal has been reduced to a requested amount of \$179,942.
2 All that information on equipment, and what they're asking for is outlined in
3 the summary. They have subsequently provided us with some additional
4 letters of support from nursing training providers and health systems and
5 emergency care providers in their service area. They have noted this would
6 be the only facility of its type in Lynchburg. There was a letter from Liberty
7 University's Nursing Simulation Facility Coordinator, so they seem to have
8 some conflict of message there in terms of what is the current status of the
9 simulation in the region.

10 In the October round you pointed out this is a facility outside of
11 the tobacco region, albeit a few miles outside the tobacco region, within the
12 City of Lynchburg. The updates provided by the college now have increased
13 their portion of the project funding to about two-thirds of the project's total
14 cost. In contrast, about 45 percent or so of the Centra and Lynchburg
15 College nursing students are from the tobacco region. So they've gotten
16 their proportional share of the funding in this position in terms of prorating
17 for serving tobacco region residents.

18 Going back to October when the funding commitment was not
19 as strong and the Staff didn't support that at that time, but this has been
20 revised.

21 SENATOR RUFF: Is there anyone here who would like
22 to speak on the Bluefield proposal?

23 RUTH BLANKENSHIP: I'm Ruth Blankenship, Vice
24 President of Institutional Advancement with Bluefield College, and I'd like
25 to share some comments about a program that as you have been reviewing

1 and discussing our application in the fall and updates. As you know, dealing
2 with the documents, we're still working with our community partners on our
3 Memorandum of Understanding in the operations. They're still in
4 Richmond with their attorney. On the college level they're being supported,
5 but again, the attorneys want to make sure all interests are protected and
6 that's the only reason why I didn't have signed documents today to submit to
7 the Commission to show that commitment.

8 Today, IDA in Tazewell is considering our request for
9 Pocahontas High School and being able to utilize that facility to help create
10 economic stimulus opportunities, not only to the rural healthcare survey but
11 the other concepts that we're proposing. The Tazewell County Board of
12 Supervisors are one hundred percent of unanimous approval of our use of
13 that facility, and especially this program and what it can bring to Tazewell
14 County and our college in Southwest Virginia.

15 I hope you will consider the long-term impact of this program.
16 Your funding is critical to help us be able to hire a director that will allow us
17 to move forward and complete our curriculum and go forward with working
18 on the enrollment and the equipment.

19 MR. FIELDS: What is the relationship of Bluefield
20 College in partnering with Jefferson College?

21 MS. BLANKENSHIP: That relationship comes from our
22 trustee at Luther College, and you have the connection with Carilion. He
23 pointed out besides just working at the community college opportunities in
24 the, and what about the nurses that are currently in the workforce in
25 Virginia, and how could we seek a corporate hospital that has multiple

1 locations in Virginia and approach them for partnership and address their
2 education needs. That's where we came forth with our conversation with
3 Carilion. Now, here in Roanoke they primarily utilize Jefferson for
4 educational opportunities, and that's how they became involved in the
5 conversation. They are very open to working with our program and sharing
6 faculty and dealing with dual enrollment opportunities for courses, because
7 they recognize the need for faculty shortage and also being able to tap into
8 students in Southwest Virginia they currently cannot reach, since they are
9 geographically landlocked here in Roanoke. Our model would be across the
10 Commonwealth in various locations. We feel this will help minimize the
11 cost of the program as well as by utilizing and sharing faculty.

12 MR. FIELDS: So it's strictly a faculty relationship
13 because you help me, I'll help you.

14 MS. BLANKENSHIP: Yes.

15 MR. REYNOLDS: You say this will include Virginia
16 Highlands, Mountain Empire with the college nursing program. How will
17 that involve these people?

18 MS. BLANKENSHIP: That will involve the Tri-College
19 Appalachian Nursing Program. I have had conversations with Kathy
20 Mitchell, the Director of that Program, whose nursing students are from the
21 Southwest, Highlands and Mountain Empire. Kathy, as Director of that
22 program, endorsed this. We first started with our community college
23 partners in Wytheville and Southwest and plan to work for operational
24 agreements with two other community college partners, which is part of the
25 Appalachian Nursing Program.

