

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 2:30 PM and presided over the meeting with the following board members present: William Johnson, Susan Mattson, Lorinda Hale, Carolyn Tucker, and Ruby Baker. Board member Rick Cowan was not in attendance. Others who attended the meeting included: Mark Lynam and Larry Law (ECD Admin), Stephen Martini, Angie Milliken, Paul McCallister, Tim Watkins, and Dwayne Vance (Metro DEC), Cheryl Thompson (Finn Partners), and Russell Freeman (Legal Counsel).

Minutes

Ms. Hale made a motion to accept the minutes from the April 21, 2022 ECD Board meeting. Mr. Johnson seconded the motion and it carried unanimously by voice vote.

Financial Reports

Mr. Lynam went over the April financial report with board members. He reported that cash available for operations totaled \$21,748,013. This consisted of \$1,519,514 in our checking account and \$20,228,498 in our LGIP account.

Mr. Lynam went over the business transactions that took place during the month. He reported that income for April was \$1,557,894 while expenses amounted to \$179,229. This resulted in a net gain of \$1,378,665 for the month.

Mr. Lynam also pointed out that there were several line items in the expense section that were over budget. He suggested the Board amend the budget at its June meeting to cover any shortfalls.

After discussion ended Mr. Johnson made a motion to accept the financial statement as presented. Ms. Hale seconded the motion and it carried unanimously by voice vote.

ECD Proposed Budget for FY 2023

Mr. Lynam went over the proposed FY 2023 operating budget with board members and DEC staff. He pointed out increases and decreases to the various line items of the budget.

Tim Watkins discussed the capital improvement expenditures. It was noted that many of the capital expenditures for fiscal year 2023 are carryovers from the current year. While going over these expenditures, Mr. Watkins pointed out that the amount set aside for the MARK43 CAD project should be increased from \$500,000 to \$700,000.

Mr. Lynam reported that TECB distributions and interest income for next year should be comparable to the amount we will receive in the current fiscal year, \$9.4 million. Any excess revenue distribution from the TECB will increase that amount. With the change that Mr. Watkins noted above, estimated expenditures budgeted for next year total to \$14,319,325. From that amount \$4,416,100 will go toward general operational expenses and \$9,903,225 will be set aside for capital expenditures.

After discussion ended, Ms. Mattson made a motion to accept the proposed budget that was presented. Ms. Hale seconded the motion and it carried unanimously by voice vote.

Public Awareness Update

Ms. Cheryl Thompson began her report by letting board members know that her company had officially retired the legacy DVL Seigenthaler name and will now be known only as FINN Partners.

She went on to update board members on the digital campaign. The creative work that went live in February continues to run. We continue to see strong engagement on the digital ads and the click-thru-rate (CTR) is still triple the national average. 515 new visitors were driven to the site in April. Our video is performing very well with almost 158,000 impressions and a 91% completion rate. New creative work should start running sometime in July.

Ms. Thompson also reported on the Rescue Rex Program. She related that four additional schools had signed up for the virtual show. With those new schools, the program has reached over 2,000 students this year. Her company is getting ready to start outreach to schools for the next school year. No decision has been made on bringing the show back into the classroom.

Rules of Order

Board members received a copy of the new proposed Rules of Order. The new rules were edited to include the changes recommended at our last meeting. Mr. Freeman stated that if everyone was comfortable with these new rules, he would draw up a resolution to adopt these new rules as a replacement for our existing rules. The resolution could be presented at our next meeting,

Ms. Hale asked if we could adopt these new rules with a motion and vote by board members. Mr. Freeman stated that he would prefer that it be done through a resolution that was signed by the Board Chair. He specified that this matter could be placed on next month's agenda right after the adoption of our minutes. That way the new rules could be adopted prior to acting on other business.

Ms. Tucker questioned whether we should put something in the new rules requiring the Treasurer to be bonded. Mr. Lynam stated that this was already a statutory requirement in the TCA Code governing Emergency Communications Districts.

After discussion ended, board members agreed to wait until our next meeting and adopt the new rules through a resolution that will be drawn up by Mr. Freeman.

DEC Directors Report

Director Martini mentioned his previous day's budget hearing with Metro Council.

He went over the April performance report with board members. He pointed out that there were 5,000 more 911 calls and 10,000 more non-emergency calls during this past month when compared to the same period last year. With the increase in call volume, DEC is seeing its call compliance answer time fall below national standards.

DEC currently has 10 vacancies, which represents approximately 5% of their staff. Most of those who have left are pursuing economic opportunities in their chosen field or have moved to be closer to family. 55 candidates are waiting to be screened for the next academy.

Ms. Duckworth stated that she had seen some negative public comments about DEC on Facebook, which is where the Hub-Nashville apps and video are running. She asked who was reviewing (and possibly responding) to those comments. Director Martini acknowledged that those comments are channeled through the Quality Assurance Team. Ms. Thompson indicated that the ad campaign on Facebook was set up to track engagement. She stated that the ability to leave comments could be turned off by changing to a “brand” campaign. She felt that her firm could make this change in the new fiscal year. Director Martini and board members concurred with making this change, since CueHit was where customer feedback was gathered, not Facebook.

Adjournment

Upon proper motion by Ms. Hale and second Ms. Baker the meeting adjourned at 3:42 PM.

Minutes submitted by Mark Lynam