

The Board of Directors of the Emergency Communications District (ECD) of Nashville and Davidson County met in regular session at the Metro Emergency Communications Center, 2060 15th Avenue South. Chair Cleo Duckworth called the meeting to order at 2:35 PM and presided over the meeting with the following board members present: Ruby Baker, Lorinda Hale, William Johnson, Susan Mattson, Eliud Trevino, Rick Cowan, David Gleason and Charlane Oliver. Others present included: Mark Lynam and Larry Law (ECD Admin), Michele Donegan, Dwayne Vance, Bruce Sanschargin, Michelle Peterson, and Tim Watkins (Metro DEC), Philip McGowan and Tiffany Childress (DVL Seigenthaler).

Minutes

Ms. Hale made a motion to accept the minutes from the November 15, 2018 ECD board meeting. Ms. Baker seconded the motion and it carried unanimously by voice vote.

Financial Report

Mr. Lynam went over the December 2018 financial report with board members. He reported that income for December was \$1,136,425 while expenses were \$279,090. This left us with a net gain of \$857,334 for the month.

Our checking account balance at the end of December was \$307,801 and our LGIP account balance was \$12,559,854. This leaves us with \$12,867,655 cash available for operations.

Mr. Lynam also pointed out that during the month of November we received additional funding from the TECB. These funds consisted of an excess revenue distribution of \$1,000,813 and a controller subsidy grant of \$196,000.

Training Requests

There were no training requests to bring before the board this month.

Public Awareness Update

Mr. McGowan went over the call analysis report for December. He reported that 911 calls increased by 4,348 or 14.63% when compared to December 2017. Non-emergency calls were down by 1,557 or 2.76% when compared to the same month last year. For the calendar year (January – December) calls were up by 15,880 or 4.15% when compared to the same 12-month period in 2017.

Digital ads are still being run on the Channel 2 and Channel 5 websites. Click thru rate (CTR) for December was down on both sites when compared to November's numbers. Mr. McGowan stated that this was not unusual for the December time period.

Mr. McGowan presented a new report that contained data surrounding the digital ad campaign to reach newcomers to Nashville. The report contained information showing the number of impressions and CTR from various sources such as local media websites, Facebook, and Instagram. Board members had a lot of questions about why most of the media websites were outside of Davidson County. Other questions were raised about the demographics of the audience reached. Mr. McGowan was going to get back with his marketing team to get answers for these questions. Mr. Gleason also asked if the report could include the number of new people moving to Nashville each month.

Mr. McGowan provided reports showing the Rescue Rex show appearance schedule for January and the number of children reached this school year. He noted that the number of shows for December and January were down but hopefully engagements will pick up after the holidays.

Mr. McGowan also reported that New Channel 5 ran a feature on Rescue Rex when the show was held at Lake View Elementary in December. It is estimated that the story reached 345,000 viewers. DEC Assistant Director Michelle Peterson took part in the program.

Use of Rescue Rex Image

Mr. Trevino introduced guests Maricela Marquez and her two daughters, 13 year old Sara and 11 year old Maya. Sara and Maya host a Saturday morning radio show and have put together a children's publication that they want to sell at different events to raise money for their education. They want to include information about 911 in their book as well as use the Rescue Rex image. Board members praised the young ladies on their initiative but explained that this would cause a conflict because we already had our own advertising and our own coloring books. Ms. Duckworth suggested that maybe they could have Rescue Rex on one of their radio shows to promote 911. She asked Tiffany Childress to work with the young ladies.

DEC Directors Report

Ms. Donegan reported that her department currently has 30 vacancies. Five call-takers are scheduled to graduate from their training class tomorrow. DEC's most recent recruiting effort has yielded three candidates for the February training class.

Ms. Donegan reported that her department is working closely with Metro's Human Resources Department on recruiting efforts. There is consideration being given to having quarterly job fairs. Her department is also working with the Police Department to see if they can draw from the pool of applicants who may not succeed in becoming a police officer.

Additional discussion took place on why employees are leaving and trying to determine if changes can be made to rules and policies, pay and benefits, entry level skills, or other things that may help attract or retain employees. Ms. Mattson mentioned that she attended an educational session at the NENA Conference this past summer where recruitment strategies such as recruiting from veteran groups or people with disabilities was discussed. Mr. Gleason asked if efforts were being made to stimulate interest from high school students who may be getting ready to enter the work force. Mr. Sanschargin indicated that there are three high schools in Davidson County that have criminal justice programs. Two of those schools, Stratford and McGavock, are scheduled to visit the 911 center. Mr. Sanschargin pointed out that applicants need to have basic typing skills, some basic map reading skills, and decision making abilities to make it through the first phase of testing.

Ms. Donegan reported that the employee appreciation banquet will be held on Thursday, April 18th, at the Music City Center.

Since it doesn't appear that DEC will be moving into a new facility anytime soon, Ms. Donegan has asked Michelle Peterson to work with Metro General Services on making some improvements to the existing 911 center. Hopefully they will have some plans, including cost, ready to present to the ECD Board by our next meeting.

The Everbridge mass notification system that was funded by the ECD should be ready to go live by the end of February. Metro has renamed the project MEANS (Metro Emergency Alert Notification System). The system will be used for sending messages regarding emergencies and other "need to know" alerts for events such as CMA Fest. It will also be used as an employee notification system. Policies have been established and put in place. Metro's IT Department is overseeing the project. The public will be able to

opt in or out. Advertising to promote the notification system will be done through the various agencies using the product and through social media.

Miscellaneous

Mr. Gleason asked Tim Watkins for an update on the Motorola cyber assessment. Mr. Watkins indicated that Motorola had identified the issue that developed during the initial attempt to scan the system. He has not yet brought the Motorola team back in for another attempt due to all the other projects that are currently taking place. Mr. Watkins stated that he understands the importance of completing this task and will try to reschedule the cyber assessment as soon as possible.

Adjournment

Upon proper motion by Ms. Hale and second by Ms. Baker the meeting adjourned at 3:35 P.M. Next ECD Board meeting will be held on February 21st.

Minutes submitted by Mark Lynam