

STATE OF TENNESSEE



WEST TENNESSEE SEISMIC SAFETY COMMISSION

wtssc.org

March 5, 2020

TEMA West Region Office

1510 Highway 70 Bypass

Jackson, TN 38302

(731) 422-3300

Agenda

- I. **CALL TO ORDER – Chair Walker**

- II. **WELCOME, INTRODUCTIONS – Chair Walker and Vice Chair Walls**
Host and Attendee introductions

- III. **ROLL CALL AND QUORUM COUNT– Chair Walker**

- IV. **APPROVAL of PREVIOUS MINUTES – Chair Walker**

- V. **BUDGET REVIEW (Patterson): \$105,929 available**

Query Results

Account	Account Title	FY20/PD14 Accounted Budget	FY20/PD14 Year to Date	FY20/PD14 Encumbrances	FY20/PD14 Available Balance
61210	Academic Faculty	0.00	1,307.14	655.58	(1,962.72)
61254	Summer Other	0.00	4,040.00	0.00	(4,040.00)
61257	Academic Masters Graduate Assistant	0.00	3,600.00	3,600.00	(7,200.00)
61610	Professional Support	0.00	15,047.28	7,550.36	(22,597.64)
62750	Masters GA Fee Waivers	0.00	5,778.00	0.00	(5,778.00)
62990	Fringe Benefits Expense	0.00	7,289.30	2,950.12	(10,239.42)
73000	Travel Budget Pool	0.00	0.00	0.00	0.00
73100	Individual Instate Travel	0.00	376.02	126.68	(502.70)
74000	Operating Expense Budget Pool	0.00	0.00	0.00	0.00
74120	Printing of Supplies Outside UOM	0.00	1,850.00	0.00	(1,850.00)
74290	Other Comm and Shipping Costs	0.00	3,225.00	0.00	(3,225.00)
74440	Consulting Services	0.00	0.00	0.00	0.00
74470	Advertising Services	0.00	45,794.00	0.00	(45,794.00)
74500	Supplies	0.00	60.14	0.00	(60.14)
74983	Meals and Food Services	0.00	2,179.50	0.00	(2,179.50)
79720	Fellowships	0.00	500.00	0.00	(500.00)
Report Total (of all records)		0.00	91,046.38	14,882.74	(105,929.12)

VI. OLD BUSINESS:

A. West TN School Assessment Project Continuation

As presented at the last WTSSC meeting, this project was completed for 50 Schools in Dyer, Obion, Gibson, and Lauderdale counties. There are \$15,000 in unspent funds. As discussed at project inception in 2018, WTSSC staff recommends continuation of the project for remaining West TN Schools as funding allows. These discussions were focused on new funding proposals to address assessments for more counties. However, The University of Memphis, Department of Engineering has offered to continue this assessment for Tipton (18), Haywood (5), Crockett (4), and if possible, Weakly (10) using these remaining funds. The Engineering Department is able to provide this cost savings because the software and hardware needed to complete this work has already been established through our previous partnership. Additionally, the Engineering department has agreed to financially support this project in terms of graduate student stipend (\$14,000) in support of their 15-year partnership with the WTSSC.

****WTSSC staff recommends a motion to continue this work with previously approved funds (\$15,000) for the following:*

1. Complete earthquake vulnerability evaluation for public schools in Tipton (18), Haywood (5), Crockett (4) and Weakley (10), using the same methodology as was applied in previous WTSSC assessments.
2. Provide an updated a professional final report with comprehensive appendices for the purpose of providing data for counties to understand their exposure to EQ losses.

B. Reelfoot Lake Visitor's Center Update

The WTSSC approved \$10,000 in funds for update of earthquake displays. WTSSC staff have met 3 times with RLVC staff, which is completing a redesign of the visitor's area. WTSSC funds will be transferred upon completion of this process, which should be mid summer 2020.

Old Business (Cont'd)

C. 2019 PSA Summary (show video if possible)

The 2019 WTSSC/TEMA ShakeOut PSA was narrated by TEMA Director, Patrick Sheehan. Over 581,000 Tennesseans registered for the 2019 ShakeOut. Currently, 1,530 are registered for the 2020 ShakeOut.

