

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/Transcript of meeting

- I. **CALL TO ORDER – Chair Walker**
Chairman Walker calls meeting to order
- II. **WELCOME, INTRODUCTIONS – Chair Walker and Vice Chair Walls**
Host and Attendee introductions: Hosted by TEMA at Jackson Tennessee, others in attendance are local Jackson area officials. Also noted are others not in attendance due to the tornado damage at Nashville. Jane Walder of TEMA .Vice Chairman Walls introduced Jimmy Harris, Madison County Mayor, Jason Moore Madison County EMA. Clint Gerhig at Madison County Highway department. Mr. Moore related the EMA experience at Putnam county where there was massive damage from tornados. He related the search and rescue efforts conducted to find victims and deal with the damage.
- III. **ROLL CALL AND QUORUM COUNT– Chair Walker Bucy, Clyburn, Darnell, Deberry, Dubose, Graves, Horton, Medling Moore, Walls all noted as present and a quorum was called.**
- IV. **APPROVAL of PREVIOUS MINUTES – Chair Walker made the motion and Commissioner Moore seconded motion and motion passed by voice vote of all commissioners.**
- V. **BUDGET REVIEW (Patterson): \$105,929 available Patterson noted this amount does not include 20,000 in encumbrances to the budget and does not include half the revenue from last year which was 30,000. Patterson**

noted the 60,000 funded for the school project goes out over time but is reflected as a negative budget while it is being paid out and does not jeopardize the budget. Walker noted that 50,000 would come out in the next quarter. Patterson noted that new appropriations are not put into the budget until they are deposited in the WTSSC account. Chairman made motion to accept the budget, seconded by Walls, vote by commission by voice vote unanimous.

VI.

VII.

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)

VIII. 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.

Patterson details the school assessment project and what activities have been occurring with it. He noted the original targeted counties have been completed, he recommended continued work with the residual funds in Tipton Haywood, Crockett and Weakley if the funds hold up. He noted that his work will gather data for hazard mitigation grants. Commissioner Moore asked what the timeline is for the completion of the report. Patterson noted that it would be the end of the fiscal year this year and be made available to the commission. Commissioner Walls made a motion to expand the study to include Tipton, Haywood, Crockett and Weakley,.or as many of the counties as the money lasts. Dubose seconded. Motion passed by voice vote.

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. *Patterson related that 10,000 follow up funds for the center. He noted still in redesign phase, and he has given free material from CERL . Still waiting on redesign but noted that it would be 2 monitors for earthquake information but computers a problem of University ownership. Excess funds for adding to the display area. Timeline by end of summer. Patterson noted that there is no motion but that it was an update.*

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

Patterson noted the statistics were of impressions, clicks, views. 1.2 million impressions due to online sources and radio, and cold calls to radio and tv stations to get advertising. Patterson noted the exposure was wider and more successful with 600,000 registered for the shake out. Commissioner Walls asked which social media platforms did the ad buy cover? Patterson related that Facebook, Twitter, Snapchat, Instagram and other platforms were used.

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.	

IX. 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. *Patterson noted same PSA footage edited to make it time relevant using Patrick Sheehan as the spokesman. CUSEC was partner and contributed 6000 to last year's effort. Patterson recommended a motion to spend these funds. Commissioner Walls asked what connected tv and was that cable tv. Patterson said it was and it also went to WBBJ in Jackson too. Commissioner Moore related they were played in gratis on their local cable channel. It was noted that not everybody registers for the shakeout but do participate. Question asked why not get on local programs prior to the Shakeout. Patterson noted some appearances on local TV. Patterson asked if the WTSSC could do their own press release to publicize the event. Patterson noted that he and Moran usually go to a local school for the shakeout and invite the media to film. Moran noted that this year due to a school break at the same time as the shakeout they could not find a school to participate. Patterson noted it would be a good idea for some of the commissioners to be there to be interviewed by the media at the shakeout. Discussion with Patterson about production costs and how they will affect the cost of the project, Patterson noted they are lower and will be used to get more distribution of psa's.***

Commissioner Moore interjected about some costs on the budget that Patterson will have to look into with the University accountants. Motion made by vice chair to pass budge for psa's seconded by DeBerry. Vote unanimous by voice vote.

