

STATE OF TENNESSEE



WEST TENNESSEE SEISMIC SAFETY COMMISSION

wtssc.org

July 9, 2019

Dyer County Complex
Milton Magee Auditorium
159 Everett Ave
Dyersburg, TN 28024

Agenda(Transcript of Meeting)

- I. **CALL TO ORDER – Chair Walker**
Chairman Walker called the meeting to order when all commissioners were in attendance.
- II. **WELCOME, INTRODUCTIONS – Chair Walker**
*-New commissioners recognized: Darnell, Dubose, and Medling
Introductions of new commissioners and brief bios of each new member .*
- III. **ROLL CALL, QUORUM COUNT – Chair Walker**
Chairman Walker called the roll and these members were noted as being present; Bucy, Clyburn, Darnell, Deberry Dubose, Graves, Horton, Medlin, Moore and Walker. Chairman Walker declared a quorum for the meeting. Commissioner Walls was recognized as present with his credentials also after the initial roll call. Guests for the meeting were then introduced. Felicia Webber of Reelfoot Lake State Park was recognized, Jane Walter with the Tennessee Emergency Management Agency, Christy Moore, Engineering Masters Student at the University of Memphis.
- IV.
- V. **APPROVAL of PREVIOUS MINUTES – Chairman Walker asks if all have read them and if there need to be revisions. No revisions were asked for so the Chair asked for a motion to approve them. Motion approved by unanimous voice vote.**
- VI. **BUDGET REVIEW (Patterson): \$61,509 available. Patterson reviews budget, he refers to appendix A for more details. Total balance is 100,000**

but with obligated money it is in reality 61,509. Does not include the 65,000 annual appropriation by the state that will arrive in October 2019. Motion to approve by Commissioner Bucy and passed by unanimous voice vote.

See Appendix A: Itemized Budget

VII. OLD BUSINESS:

A. West TN School Assessment Project Update: WTSSC Previously approved \$50,000 for this effort on August 31, 2017. The project did not begin until May 2018 in order to coordinate effectively with School Superintendents and other stakeholders.

Patterson recounts that this amount had been budgeted to assess West Tennessee Schools for seismic hazard. Work was conducted with the Engineering Department at the University of Memphis. Patterson introduces Christine Moore, Engineering Graduate Student to discuss the project. She related her work in seismic assessment of West Tennessee schools, goals were to produce a baseline of data combined with comparison of different methods of analysis to see what is most effective in surveying the schools for seismic hazard. Counties covered are Dyer, Obion, Gibson and Lauderdale. There are 10 school districts within these counties 43 school buildings have been surveyed. Methods used are rapid visual screening and and HAZUS software. Moore related that the visual screening method is crude but can be effective in some circumstances . It is heavily dependent on data available and visual observation. One building flaw noted were hallways that interconnected have torsion during an earthquake. Buildings scored on design. Compared with HAZUS MH4.2 multi hazard. Data from FEMA and other sources that is calculated into a probability of damage. The method takes computational time to do and methods are developed to cut down the time needed. USGS ground motion maps used in the analysis and other map

information. Levels of analysis from 1 to 3. Level 2 was chosen for use as easier to do but with good detail on information. Level 1 is too simple and Level 3 too complex to implement. A complication is adding to building over times with different seismic code building requirements. Each addition counted as a separate building. Another factor is portable buildings used for classrooms. Some use was noted in some schools. Initial analysis shows 25% above a cut off score for seismic hazard and 75% are below the cut off. It was found that the newer the schools the higher their score. Older buildings scored lower and had increased hazard. One problem is the combination of reinforced masonry buildings with a "spider" footprint that is not conducive to seismic resistance. This was noted to be a plan irregularity which is common in buildings. 70% of the buildings surveyed had this problem where hall design was done for architectural reasons but were not good for seismic hazard. One of the Commissioners noted that the wagon wheel design was common in schools for the last few years. Discussion ensued on the scoring system used on buildings and the criteria for that system. Score contingent on the risk category that the buildings were in. Most buildings were in the high to moderately high regions for scoring purposes. Building constructed between 1940 and 1989 did not pass the scoring cut off. Survey did only public schools. Report would go to the state for implementation using the data generated. Patterson noted Lake county is having a similar project done. Patterson also noted the impact of portable buildings in the analysis and asked that they not be included in the report as they are temporary in nature. Commissioners agreed but still include them in some statistical fashion so that they are known in numbers. Question asked if there had been a study in Shelby county of the schools there. Grad Student Moore noted 3 studies. One of the University of Memphis buildings, Shelby County schools and Tipton county. 1991 the benchmark year for better buildings. People reluctant to tear down old buildings. But codes are coming into force to up the standards by new buildings or retrofit. Paterson noted these studies and an upcoming study of critical faculties in the Shelby County.