1 MR. REYNOLDS: Will Dr. Wilkins expand the nursing
2 program to become a reality?

3 DR. WILKINS: I appreciate you thinking I know the
4 answer to that. I'm not as familiar with that project as I might be, and I
5 really can't speak to it.

6 MS. BLANKENSHIP: I will say that Director Mitchell,
7 when she helped us with our survey, and she surveyed your students as well
8 for possible entrance.

9 SENATOR RUFF: Part of what the recommendation
10 focuses on is that you do not have operating agreements in place but you
11 reference some of the paperwork, but sometimes attorneys can be slow with
12 the process. Do you have any idea when you'll have all the operating
13 agreements in place?

14 MS. BLANKENSHIP: I checked last week, and they are
15 promising me as soon as possible. That's what I was told six weeks ago, but
16 I am staying on top of this, and Wytheville is driving it for us.

17 MR. NOYES: Written approval?

18 MS. BLANKENSHIP: Written approval, that is why the
19 director is so critical to help us complete our initial curriculum. Approval
20 would be this fall, because we need a director in place and because of the
21 timing with the funding and our school going out of session, and our first
22 academic counsel meeting will be in September that we could sign off on.

23 SENATOR RUFF: We've gotten off the cycle that we
24 usually work with once a year. Does it do any major harm to you to get back
25 on that cycle and hold this over until the fall decision process?

1 MS. BLANKENSIP: It would put us behind in our
2 planning and recruiting. If it gives us an opportunity for funding and being a
3 more viable project.

4 SENATOR RUFF: I can't tell you what the full
5 Commission's vote would be. I do believe that it's always best if we put all
6 these things on the table side-by-side and pick the best selection.

7 Is there a motion?

8 DELEGATE WRIGHT: Mr. Chairman, I move we
9 accept the Staff's recommendation.

10 SENATOR PUCKETT: Mr. Chairman, I'd like to make
11 a comment or two. Ruth, I think what the Chairman has alluded to is, first of
12 all we don't have any money. And secondly, if we're going in to ask for
13 money from the full Commission we'd like to have all our I's dotted and T's
14 crossed so we can make a good case for it. I think the Staff has indicated
15 you certainly have improved on the request and the things that you are
16 looking for, as far as those operating agreements and the curriculum. I guess
17 you have to have a director to do the curriculum. But I think your proposal
18 would be much enhanced and stronger if you had those agreements and
19 came back, and we'd also have a little more money then. As much as I'd
20 like to say I'd like to support you, and I'd very much like to do that since
21 Bluefield happens to be in my district, it's really hard for me to step out and
22 say we would do that without these agreements being included. I think the
23 chances would be much more enhanced if you had those in hand and come
24 back and put the proposal back on the table in the fall. I know that's not
25 what you want to hear, and you'd like to hear or be able to do that and get it

1 going now. Even if we approve this today, tomorrow we can't guarantee
2 that you're going to get the money that you need. I think I'd feel much more
3 comfortable trying to go to bat for you if we had those in hand.

4 MR. FIELDS: Mr. Chairman, I think that –

5 SENATOR RUFF: -- Hold on a minute. Delegate
6 Wright had a motion.

7 MR. FIELDS: I think he's deferred to me. I think the
8 honest-to-goodness, and maybe you all are as far behind as we are with these
9 things, and maybe we put you behind a little bit, and that could be true also,
10 but I think your chances are good, and without these things in hand I think
11 your chances would be very poor. I think it's good, and with all this stuff
12 standing right there ready to go, and you might be behind, and that's tough
13 for me to tell you, but I think your chances would be better with the
14 information.

15 SENATOR RUFF: We've got a motion on the table.

16 DELEGATE WRIGHT: Mr. Chairman, based on the
17 Staff recommendation and lack of funds, I see no alternative but to accept
18 the Staff's recommendation.

