Tobacco-Free Advisory Council Meeting Minutes  
Friday, June 14, 2013  
AC 722  
12:00 – 2:00 pm

Members Present: Peggy DeJaco, Maggie Gough, Ann James, Alar Lipping, Ray Mirizzi, Mark Neikirk, Leslie Pierce, Ken Ramey, Rebekah Richardson, Mary Lee Schott, Doris Shaw, Lori Southwood, Barb Sween, Jeff Waple, Steve Weiss, Lindsey Koetting (minutes)

Members Absent: Karen Campbell, Cathy Carson, Chris Cole, Sara Kelley, Erik Pederson, Sara Sidebottom, Rebecca Volpe

Welcome

Vice President, Ken Ramey, greeted the advisory council to the meeting. He indicated that he read all of the recommendations that were submitted by the subcommittee chairs. Ken thanked everyone for their hard work, time and effort. He informed the council that he is more optimistic than ever about the tobacco-free policy and its success.

Ken announced that Karen Campbell has resigned from her position at NKU. Even though Karen was not present at the meeting he thanked her for all of her hard work put into the tobacco-free policy.

Ken indicated that Jeff Waple and Steve Weiss would discuss the budget with the advisory council.

Budget

Jeff Waple began by thanking Vice President Ramey for all of his support during this project. Jeff informed the council that he, Steve and Karen met with Ken and Lori last week to discuss what is able to be done in a budgetary aspect and about the next steps that are to be taken. Jeff indicated that they also met with Ann James and Leslie Pierce yesterday to discuss compliance.

Jeff then discussed the budget that Ken gave the subcommittees to work with. The overall budget is $125,000. He then gave the breakdown of the budget. Marketing, signage and communication will receive $80,000. The Quit Line and Products will be funded, which is $22,000. Compliance and Enforcement was budgeted $10,000. Training was given $5,000, which leaves $8,000 for contingency. Jeff indicated that there were some recommendations with a smaller budget amount that will be discussed later.

Compliance and Enforcement

When the compliance and enforcement subcommittee chairs met with Ken, Lori and the tri-chairs, they were asked to review their recommendations with knowing the budget they have been allotted. Ann
and Leslie were asked to fix their recommendations and to better suit the budget. They will be using employees and students, but without benefits. Training will also be developed, possibly online, so there may or may not be a cost to this.

**Signage, Marketing and Communications**

The discussion moved to discussing the signage, marketing and communication needs. First, Jeff indicated that the policy statement that the Marketing and Communications subcommittee is very good and that will be the one that will be used.

Mary Lee asked if there is a date when signage needs to be up by because move in day for students is August 16. Ken indicated that it is important to have at least the temporary signage up by this time. Mary Lee then asked if there is an account set up so the budget can be accessed and they can get moving on purchasing the signage and if so who is able to put the purchase requisitions in the system? Ken indicated that there is not an account set up, but he will check with the Budget Office and get this set up. He then said that each subcommittee can put in the purchase requisitions and send them up to our office and we will approve them.

Jeff indicated that he will be compiling the marketing recommendations from all subcommittees into one report. Discussions will be online and subcommittees will need to submit items that they would like to be looked at and receive input on via email.

Jeff said that he would like to see more designs for brand marks because the one on the recommendation was not perceived very well. Doris Shaw handed out papers with eight different brand marks on them. There was a lot of discussion among the group about the brand marks. Steve pulled some brand marks from other colleges and places of business to show the group.

Jeff recommended that the advisory council members vote on the brand mark that they like the best. Ken agreed with this, and then indicated that he will have to show President Mearns the brand mark that is selected.

An advisory council member pointed out that the first four brand marks were all the same, just a different color. Another member pointed out that the fifth brand mark would be great to use on letterhead. The advisory council came to the conclusion that they like the use of both types of brand marks because they can be used for specific purposes. Doris is going to tweak the brand marks a little further to make them more universal.

A recommendation was made by Vice President Ramey that on some signs around campus would say, “thank you for your cooperation.” Doris said that this is a good idea depending on where the signs are located. Some members on the advisory council stated that they like the signs that include the date that the policy is effective.
Once the discussion was completed, Jeff closed the meeting and indicated that he would be reaching out to the subcommittee members shortly.