Suggestion made to commissioners to review list of schools for quality assurance purposes . Some commissioners volunteer to aid in the effort. Commissioner Clyburn asked if the report will be used beyond reference works on hazard. Patterson said that the data could be used to prioritize efforts after a disaster and they are reference material for building codes. He also noted that its used by state and local planners. Also data could be used for grant writing purposes by schools. Ms. Moore noted that schools wanted their data for reference purposes. Commissioners asked if there would be recommendations in the report. It was noted that there are general recommendations but specifics. Discussion ensued amongst commissioners on the utility of the reports to schools and other government entities.

OLD BUSINESS Cont'd:

- B. Reelfoot Lake State Park: Approved for \$10,000 on June 19, 2018.**
Paterson noted funds for displays in existing facility,
 - 1. Ms. Alisha Weber, Reelfoot Lake State Park Manager**
Plan to use existing museum. Gut old displays and put in new ones. Entrance area first then other sections of the museum. Reptile room too to more general ecological discussion. Reptiles etc to go to TDOT grant nature center. Design and production costs for earthquake by commission. CERl providing touch sensitive display but more guidance needed to help in design of the new facility. Patterson noted that commission could put effort into an invoiceable activity or application. Commission asks what is the schedule to complete. Answer Nov 2019 construction start, then exhibit portion when Aug-September or November December downtime.
- C. 2018 PSA documentation (See Appendix B)**

VIII. New Business

- A. \$40,000 Recommended proposal to Produce 2018 Shakeout Radio and TV Public Service Announcement in partnership with TEMA**
Partners: Central US Earthquake Consortium and TEMA.
Patterson reports on media buy that TEMA and CUSEC to contribute. Notes 2018 effort devoted more time to internet buys of advertisement. Earlier effort noted as a success with more participants in the shake out due to it. Patterson wanted to use same format and new PSA using the head of TEMA to do a public service

announcement. Form 61,000 number to be used . Commisioners noted some math errors in the 2018 buy and were corrected by Patterson Motion made to accept the plan and unanimous passing.

Recommend motion to fund \$35,000 for production and distribution of radio and TV PSA's in West and Middle TN. If additional funding is provided by our partners, funds will be added on to this total in support of more PSA airings.

\$8,000 **PSA Production (film, editing, file transfer, and secondary promotions). WTSSC staff intend on utilizing the talents of Pale Moon Media in Memphis to produce and edit all PSA material. Pale Moon has produced all WTSSC PSA's since 2010 and has proven that it is uniquely qualified to economically produce high-quality PSA's. Pale Moon will also be responsible for arranging for the transfer of HD video and radio files in various formats as requested by various networks. 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.**

\$32,000 **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.**

B. \$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. *Patterson detailed the work done by Moran and Patterson in doing the logistical work for the commission, motion made and passed unanimously, notes it comes out of fy2020 appropriation.*

C. Consideration of WTSSC Vice Chair Nominations.

Vice chair nominations , Bart Walls nominated, voice vote unanimous. Made vice Chairman.Commisssioner Barry notes we need educational tools, visual

*placard of earthquake preparedness subcommittee formed to create the placard . Moran noted that social media interest is great.
Motion to dismiss passed by voice vote*