19 SENATOR RUFF: There is a motion and a second. All
20 in favor say aye? (Ayes.) Opposed? (No response.)

21 Now, Emory & Henry College.

22 DELEGATE JOHNSON: Yes, sir. We have Dr. Sydnor.

23 THERESA KELLER: I'm Theresa Keller from Emory &
24 Henry, and I'm with Charlie Sydnor. Since we talked to you at this location
25 last time, we have received a federal grant under the umbrella of the

1 Department of Commerce. The money we're asking for is for a startup of
2 the station, and our request is for not faculty, but a staff position to ensure a
3 successful startup. I fear we didn't make our case strong enough the last
4 time we were here about the fact that what we're asking to do is not
5 something just specific to broadcasting but something that is much, much
6 broader and leading to the Crooked Road as well.

7 We also want to talk about the ongoing economic development
8 that comes from this project upon completion on an ongoing basis. We
9 crunched some numbers to discover what it is and what the value would be
10 to some of the institutions in our area and who would benefit from this
11 station and helps with the coverage. The mid-range rate for an advertising
12 message or a commercial message, businesses and organizations pay about
13 \$30 a minute for time. Organizations like the Barter Theatre and
14 Appalachian Sustainable Development and even Emory & Henry get from
15 this station would be equivalent over a school year's time to about \$25,000
16 per organization to advance the mission and advance the message of the
17 organization. These non-profit organizations cannot afford air time for their
18 messages in a way that they can with the kind of a local non-commercial
19 voice that we can provide. With the successful launch of this project, then
20 we will have a major voice that can be used to advocate for these
21 organizations.

22 Another thing that I think is a very important part of this is that
23 this audio technology, like some of the projects, we're not going to be
24 training hundreds and hundreds of people, we're asking for a smaller budget.
25 With the small group of people we are training, we're training them for a

1 higher technical market and skills that are becoming more and more in
2 demand. Let me give you an example. Of the folks that I mentioned, the
3 Appalachian Sustainable Development organization, the Star Museum, the
4 Barter Theater and even Emory & Henry, these programs are taking their
5 audio files from the shows and they're linking them to the website, and the
6 Barter Theater is doing that, and also Appalachian Sustainable Development
7 is doing that, and Emory & Henry. What we're discovering is that it's a new
8 world out there. Organizations are looking for connections to Space Book
9 sites, and that's what's happening to these audio files that we are presenting.
10 If we can get some matching money for a federal grant, and then, we're
11 going to be training people in the most modern of communication
12 techniques. We're not a big program, and we're not asking for a lot of
13 money, but we think this is important in economic development, and job
14 training is very, very important for us.

15 MR. SYDNOR: Ladies and gentlemen, my name
16 is Charlie Sydnor, and I'm retired and the present CEO of Commonwealth
17 Public Broadcasting in Richmond, Virginia. One of the things that I would
18 mention in addition to what Theresa has said is that the type of programming
19 that we'll be able to offer on a 10,000 watt station which reaches five
20 counties over very difficult terrain and in a great big contour area that is not
21 always served either by public radio signals, Roanoke and Virginia Tech and
22 East Tennessee State and Johnson City, is this. You know that all politics is
23 local, and in non-commercial broadcasting all programming is local. Among
24 the things that we can offer that may be outside the sphere of economic
25 development but nonetheless fall into the crucial area of essential

1 programming on what I would call the State of Alaska model is this. We
2 currently have a program under development called “Thirty-Minute
3 Appointment”. It is a phone-in medical show and hosted by a local doctor
4 who is willing to volunteer his time. This program is available to people
5 who typically call in and may not have medical insurance or may not be able
6 to get access in one way or another to a doctor or a clinic, who will call the
7 show first in order to get the essential information and then proceed onward.
8 That is one thing that I think, as a former broadcaster, would be essential for
9 a station like this in a region like our region. Thank you.

10 SENATOR RUFF: How much is the federal
11 grant?

12 MS. KELLER: The federal grant is 187,000, and
13 our matching part is 62,500, and we have a time limit on the federal grant.
14 The federal grant will be up in one year from now.

