

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 1:00 PM and presided over the meeting with the following board members present: William Johnson, Ruby Baker, Lorinda Hale, Susan Mattson, and Rick Cowan. Board member Carolyn Tucker was not in attendance. Others who attended the meeting included: Mark Lynam & Larry Law (ECD Admin), Stephen Martini, Tim Watkins, Patrice Coleman, Paul McCallister, and Dwayne Vance (Metro DEC), Neil Pickering & Tiffany Childress (Finn Partners), and Russell Freeman (Legal Counsel).

### **Minutes**

Ms. Hale made a motion to accept the minutes from the October 19, 2023, ECD board meeting. Mr. Johnson seconded the motion, and it carried unanimously by voice vote.

### **Financial Report**

Mr. Lynam went over the January financial report with board members. He reported cash available for operations totaled \$25,039,217. This consisted of \$74,783 in our checking account and \$24,964,434 in the LGIP account.

Mr. Lynam went over the various financial transactions that took place during the month. He reported that income for January was \$115,322 while expenses amounted to \$202,502. This resulted in a net loss of \$87,180 for the month.

Mr. Lynam pointed out that the “excess revenue” distribution of \$1,508,007 that we received in November was the largest that our district had ever received. Ms. Mattson communicated that the term used to describe this funding allocation was recently changed to “compliance distribution”. She also added that the proposed plan is for this surplus revenue to be dispersed throughout the year as part of the base funding distribution, instead of a one-time annual allotment. Director Martini conveyed that Mr. Will Denami, our contracted lobbyist, authored the language that went into this legislation.

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

### **Public Awareness Update**

Ms. Childress provided board members with a report showing school appearances and the number of shows performed. She communicated that the coloring book logistics were being reviewed to make sure that they reached additional targeted audiences such as Kurdish students and other cultural groups that might benefit from them.

Mr. Pickering went over the advertising report. He reported that our ads continue to perform well. He pointed out that the target groups for the digital ads were adults 18+ and new movers.

While both groups increased their interactions with the ads during the month of January, the adults 18+ were the most responsive to the ads.

Board members were updated on the new creative concepts for FY 2024. Mr. Pickering explained that the objective of this year's advertising campaign was to further educate the public on when to dial 911 for emergencies and when to use the HubNashville site for non-emergency situations. The new work is built around conveying the difference between a minor inconvenience versus a major emergency by swapping out one word in a phrase to drastically change the level of urgency. Mockups of the billboards and digital displays were provided. The new ads should start running in March.

Mr. Pickering communicated that during the creative concept review, a script for a new video was produced. His team felt additional value could be added to this year's campaign by doing a new video, since the current one has been running for the last two years. Mr. Pickering explained that this year's budget did not include funding for a video, but one could be done for an additional \$11,725. The video would run on various social media platforms. After discussion ended, Ms. Baker made a motion that we add an additional \$11,725 to the advertising budget. Ms. Hale seconded the motion, and it carried unanimously by voice vote.

Mr. Pickering apprised board members of a research/insight project that his team would like to move forward with. Using \$8,700 that was prepaid in FY23 and \$8,700 that was budgeted in FY24, Finn Partners would put together a survey that would gauge how well the public is engaging with ads and how well public awareness advertising is resonating with Davidson County residents. His team would provide an analysis report based on the survey data. Board members gave Mr. Pickering approval to move forward with the project. Mr. Pickering will report back with a timeline and follow-up actions.

### **Legislative Update**

Ms. Mattson provided board members with a list of the various bills currently in front of the Tennessee General Assembly that may affect emergency communication districts. She updated board members on where each bill stood, and how it might impact our district if passed.

### **DEC Directors Report**

DEC will host five Council orientation sessions during the month of March to familiarize council members with the work that it does. Dates and times will be shared with ECD board members in the event they would like to attend any of the sessions.

Director Martini went over the January Director's report with board members. He called attention to the lower call volume in January 2024 compared to January 2023. Call answer time for both 911 and non-emergency calls outperformed NENA compliance standards. There were 113 text sessions initiated by DEC during the month; 12 were in Spanish and 2 in Turkish. Citizen survey responses showed customer satisfaction at 88%.

The department currently has 12 vacancies. Noah Mladenovski was recently employed to provide onsite support for the Intrado phone system. James Matthews will be starting in March as DEC's public information officer.

Director Martini will be traveling to the British APCO Conference in early March. The CEO of British APCO has asked Mr. Martini to participate on a NG 911 emergency communications panel to share how Nashville is using cutting edge NG 911 solutions to impact operations, virtual workforce, and other applications.

### **Prepared Assist**

Director Martini apprised board members of his desire to purchase a 911 software platform called Prepared Assist. Using AI, keyword detection, call audio processing, transcription, and translation; this package will help call-takers process calls more quickly and allow them to maintain situational awareness of high priority calls. A demonstration was shared with the ECD Technology Committee. The price tag is \$498,000 per year and can be purchased off a State of Tennessee contract. The cost of this expenditure will be funded through cost savings in other areas without having to increase the District's budget. Ms. Mattson made a motion that we move forward with this technology. Ms. Hale seconded the motion, and it carried unanimously by voice vote.

### **Other Business**

Employees Marty Boyce and Patrick Sniadowski, GIS Specialists within DEC's Technology Division, provided a demonstration on how GIS data is used for location verification. They went over the various types of data that is used to structure a GIS CAD map and how it can be used to pinpoint a caller's location for the purpose of providing emergency response services.

Ms. Patrice Coleman explained that the Vanderbilt student AI team working with DEC, has developed a training simulator to assist in training new hires. This new approach will allow simulated calls to take place without human beings playing the part of the caller. This simulator was named "Angie", after recently retired Assistant Director Angie Milliken.

### **Adjournment**

Upon proper motion by Mr. Cowan and second by Ms. Baker, the meeting adjourned at 2:45 PM.

The next meeting of the ECD Board of Directors will be held on March 21, 2024, at 1:00 P.M.

Minutes submitted by Mark Lynam