IX. FUTURE EFFORTS

- 1. Legislative Delegation (staff)Patterson to get audience with legislature to lobby with them on seismic issues**
 - 2. WTSSC By law review and recommendations (staff)Patterson notes notebook overhaul by Moran. Patterson notes to limit meetings in the long term bylaw review will be done by email to set up scope and committee to review**
 - 3. Follow up on last remaining open commission chair, “Emergency Management” (staff) Last chair by house speaker but not have responded to appoint a member. Might have to have governor to do so. Patterson notes commisioers serve until reappointed.**
- x. Networking Lunch On Site(Bad Bob’s Bar B Q) Commsioner Medling and Patterson at Dyersburg State event in the fall. Logistics discussion by Patterson, Notes private donations for prized . 2500 dollar door prize budget.**

Appendix A, Budget

Query Results

Account	Account Title	FY19/PD14 Accounted Budget	FY19/PD14 Year to Date	FY19/PD14 Encumbrances	FY19/PD14 Available Balance
61257	Academic Masters Graduate Assistant	6,400.00	6,400.00	0.00	0.00
61610	Professional Support	22,330.62	18,608.86	3,721.77	(0.01)
62750	Masters GA Fee Waivers	6,593.50	6,593.50	0.00	0.00
62990	Fringe Benefits Expense	8,004.37	6,690.59	1,313.78	0.00
73100	Individual Instate Travel	197.40	197.40	1,600.00	(1,600.00)
73200	Individual Out of State Travel	1,337.42	1,337.42	0.00	0.00
74000	Operating Expense Budget Pool	71,516.30	0.00	0.00	71,516.30
74440	Consulting Services	60,000.00	0.00	0.00	60,000.00
74470	Advertising Services	49,592.86	49,592.86	0.00	0.00
74500	Supplies	0.00	0.00	0.00	0.00
74983	Meals and Food Services	0.00	0.00	0.00	0.00
75210	Motor Fuel Oil Lubricants	114.86	114.86	0.00	0.00
Report Total (of all		226,087.33	89,535.49	6,635.55	129,916.29

records)				
Pending costs (approved)				5,000 Dyer 10,000 RFC 43,407 schools• <u>68,407</u>
Working Balance				61,509

• project approved for \$50,000 - \$6,593 work completed (GA support)

Appendix B, 2018 ShakeOut PSA Documentation

Distribution Costs

UoM FY 2018-2019

October Invoices - Great Shakeout - CAS (CERI)

Invoices	Invoice #	Amount	Total
Shakeout Radio	010155	\$ 5,157.80	\$ 5,157.80
Shakeout TV	010156	\$ 10,191.50	\$ 10,191.50
Shakeout Cable	010157	\$ 7,568.83	\$ 7,568.83
Shakeout - Tremor	010158	\$ 12,500.01	\$ 12,500.01
Shakeout - Facebook	010341	\$ 9,999.72	\$ 9,999.72
Shakeout Analysis Rpt	010770	\$ 500.00	\$ 500.00
Total October Billing:			\$45,917.86

(Invoice #'s: 10155, 10156, 10157, 10158, 10341, 10770)

Number of "Spots"

Radio: 182 paid spots with an equal number (or greater) of gratis airings

TV: 1301 paid spots with an unknown # of gratis air times

Digital Video: 806,000 "impressions"

Facebook/Instagram 1,275,000 "impressions"

"Impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor, or displayed once on a web page. The number of **impressions** of a particular advertisement is determined by the number of times the particular page is located and loaded."

Production and Additional Marketing Services from Pale Moon Media

Description of Services	QTY	Price	Total
2018 Great US Shakeout 30 second PSA			
Camera/Videography	1	\$600.00	\$600.00
Editing/Graphics	2	\$500.00	\$1,000.00

Radio PSA Production	1	\$150.00	\$150.00
Editing for Digital Media	1	\$500.00	\$500.00
Media Distribution POC	2	\$300.00	\$600.00
Mileage	450	\$0.50	\$225.00
Writing	1	\$200.00	<u>\$200.00</u>
			\$32,075