15 SENATOR RUFF: You have to reach the max
16 prior to the one year?

17 MS. KELLER: Yes. We're actually hoping to
18 build the station this summer, and we'd love to start the program in the fall.

19 DELEGATE JOHNSON: This is a permanent
20 thing, 20 months or 16 months?

21 MS. KELLER: We're asking for start-up costs,
22 and this will be an on-going operation.

23 DELEGATE JOHNSON: This will also be helpful
24 for tourism?

25 MS. KELLER: That's what the Barter people say,

1 and they're thrilled, for example, to have this kind of programming and hope
2 to continue it year round so they can use it to attract audiences. The Star
3 Museum, the owner and curator, has a show, and he not only promotes his
4 museum and trying to survive with this new operation, and he promotes that
5 and other art activities in the area.

6 DELEGATE JOHNSON: The Appalachian
7 Sustainable Development Corporation which this Commission funds, they'll
8 benefit from this?

9 MS. KELLER: Yes, they're very excited, and they
10 do a regular show. They take their audio files and link it to the website.
11 They take the tape recorder out and interview people, and that helps promote
12 the Farmers' Market and tries to use this show to not only bring business to
13 the Farmers' Market for local farmers, but to educate people about
14 sustainable development and local communities economies.

15 DELEGATE JOHNSON: So we have tourism,
16 and we have economic development and farmers?

17 MS. KELLER: Yes, and job training.

18 MR. REYNOLDS: I believe at one time in my
19 conversations you talked about how some of the students who had
20 participated had gone on and gotten professional jobs with this training. Is
21 that right?

22 MS. KELLER: Yes. What we're finding is that
23 when you take educated students and you give them this type of training,
24 what we've discovered is that when they go into the job market they're the
25 ones that wind up taking over the website and advancing market efforts on

1 the Internet, because they're so accustomed to these types of programs and
2 they know how to prepare these programs to link them to the website. That's
3 what Barter is doing, and that's what Appalachian Sustainable Development
4 is doing and Emory & Henry is doing. Emory & Henry is doing it with
5 Space Book, and we do websites but also Space Book.

6 MR. REYNOLDS: One other comment Mr.
7 Chairman. The Tobacco Commission has the Artisan Center in Southwest
8 Virginia. That organization has benefited from the station.

9 MS. KELLER: That's the beauty, we changed the
10 model from what used to be a student station, but when we got this most
11 recent advancement, that upgrade, the College is now running the station and
12 it's now the College and community station, and our mission is to serve the
13 community.

14 MR. MAYHEW: Which do you think is your
15 greater benefit, the training aspect or the broadcast aspect of it, to the
16 community?

17 MS. KELLER: That's like choosing between your
18 two children. I don't know. I think it's very, very important that we're
19 providing this training, because it is sending people into the modern world
20 of communications, but I think economic development long-term and the
21 community to support long-term may come over the air; but as you can see,
22 communications is changing, and it may be that we're doing more and more
23 over the Internet and less and less over the air. We have our own website
24 but it's all available on the Internet.

25 MR. MAYHEW: How many students per year,

1 what is your cycle of training, a year or what?

2 MS. KELLER: The training is a year, and I don't
3 have the numbers in front of me, but it is not a huge number, but we think it
4 will have a big, broad impact. I think it's 34 students, and it includes some
5 staff and faculty. Some of the faculty people are learning to use the
6 technology, and they're doing more, and it gives them more skills
7 communicating internally on our website. It's an annual number, even
8 though the money we're asking for is a one-time request.

9 MR. FIELDS: With the amount you're asking for,
10 where do you all stand being ready to go?

11 MS. KELLER: We are ready, and we are under
12 way, and we've bought some equipment from the federal grant. We'd very
13 much like to have this project completed by the end of August.

14 MR. FIELDS: And the question is the matching
15 funds?

16 MS. KELLER: We don't know. When we get that
17 wonderful federal grant, you do what you can. We're certainly pursuing our
18 avenues within the College, trying to meet the match, and we fully intend to
19 meet it, one way or the other. This proposal would take us to another level.

