

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, and Rick Cowan. Board members David Gleason and Charlane Oliver were not in attendance. Others present included: Mark Lynam and Larry Law (ECD Admin), Michele Donegan, Michelle Peterson, Angie Milliken, Tim Watkins, and Dwayne Vance (Metro DEC), Pat Nolan (DVL Seigenthaler), Russell Freeman (Legal Counsel), and Aida Hughes.

Minutes

Ms. Hale made a motion to accept the minutes from the August 16, 2018 ECD board meeting. Mr. Johnson seconded the motion and it carried unanimously by voice vote.

Financial Report

Mr. Lynam went over the August 2018 financial report with board members. He reported that income for August was \$1,130,066 while expenses were \$161,486. This left us with a net gain of \$968,580 for the month.

Our checking account balance at the end of August was \$343,681 and our LGIP account balance was \$10,382,070. This leaves us with \$10,725,751 cash available for operations.

Public Awareness Update

Mr. Nolan went over the call volume report for August 2018. The 911 call numbers were up by 5,850 calls or 17.71% compared to the same month in 2017. Non-emergency calls were up by 1,406 or 2.35%.

The outdoor boards and digital ads have been approved. The new outdoor boards should be up by October 1st. Radio ads are being worked on. One new message that the ads will try to convey this year is why the protocol questions are asked and the importance of these questions. Hopefully the radio ads will be ready for the studio next week and on the air by October 10th.

Mr. Nolan went over the digital impression report. The target number of digital impressions is being reached by both Channel 5 and Channel 2, however the click through rate is much greater on the Channel 5 site. This will be evaluated to see if some adjustments need to be made to the sites that we are on.

An experimental digital media campaign will begin soon which will try to target people who are new to Nashville. Local and national sites will be used. The first segment will run from October 8th to December 30th. Another segment will run from March 4th to June 12th. Hopefully it will have an impact on 911 calls by informing people who are new to our community how emergency communication services are handled in our area.

Mr. Nolan went over the Rescue Rex booking reports showing schools, shows, and children reached. He noted that there are only three shows scheduled for September. This is due to one of the Rescue Rex portrayers being out of town. October will be better with seventeen shows already scheduled.

Mr. Nolan reported that his firm recently received a request from the Lexington County South Carolina 911 Communications Center asking if they could download information (songs, lesson plans, coloring book images, etc.) from our Rescue Rex website to help educate their elementary school children about

the use of 911. Before responding to this request Mr. Nolan first wanted to get guidance from the ECD Board. Mr. Freeman, the board's legal counsel, advised board members that if they do offer this material for public education use, either with a fee or gratuitously, they should do so only under some form of agreement specifically stating how these materials can be used and that the other party cannot use these materials to make money. During discussion most felt that we should share the Rescue Rex website materials at no charge but if coloring books were requested then there should be a charge for them. After discussion ended Ms. Hale made a motion that we allow the use of the Rescue Rex materials for the public good pursuant to the terms and conditions that are drawn up by our legal counsel to protect our copyright. Ms. Baker seconded the motion and it carried unanimously by voice vote. Mr. Freeman will draft a formal agreement and work with Mr. Nolan and his team on getting the agreement posted to the website.

Ms. Peterson and Mr. Watkins reported that the 911 Center recently converted from CAMA lines to SIP Lines. The CAMA lines had a four second set up time when activated while SIP lines are almost instantaneous. Because of this we will see an increase in abandoned calls and an improvement in answering time. This may distort some of the numbers in the monthly analysis reports that Mr. Nolan prepares.

There is money in the budget this year for media outreach to promote DEC and Rescue Rex. Mr. Nolan presented ideas that might be used between now and the end of year and the target outlets. The media initiatives include Dispatcher vs Caller (September), Awareness Month: Take a Tour (October), Child Safety Protection: Rescue Rex (November), and Christmas Cheer (December).

Mr. Nolan went over the language interpretation report. He pointed out that it does not change significantly from month to month. Spanish and Arabic continue to be the most requested languages needing interpretation services.

Ms. Mattson asked where we stood with the quality assurance survey. Mr. Nolan indicated he was waiting for DEC's approval to move forward. Ms. Peterson stated that she would follow up with her staff to see if everything had been resolved surrounding the sampling data then get back with Mr. Nolan.

Street Name Change

Ordinance BL2018-1333 was submitted to change the name of "Old Due West Avenue" to "Skyline Ridge Drive". Mr. Lynam stated that this name change has the support of DEC. With that said Ms. Baker made a motion to approve the street name change. Ms. Hale seconded the motion and it carried unanimously by voice vote.

Cyber Security Awareness Update

Mr. Watkins indicated that Motorola had identified the issue with the low base scanning. He is working with Motorola to gather their resources and bring them back on site. Ms. Hale asked if we were protected. Mr. Watkins indicated that his team has done things to lessen exposures. He also added that Metro's IT Department has things in place to protect the entire city-wide network. Mr. Watkins went on to add that Motorola currently administers the phone, CAD, logger, and radio systems. He feels that it is best that they come in first to look for vulnerabilities within their systems before bringing in a third party.

DEC Directors Report

Ms. Donegan thanked the board for sponsoring those employees who attended TENA. She went on to add that TENA recognized one of our dispatchers, Jasmine Wooden, as “Telecommunicator of the Year for the State of Tennessee”.

DEC currently has 20 vacancies....one manager, two supervisors, one IT specialist, and sixteen floor personnel. Five employees will be graduating call taking class next Friday. Applications are still being taken for our December training class.

No update on the new 911 facility. Have heard nothing regarding the Mayor’s capital spending plan. The planning stage is still moving forward with the hopes that everything will fall into place.

Michelle Peterson provided a luncheon today for the DEC administrative personnel to recognize them for all of their hard work.

Ms. Donegan reported that one her employees was involved in a serious motorcycle accident. She is expected to make a full recovery but it will be a long healing process. DEC employees have rallied to provide a support network for her.

Miscellaneous

Ms. Baker had questions about calls remaining anonymous if the caller makes that request. She noted that members of her community are reluctant to report problems because they are afraid that they will not remain anonymous. Ms. Donegan stated that they have provisions for denoting this in the system but in some situations the police officer will still want to make contact with the caller if he deems it necessary. Ms. Donegan suggested that DEC employees attend a community meeting to explain how calls are handled and possibly arrange for the community group to visit the 911 center.

Ms. Mattson asked if there was any new information about the electrical upgrade that was reported at our last meeting. Ms. Donegan stated that they were still waiting to hear if it will be funded in the capital budget.

Ms. Mattson asked where things stood regarding the public notification system. Mr. Watkins stated that Metro’s IT Department was currently working on the governance structure.

Ms. Baker asked if a call-taker could see a trespass waiver. Ms. Milliken stated that a call-taker could see that information.

Mr. Freeman informed the Board that David Alexander from Hardin County is the new TENA president. Mr. Alexander has expanded the legislative committee within TENA by adding an additional member to each of the state’s three regions (east, middle, and west). He has directed them to lobby around legislative issues that will be coming forward. The focus this year will be to get more funding for the smaller and financially burdened smaller counties. Ms. Donegan indicated that Bruce Sanschargin was our liaison with TENA.

Mr. Cowan asked who was responsible for the tornado warning system. Ms. Donegan stated that this fell under the Office of Emergency Management.

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Adjournment

Upon proper motion by Lorinda Hale and second by William Johnson the meeting adjourned at 3:48 P.M.
Next ECD Board meeting will be held on October 18th.

Minutes submitted by Mark Lynam