- B. Presentation of WTSSC "What to do in an earthquake" graphics (Commissioner Moore) Patterson hands over discussion to Commissioner Moore about the project. Moore related that there needed to be more earthquake education tools made available to the public. Commission spent money on a simple visual aid that summed up what to do in case of an earthquake. Moore noted that some people had died during the Nashville tornado due to lack of information on what to do when one hit. Moore believed that a simple graphic information poster would do much to foster earthquake safety. Moore noted that the commissioners needed a pdf of the poster that they could send out to others to spread the information. Patterson noted that 500 copies had been printed for distribution, with 50 laminated copies included. Patterson was going to distribute them to the commission and get another order of 1,000 for further distribution. Moran noted there is a link to the image on the WTSSC web page. Commissioner Clyburn asked about copyright, Patterson said it was open source graphics with no copyright. It was researched by the graphic artist who produced the poster who found no copyright to it. Discussion ensued about a marketing program for the posters and where to distribute them further. This was proposed by Commissioner Dubose. Patterson said they could work with University marketing for ways to distribute better and would work with Commissioner Dubose on this and report to the commission on this. Discussion that this would add visibility to the state legislature to show what the commission is doing. A suggestion was made to distribute it to West Tennessee emergency management administrators. Motion tabled until more information needed. Moore and Dubose and Darnell to be on this group.**

- 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. Patterson noted this was for salary recovery from the University, allows for a strategic partnership. Motion moved for and seconded by Graves, passed by voice vote.

- 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. *Patterson related that in communication with Johnson about appointments to the commission. Patterson noted that replacing commissioners from outside the area would not be helpful. Sexton had not at this time made any appointments.*

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. *Patterson reported that the bylaws needed revision with the example of the meeting frequency of 4 per year being hard to implement and that it be reduced. Patterson noted that the bylaws can be changed by the vote of the commission. Charter changes had to be done by the state. Patterson asked for a committee to look into changing the bylaws where change was needed. Idea of the past and present chair to review the bylaws. . Commissioner Moore noted that the contact list also needed revision. Moran asked that the notebooks be returned for revision when needed. . Vice Chair made motion to form a bylaw review committee consisting of Walker, Graves, Walls. Seconded by Moore. Passed unanimously by voice vote.*

F. Discuss feasibility of developing WTSSC “podcast” series for earthquake awareness in TN. Commissioner Moore noted a podcast done about earthquakes in California and asked about the feasibility of having similar podcasts done by the WTSSC. Discussion ensued about format, and frequency of podcasts and how to distribute them. Patterson noted commissioner feedback on a podcast for the San Andreas seismic zone of California. Commissioners Moore and Walls noted their effectiveness. Patterson noted production costs like a documentary. Cost of the 1812 one done by the commission was 50,000. Patterson noted its expensive but more study needed. Podcast marketing a key. Moore noted that he had listens to them while on the road, it’s a series of scenarios with sound effects that made it dramatic. Moore noted that quality has to be done to not make it boring. Podcasts topical or more enduring. Short vs long also discussed. Marketing aspects discussed with Commissioner Dubose. Moore suggest we use the California podcast with some local information. Question of branding a podcast for WTSSC. DeBerry asks if to add on the Commission website. Patterson noted

50,000 for 4 episodes, and for placement and distribution but more needs to look into it. Update vs. other information. Start with a 10-minute podcast but experimental.

Aquifer discussion on pipeline in area. Commission involvement. What is impact on aquifer and earthquake resistance. Patterson noted that there are layers of code regulation on the pipeline. Issues of site assessment and the expertise of Commissioner Horton for more information. Horton noted a website promoting the connection line. Its interstate and a Federal responsibility. Commissioner Moore related pipeline from Valero to Northwest Mississippi. Moore wonders about earthquake resistance and damage to aquifer if so. Groundwater Institute mentioned and Moore wonders if research on earthquake resistance done. Commissioner Horton noted it's a Federal responsibility but little is known right now. Patterson noted it's a tricky question of new vs. old pipelines but that the Commission needs to be requested before action. Chairman noted if Federal may not have jurisdiction. Consensus was to watch and see how it develops.

x. FUTURE EFFORTS AND COMMENTS FROM THE COMMISSION

- 1. Legislative Delegation (staff)***Patterson noted an annual legislative session with the Shelby County delegation, luncheon with meet and greet. Topic breached with House speaker for all 21 counties in West Tennessee to do a meeting. Patterson asked if he can develop this trip further for next spring (2021). Patterson said he will continue efforts to do so. Question asked about additional funding, Patterson if a project is specific above the normal budget. Patterson noted critical mass for outside legislators also*
Motion to adjourn and adjourned.

xi. Networking Lunch On Site