20 MR. FIELDS: This program will be up and going
21 by fall?

22 MS. KELLER: By the end of August is our goal,
23 and we've already ordered some equipment, and we have some here at the
24 site.

25 SENATOR RUFF: I know it's not your

1 preference, but you heard what I said before. I don't like these off-cycles,
2 and I'd rather see them all out together side-by-side before us. Can you
3 submit it this fall?

4 MS. KELLER: I certainly understand what you're
5 saying, but we're really under the gun to complete the project to meet the
6 match.

7 SENATOR RUFF: Further questions? Is there a
8 motion?

9 DELEGATE JOHNSON: Mr. Chairman, as a
10 farmer I always heard, and there's a saying, when it's hog killing time you
11 get the water hot. It looks like Emory & Henry College have some hot water
12 and they're ready to move.

13 SENATOR RUFF: But you're not referring to
14 them as hogs?

15 SENATOR PUCKETT: But they're hot.

16 DELEGATE JOHNSON: We have here a project
17 that involves tourism, education, economic development, and one that's
18 going to continue for many years. I stand to be corrected, but I believe
19 Emory & Henry College grew tobacco years ago. Emory & Henry College
20 has been the center of the burley tobacco region. I don't believe we've given
21 Emory & Henry College any money or a project in years gone by, and a lot
22 of other colleges have received money, but not Emory & Henry.

23 MS. KELLER: This is our first request.

24 DELEGATE JOHNSON: If there was ever a
25 worthwhile project, I think we have one here that meets all the criteria. I

1 would move that we approve the \$93,522 and ask that the money be
2 transferred, because I do feel this is a shoe that really fits.

3 SENATOR RUFF: Is there a second?

4 MS. DIYORIO: I'll second it.

5 SENATOR RUFF: Any further discussion? If
6 not, call the roll.

7 MR. NOYES: Mr. Banner?

8 MR. BANNER: Aye.

9 MR. NOYES: Ms. DiYorio?

10 MS. DIYORIO: Aye.

11 MR. NOYES: Delegate Johnson?

12 DELEGATE JOHNSON: Aye.

13 MR. NOYES: Mr. Fields?

14 MR. FIELDS: Aye.

15 MR. NOYES: Delegate Marshall?

16 DELEGATE MARSHALL: No.

17 MR. NOYES: Mr. Mayhew?

18 MR. MAYHEW: Aye.

19 MR. NOYES: Mr. Reynolds?

20 MR. REYNOLDS: Aye.

21 MR. NOYES: Mr. Stith?

22 MR. STITH: No.

23 MR. NOYES: Delegate Wright?

24 DELEGATE WRIGHT: No.

25 MR. NOYES: Senator Puckett?

1 SENATOR PUCKETT: Abstain.

2 MR. NOYES: Senator Ruff?

3 SENATOR RUFF: No.

4 MR. NOYES: The motion carries, Mr. Chairman.

5 MS. KELLER: As a child of a tobacco farmer
6 who used to tie tobacco, may I say thank you very much.

7 SENATOR RUFF: Lynchburg College.

8 MR. GARREN: Thank you, Senator Ruff. My
9 name is Ken Garren from Lynchburg College. I'm the President of
10 Lynchburg College. I want to thank you for allowing us to speak and
11 allowing us to speak last January, and also the Strategic Planning
12 Committee, your advice to hold off on this proposal and do more work on it
13 and bring it back before you, and that's what we've done. By the way, this is
14 our first request before the Tobacco Commission for funding. The CEO of
15 Centra Health, Mr. George Dawson, is not able to be with us today.

16 I just want to focus rather quickly on motivation and what
17 would be the impact of this proposal on the folks who need us, if you will.
18 Why are we bringing this proposal forward, and what's the motivation? I'll
19 give you an example of what we're doing. In my hand here I have a proposal
20 that's going to the Veterans Administration. We announced in November,
21 based on the new GI Bill of Senator Jim Webb and also Senator John
22 Warner, that Lynchburg College will provide an education that costs no
23 money for qualified veterans at Lynchburg College. I don't say it's free,
24 because it's something that they earned, and we're motivated by that.

