

MSA COMPLIANCE ADVISORY BOARD MEETING AGENDA

Wednesday September 10, 2025

10:00 a.m.

Via Teams

[Click here to join the meeting](#)

I. Call to Order/Intro-----Michael Plumley

II. Minutes approval----- Michael Plumley

III. Old business ----- Michael Plumley

A. Federal actions-----Michael Plumley

-- JUUL Marketing Order-FDA authorized JUUL delivery system, Virginia tobacco pods (3% & 5%), and menthol pods (3% & 5%).

--Reduced nicotine regulation proposed. Comments this month.

<https://www.fda.gov/news-events/press-announcements/fda-proposes-significant-step-toward-reducing-nicotine-minimally-or-nonaddictive-level-cigarettes>

--Retailers ask for federal enforcement on e-cigarettes.

https://www.convenience.org/Media/Daily/2025/July/18/3-NACS-Asks-Trump-Admin-Chinese-Vapes_GR

B. KY Update-----Steve Cambron, Others

--Synar/retailer education update.

--HB 11: Status of cases.

--Licensing law status. (SB 100).

--Federal tobacco prevention funding ended. KY Status?

C. Baltimore v. Philip Morris (2022)- Since 1998, the Master Settlement Agreement (MSA) has required tobacco companies to pay most states, including Maryland, in perpetuity because of the harmful effects of cigarettes on human health. The MSA, however, does not address harms that cigarettes have imposed on non-human life, environments, and ecosystems. The defendant cigarette manufacturers had originally designed biodegradable filters. They chose not to use them, however, after identifying that their customers preferred the draw of their non-biodegradable, plastic filters. The trial court found in favor of Baltimore in July, 2025.

IV. New Business -----All

-- Truth Initiative report on tobacco use in movies, tv and videos. "Lights, Camera, Addiction" (a prior Truth Initiative study published in Preventive Medicine found that exposure to on-screen smoking imagery can triple a young person's odds of starting to vape nicotine) <https://truthinitiative.org/research-resources/tobacco-pop-culture/lights-camera-addiction>

V. Adjournment- *Next meeting (tentative date): December 10, 2025.*