1. PSA Exposure and Cost

Great ShakeOut: Digital Performance Report

Flight Dates	Campaign	Impressions Delivered	Clicks	CTR	Views Delivered	Completed View Rate					
10.1-10.17	Added Value Banner Ads	206,725	232	0.11%							
	Desktop Preroll Memphis	225,002	144	0.06%	187,453	83.31%					
	Mobile Preroll Memphis	223,866	225	0.10%	157,736	70.46%					
	CTV Memphis	210,766	-	0.00%	209,114	99.22%					
	Desktop Preroll Jackson	65,027	80	0.12%	50,374	77.47%					
	Mobile Preroll Jackson	65,029	123	0.19%	46,238	71.10%					
	CTV Jackson	60,963		0.00%	60,308	98.93%					
		Campaign	Impressions Delivered	Clicks	CTR			FB/Insta Post Reactions	FB/Insta Post Comments	FB/Insta Post Saves	FB/Insta Post Shares
		FB/Insta Memphis	162,327	474	0.29%			115	14	16	44
		FB/Insta Jackson	16,897	55	0.33%			12	1	-	10
		-									
TOTAL		1,236,602	1,333	0.14%	711,223	83.61%	127	15	16	54	

INVOICE FOR SERVICES



DATE:	10/21/2019
INVOICE:	1209
PO NUMBER:	UMGS 1019 209

Please send payment to:
Drumwright Media
Attn: Suzanne Drumwright
1882 Autumn Avenue
Memphis, TN 38112

Billed To
University of Memphis
re: Great ShakeOut 2019 PSA

<i>Services Provided</i>	<i>Amount</i>
Media Placements in support of the 10/17 drill:	
WMC-TV	\$ 11,130.00
WREG-TV	\$ 12,350.00
WRVR-FM	\$ 2,166.00
WRBO-FM	\$ 2,040.00
KJMS-FM	\$ 2,708.00
Connected TV (Memphis and Jackson)	\$ 6,700.00
Digital Pre-Roll Video (Memphis and Jackson)	\$ 6,700.00
Facebook/Instagram ads (Memphis and Jackson)	\$ 2,000.00
Digital Banner Ads (Memphis and Jackson)	NO CHARGE
Total Due:	\$ 45,794.00

INVOICES ARE DUE WITHIN THIRTY (30) DAYS. A 1.5 PERCENT SERVICE FEE WILL BE ADDED ON ALL OVERDUE BALANCES.

VII. New Business

A. 50,000. Recommended proposal to Produce 2020 Shakeout PSA

Production of radio and TV Public Service Announcement in partnership with TEMA and the Central US Earthquake Consortium. If additional funding is provided by our partners, funds will be added to PSA distribution funds.

\$1,500 Edit 2019 copy of the WTSSC ShakeOut PSA. Manage the transfer of HD video and radio files in various formats as requested by various networks in TN. Pale Moon Media will also make direct calls to TV and radio networks outside the UofM PSA media buy (smaller markets) to promote free PSA air time.

\$48,500 Media buy, with focus on internet-based TV and radio. Staff will work with the University of Memphis marketing staff to capitalize on the purchasing power of the UofM and its marketing resources to air our PSA during designated prime time viewing slots and to appropriate demographic groups. UofM marketing staff will also promote gratis air time for PSA's on all stations.

*******WTSSC staff recommend a motion to provide \$50,000 to produce and distribute the 2020 ShakeOut Public Service Announcement in partnership with TEMA and CUSEC.**

B. Presentation of WTSSC "What to do in an earthquake" graphics (Commissioner Moore)

C. \$25,000 WTSSC Staff Salary Recovery (Patterson)

The University of Memphis provides an administrative and financial framework to operate the West TN Seismic Safety Commission as mandated in the WTSSC charter. As in every year since 2006, the University requests salary recovery (not extra compensation) for WTSSC staff members:

Gary Patterson, WTSSC Executive Director	\$20,000
Kent Moran, WTSSC Program Coordinator	\$5,000

This request includes all Fringe Benefits and will not exceed \$25,000 in total.

D. WTSSC contact with TN Speaker of the House, Cameron Sexton.

WTSSC staff was contacted on January 27, 2020 to check on WTSSC appointments (Architecture, Michael Walker; Local Govt., Gary Graves). Chief of Staff Kevin Johnson requested status of these commissioners. Speaker Sexton serves the 25th District of TN (Cumberland and Van Buren counties). Speaker Sexton was made

keenly aware of how valuable Commissioners Walker and Graves have been to the commission and the state.

E. By law review.

As noted, some WTSSC by laws, which can be legally changed by quorum vote of the commission, seem outdated or not applicable, such as the requirement to meet 4 times per year.

*****WTSSC staff recommend formation of a By Law Review Committee to outline any possible changes, or to empower WTSSC staff to prepare a report on this topic for the next WTSSC administrative meeting.

F. Discuss feasibility of developing WTSSC “podcast” series for earthquake awareness in TN.

VIII. FUTURE EFFORTS AND COMMENTS FROM THE COMMISSION

1. Legislative Delegation (staff)

IX. Networking Lunch On Site