25 The other example I would give is the physical therapy program

1 at Lynchburg College, and there's a real need there, and there has been
2 support. The same thing is true today. Mr. Pfohl gave an accurate
3 description of everything, so I have nothing to contest there. One hundred
4 eighty thousand is what we're asking for, and Centra Health offered to put up
5 the same amount of money, and Lynchburg College is offering to put up the
6 same amount of money. I think this will have a tremendous impact on the
7 people that deserve it, and I'd like to introduce these folks behind me, Dr.
8 Patti McCue from Centra Health and Dr. Taylor from Lynchburg College.

9 DR. TAYLOR: I'm Angela Taylor, and I'm the
10 Director of the Nursing Program at Lynchburg College. I'd like to make a
11 couple of comments, and if you have any questions, that will be fine.

12 One of the things that I think has been really important in
13 watching this project evolve since we brought it forth in October is that it
14 has expanded from a nursing focus to a healthcare education and workforce
15 development focus. We are not looking to this project to provide education
16 to a few students of nursing around the Lynchburg area and the tobacco-
17 dependent regions. We're looking, really, to be able to provide a wonderful
18 avenue of simulated learning education for all healthcare education
19 programs in the area, the Blue Ridge EMS Council, many of the EMS
20 training facilities, the nursing program and others, so it has a wide range of
21 individuals who can really benefit from it, and that's what we're looking for.

22 It's expanded a lot beyond what we originally anticipated. It's
23 noted in the report that we do have letters of support from Liberty
24 University, and actually two. We have one with the original proposal from
25 the Simulation Coordinator in support of this. We've had conversations with

1 the Nursing Dean, who has identified that there are opportunities for things
2 at a regional center that they could utilize which they can't provide at their
3 skill center at their university. One of those is working with the medical
4 residents, and the location we have identified and have solidified since the
5 initial submission will be adjacent to the medical residency program. One of
6 the things they will offer is interdisciplinary education for all healthcare
7 providers. It will provide that in a way that cannot be done in
8 that region. That sort of education requires that it would need to be at a
9 healthcare university or something like VCU or UVA, where you actually
10 have medical residents adjacent to you that you can work with and train
11 with. That would be a real benefit to everyone, regardless of what
12 simulation equipment they might have in their own setting.

13 One of the things that this will provide an opportunity to do is
14 to train the nursing students and healthcare students and paramedics and fire
15 and rescue students, and that will be in situations with very acutely ill
16 patients in ways that may not be able to be accomplished in clinical settings
17 in the hospital. We're looking to be able to expand that as well. We feel this
18 project will lay the foundation for future education in healthcare. We've
19 continued to move forward with this project, and we have some firm
20 locations and have moved forward with ensuring that individuals we hope
21 will be our partners will be our partners and be able to use us. We'd be
22 ready to start in August and start using this education training facility in
23 January. We're ready to move forward with our project. Thank you.

24 MS. MCCUE: Good afternoon, my name is Patti
25 McCue. I'm Senior Vice President for Patient Care Services and Chief

1 Nursing Coordinator for Centra Health. I want to thank you for the chance
2 to visit with you briefly this afternoon, and in addition to Dr. Garren and
3 Angela Taylor's comments I'd like to add a couple of comments from a
4 slightly different perspective. That's from the perspective of Centra's
5 Regional Healthcare System and the patients that we serve, and also our
6 workforce, our employees are part of Centra.

7 Centra serves a population of close to 500,000 people in a
8 region that is made up of 18 counties. Sixteen of those eighteen counties are
9 tobacco counties. Centra has two schools of nursing, and one is a licensed
10 practical nursing program, and one is an RN program. Forty-five percent of
11 the applicants to both of those programs reside in tobacco counties. Fifty
12 percent of those who actually graduate from both of those programs reside in
13 tobacco counties. I wish I could have given you today a statistic about what
14 percentage of our workforce for Centra resides in the tobacco counties, but I
15 don't have that figure for you. I know it's safe to say that out of close to
16 5,000 employees at Centra I would be surprised if we didn't have 50 to 60
17 percent of our workforce are residents of the tobacco counties.

