

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 1:03 PM and presided over the meeting with the following board members present: Susan Mattson, Lorinda Hale, William Johnson, and Rick Cowan. Board member Carolyn Tucker was not in attendance. Board member Ruby Baker attended virtually. Others who attended the meeting included: Mark Lynam and Larry Law (ECD Admin), Stephen Martini, Patrice Coleman, Paul McCallister, Dwayne Vance, Tim Watkins, and James Matthews (Metro DEC), Kimberly Nichols, Taylor Wilson, and Tiffany Childress (Finn Partners), and Russell Freeman (Legal Counsel).

Minutes

Ms. Hale made a motion to accept the minutes from the June 20, 2024 ECD board meeting. Mr. Johnson seconded the motion, and it carried unanimously by voice vote.

Financial Report

Mr. Lynam went over the July financial report with board members. Cash available for operations as of July 31, 2024 totaled \$28,217,669. This consisted of \$245,686 in the ECD's checking account and \$27,971,983 in the LGIP account.

Mr. Lynam went over the various financial transactions that took place during the month. He reported that income for July totaled \$126,839 while expenses amounted to \$107,945. This resulted in a net gain of \$18,894 for the month.

After discussion ended, Ms. Mattson 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. Taylor Wilson from Finn Partners provided copies of the new Rex coloring book. She explained that the illustrations inside had been modernized. She also reported that her firm has updated its contact information for Davidson County schools and has begun scheduling Rex shows which are slated to start in September.

Ms. Kimberly Nichols went over the advertising report with board members. She communicated that the advertising campaign continues to perform well, and the digital ads are performing above average on engagement. She pointed out that the Kurdish outdoor board went up in August. Ms. Nichols also reported that the 911 survey is complete and has been shared with the Board. Any concerns that came about as a result of the survey will be addressed in future public awareness advertising campaigns.

Phone System Architecture

Tim Watkins, DEC Technology Manager, updated board members on the transition to i3 compliance for the call center's phone system. He conveyed that the major benefits of i3 are multimedia support (voice, text, images, and video), enhanced location services, and better security and reliability. It will also enhance our ability to route calls to other PSAP's for redundancy purposes.

PIO Engagement Activities

Jimmy Matthews explained his role as DEC's public information officer. He explained that the stories he shares helps educate the public and aids in DEC's recruiting effort. He conveyed that much of his communication is done through Facebook and Instagram.

He showed a video of a recent Independence Day public service announcement that was produced by DEC and aired on various media platforms and through partnering agencies. It reminded everyone that 911 is for emergency situations, and not noise nuisances. As a result of this video, approximately 63% of the fireworks related calls on July 4th were reported through non-emergency platforms including hubNashville and 311.

He also played a video that was used in a training session at the APCO Conference which displayed the culture within DEC; showcasing its talents, happiness, and willingness to engage.

Another video that was shown was an interview with DEC employee Kaitlyn Kramer who helped with the birth of a child during a 911 call. The story was picked up by the Associated Press and was aired nationally.

Mr. Matthews also provided a video of employees interacting at a picnic outside the 911 facility, illustrating how DEC employees work and play together.

Lastly, he reported that two of DEC's Spanish speaking call-takers will be participating in an interview with the Telemundo News Network. The interview will be conducted in Spanish for the purpose of educating the Spanish speaking community in how to use the services that DEC provides.

DEC Directors Report

Ms. Duckworth congratulated Director Martini on being elected president of the APCO organization earlier this month.

Director Martini went over the performance numbers on his report. He conveyed that 911 call answer time continues to exceed NENA compliance standards. He noted that there were fewer 911 calls when compared to the same time last year. He attributed the decline in 911 calls to improvement in non-emergency answer time. He also pointed out that the number of abandoned calls has dropped significantly.

Quality assurance reviews continue to reflect high superior scores. Law enforcement incident reviews, which began in July, are averaging 97%.

Citizen survey responses show customer satisfaction at 82.55%. Director Martini would like to see improvement in those scores. Over the next six months his training staff will focus on how to improve quality of service (meeting the needs of the caller) as opposed to quantity (i.e. faster answer time).

DEC is expecting several vacancies over the next few months. Because of this, Metro has allowed DEC to over hire by 8 positions. This will allow DEC to get a jump on the training requirements needed for the replacement personnel.

Additional Business

Mr. Lynam informed board members that the District's FY24 annual audit will start the week of August 26, 2024.

Adjournment

Upon proper motion by Ms. Hale and second by Ms. Mattson, the meeting adjourned at 1:54 PM.

The next meeting of the ECD Board of Directors will be held on September 19, 2024 at 1:00 PM.

Minutes submitted by Mark Lynam