

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 15<sup>th</sup> Ave 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, Lorinda Hale, Susan Mattson, Carolyn Tucker, and Ruby Baker. Board member Rick Cowan was not in attendance. Others who attended the meeting were Mark Lynam & Larry Law (ECD Admin), Stephen Martini, Angie Milliken, Paul McCallister, Patrice Coleman, Leah Quarles, Kristen Mullen, and Tim Watkins (Metro DEC), Russell Freeman (Legal Counsel), Cheryl Thompson, Tiffany Childress, Neil Pickering, and Tracy Drennon (FINN Partners).

### **Minutes**

Ms. Hale made a motion to accept the minutes from the November 17, 2022 ECD Board meeting. Ms. Baker seconded the motion and it carried unanimously by voice vote.

### **Financial Report**

Mr. Lynam went over the December financial report with board members. He reported that cash available for operations totaled \$24,100,704. This consisted of \$270,586 in our checking account and \$23,830,118 in our LGIP account.

Mr. Lynam went over the various business transactions that took place during the month. He reported that income for December was \$1,609,718 while expenses amounted to \$518,446. This resulted in a net gain of \$1,091,272 for the month.

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

### **Public Awareness Update**

Ms. Childress went over Rescue Rex report with board members. Rex has performed 55 shows this school year. He is scheduled for 13 shows in February. Ms. Childress advised board members that the Metro Parks Disabilities program has reached out to her requesting a Rescue Rex performance. Since this is not a typical school setting, but a program for young adults with intellectual disabilities, she first wanted to get board approval before scheduling a show. Board members approved moving forward with this request.

Ms. Thompson started her presentation by telling board members that she would be retiring at the end of the month, and this would be her last meeting with us. She let board members know that Mr. Neil Pickering would become part of the account team. She also pointed out that another person, Ms. Sherry Dennis, was being hired by Finn Partners and would become part of our account team.

Ms. Thompson then went over the advertising report with board members. She reported the “click-thru-rate” remains strong on the digital ads, 414 new visitors viewed the site in December, and billboards & radio ads continue to be effective. The targeted video ad will continue to run for the remainder of this fiscal year.

Ms. Thompson advised board members that the new creative work was ready and would be going up next month. She stated that these new ads were developed to lead people to “hubNashville” for non-emergency calls. Ms. Thompson provided illustrations of the new work that would be used for social media, display ads, and billboards.

She pointed out that her firm was going to try a new concept for one of the digital billboards. A two-fold message would be used to catch the viewer’s attention. In the graphic presented to the Board, a view of “shrubs” was displayed on the first frame (scene 1), and a view of a message behind the shrubs was displayed on the second frame (scene 2). These two graphics would be rotated daily. Board members felt that the “scene 1” image, consisting mostly of shrubbery, would be a little too confusing for the viewer. They asked that it be fine-tuned to show a little more of the message that was behind the shrubs, as in scene 2. Ms. Thompson indicated that her firm would work on revising the “scene 1” image.

### **New Board Member**

It was announced during the meeting that Mr. Domingo Santos Gonzalez had been appointed to the ECD Board. It was pointed out by our attorney, Mr. Freeman, that there may be a conflict of interest with Mr. Gonzalez serving on the ECD Board. Mr. Gonzalez has stated on his application that he is the media buyer of 911 ads that run on his radio station, El Jefe. Ms. Tracy Drennon, the media buyer with Finn Partners, confirmed that there was a contract in place to run 911 ads on the El Jefe radio station through June 30, 2023. This current contract was negotiated through Mr. Gonzalez prior to his appointment to the board.

Board members stated concerns about the public perception of impropriety if Mr. Domingo were to take his seat on the Board and receive money from ads purchased by the ECD. Board members felt that since the existing contract was predetermined prior to Mr. Gonzalez being appointed to the board, we should honor it through its entirety. Board members did not feel that it was appropriate for 911 ads to run on the El Jefe radio station after the current contract ends.

After discussion ended, Ms. Mattson made a motion that we instruct our attorney, Mr. Freeman, to do more fact finding on this issue by having conversations with Mr. Gonzalez and the Mayor’s Office, then report back to the Board. Ms. Hale seconded the motion and it carried unanimously by voice vote.

Ms. Mattson then made a second motion which stated that if Mr. Gonzalez takes his seat on the Board, and there is no resolution to this potential conflict of interest, the Board will instruct our agent, Finn Partners, to not renew the contract with El Jefe radio after June 30, 2023. Ms. Baker seconded the motion and it carried unanimously by voice vote.

### **DEC Directors Report**

Director Martini reviewed his monthly report with board members. He went over the data associated with call volumes, vacancies, and answer times. He reported that a recruitment class of fourteen will be starting on January 30<sup>th</sup>.

The (615) 862-8600 non-emergency number was transferred to 311 on Labor Day. Since then, DEC has seen a 40% reduction in non-emergency calls being handled by call takers.

Leah Quarles and Kristen Mullen were introduced as DEC's newly appointed operations managers over the day and night shifts.

Brian Crabtree has been moved into a fulltime position with DEC's Community Outreach program to address recruitment issues.

A "power" shift has been put in place between the hours of 9:00 PM and 2:30 AM to address heavy call volume.

Director Martini announced that the first draft of DEC's annual report was ready and emailed board members a link to where it could be viewed.

APCO will be hosting a national "911 Staffing" summit to address the issue of 911 operator shortages being felt across the nation.

### **Street Name Changes**

The following ordinances were taken under consideration for street name changes:

- BL2023-1648 – Horton Ave to Deford Bailey Ave
- BL2023-1649 – Lifeway Plaza to Josephine Holloway Ave

Mr. Lynam reported that both street name revisions had the support of DEC.

Ms. Mattson made a motion to approve both street name revisions. Ms. Hale seconded the motion and it carried unanimously by voice vote.

### **Adjournment**

Upon proper motion by Ms. Hale and second by Ms. Baker, the meeting adjourned at 3:47 PM. After the meeting ended, Mr. Martini took board members on a tour of the Compton facility to show them the progress that is being made with the renovation effort.

The next meeting of the ECD Board of Directors will be held on February 16, 2023.

Minutes submitted by Mark Lynam