18 My point is that Centra is committed to the region in providing
19 the best healthcare possible, and we can't do that unless we have the best
20 workforce. Simulation and virtual learning is the way of the future in
21 education. We believe if you choose to support our proposal you will have
22 made a very significant decision on behalf of this Commission, because what
23 you do is lay the foundation for Centra that will continue to evolve
24 and grow into the future. I would point out this is a one-time-only request.
25 Our proposal does not ask for additional funds in years going forward.

1 Thank you.

2 SENATOR RUFF: You heard my question before
3 as to how it would affect you all if we put you back on the same schedule
4 with everyone else?

5 DR. GARREN: At this point everything would be
6 held, and we wouldn't be able to move forward. We're ready; we're shovel
7 ready, if you will.

8 SENATOR RUFF: Any questions?

9 DELEGATE MARSHALL: Is Centra Health a
10 for-profit organization?

11 DR. GARREN: No.

12 SENATOR RUFF: Any further questions?

13 DELEGATE MARSHALL: I'd make a motion we
14 accept the Staff recommendations.

15 DELEGATE WRIGHT: Second.

16 SENATOR RUFF: Any further discussion? All in
17 favor say aye? (Ayes.) The motion carries.

18 What I'd like for the Staff to do in anticipation of this fall, that
19 we work with whoever we have to work with and figure out what we need in
20 the network of healthcare education so we can move forward with full
21 knowledge of what's happening in the communities. Does that seem like a
22 reasonable thing to do? All right.

23 Is there another piece of business?

24 MR. PFOHL: Yes, sir. Southside Community
25 College is requesting a change of use for some previously awarded grant

1 funds. This is not a request for new money but simply a request, due to
2 timing issues, to shift previously awarded funds from Grants 1488 and
3 1695 that have been awarded in past due Education rounds. They were
4 originally awarded for purposes of establishing a construction trades training
5 academy building that would be built in Clarksville in Mecklenburg County.
6 Construction of that building has been delayed, and they can
7 wait a year to establish, to come back and reapply for the construction
8 trades equipment to start up that program. They're asking that funds in
9 the amount of \$150,000 from the two older grants be re-authorized to
10 establish a Dean of Nursing and Health Technology position at the
11 community college. Mary Jane Elkins is here representing the college, if
12 you have further questions.

13 DELEGATE WRIGHT: I move we accept the
14 Staff's recommendation.

15 SENATOR RUFF: Is there a second? It's been
16 moved and seconded. All in favor say aye? (Ayes.) All right.

17 Now, is there any public comment? No comments.

18 MR. NOYES: A housekeeping matter, those
19 Commissioners not present at the previous meeting, there is a validation
20 of parking for anyone not staying overnight. See Michelle. The reception
21 will be down the hall on the right in the Shenandoah Room.

22 SENATOR RUFF: Any other business? If not,
23 we're adjourned.

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25 PROCEEDINGS CONCLUDED.

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CERTIFICATE OF THE COURT REPORTER

CRANE-SNEAD & ASSOCIATES, INC.

1 I, Medford W. Howard, Registered Professional
2 Reporter and Notary Public for the State of Virginia at large, do hereby
3 certify that I was the court reporter who took down and transcribed the
4 proceedings of the **Education Committee of the Virginia Tobacco**
5 **Indemnification and Community Revitalization Commission when held**
6 **on Wednesday, April 22, 2009 at 4:00 p.m. at the Hotel Roanoke,**
7 **Roanoke, Virginia.**

8 I further certify this is a true and accurate transcript
9 to the best of my ability to hear and understand the proceedings.

10 Given under my hand this 4th day of
11 May, 2009.

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21 My Commission Expires: October 31, 2010.

22 Notary Registration Number: 224566

Medford W. Howard

Registered Professional Reporter

Notary Public for the State of Virginia at Large