



Educational Communications Board

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EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room

3319 West Beltline Highway

Madison, Wisconsin

July 13, 2018

9:30 a.m.

MINUTES

Roll Call and Introductions

Board Chair Dr. Rolf Wegenke called the meeting of the Educational Communications Board to order at 9:30 a.m. In lieu of a roll call of Board Member attendance, Dr. Wegenke asked board members to introduce themselves for the benefit of new board members. The complete attendance list follows:

Board Members Present: Representative Dave Considine
 Dean Dietrich
 Jim Zylstra (representing Morna Foy), Vice-Chair
 David Hutchison
 Rich Lepping
 Eileen Littig
 Representative Amy Loudenberg
 Steve Michels (representing Ellen Nowak)
 Senator Luther Olsen
 Karen Schroeder
 Bryan Steil
 Rolf Wegenke, Ph.D., Chair
 Bohdan Zachary

Also Present: Terry Tuschen (non-voting, representing Senator Fred Risser)

Absent: Gary Bennett (representing Ray Cross)
 Kurt Kiefer (representing Superintendent Tony Evers)
 Senator Fred Risser



Approval of Minutes from the May 11, 2018 ECB Board Meeting

Eileen Littig moved, seconded by Karen Schroeder, to approve the May 11, 2018 meeting minutes. The motion carried by unanimous voice vote.

AGENDA ITEM 1. Report of the Board Chair

Board Chair Dr. Wegenke thanked Gene Purcell for his many years of exceptional work for the Educational Communications Board (ECB) and the State of Wisconsin. Dr. Wegenke congratulated Mr. Purcell and mentioned many accomplishments. Dr. Wegenke noted that the ECB has greatly enhanced its profile while delivering an important service to the state under Mr. Purcell's leadership. Dr. Wegenke is hopeful that level of service will continue as Mr. Purcell moves on to the new role of Director of Wisconsin Public Media at the University of Wisconsin - Madison. Mr. Wegenke was then joined by the Board of Directors in standing applause for Mr. Purcell.

AGENDA ITEM 2. Report of the Executive Director

Dr. Wegenke introduced Executive Director Gene Purcell. Mr. Purcell informed board members that he prepared a written report which was included in the board packets distributed prior to today's meeting, and he wanted to use the opportunity to thank the Board and ECB staff for all the hard work and support that has made his job more enjoyable throughout the years. Mr. Purcell reported that it has been an honor and a privilege to serve as the ECB Executive Director and he looks forward to working with the ECB for many years to come.

There were no questions or comments regarding the Executive Director report.

AGENDA ITEM 3. Financial Reports

Mr. Purcell reviewed the Financial Reports which had been distributed to Board Members prior to today's meeting. Mr. Purcell reviewed contributions and underwriting related to Wisconsin Public Radio (WPR). Mr. Purcell reported that WPR membership contributions reached 103% of the goal. Mr. Purcell reported that WPR has benefited from increases in sustaining memberships, which account for nearly 50% of membership contributions. Mr. Purcell reported that corporate underwriting was down from WPR's goal, but only slightly.

Mr. Purcell then reviewed contributions and underwriting related to Wisconsin Public Television (WPT). While data from the final months of the fiscal year were not yet available, Mr. Purcell reported that both membership contributions and corporate underwriting were on schedule to meet goals. Mr. Purcell reported that sustaining memberships now represent 25% of membership contributions to WPT.



Mr. Purcell went on to review the ECB Expenses to Budget Actual report for Fiscal Year 2017. Mr. Purcell reported that ECB expenses were slightly less than the FY17 Budget. Mr. Purcell noted there remain additional FY17 transactions recorded after June 30th which are not reflected in the report but agency will stay within the annual budget.

Eileen Littig complemented the increase in budgeting for Outreach, which she believes is a very important place to increase the budget.

Karen Schroeder inquired about decreases and percentage changes in the budget from the previous fiscal year. Mr. Purcell responded that the decreases don't necessarily reflect a decrease of actual expenses but are the result of shifting expenses to different categories in the new financial accounting system (STAR).

Mr. Purcell added that the Green Bay and La Crosse repacks year-to-date expenses were \$1.4 million. Mr. Purcell reported that the repack is complete in Green Bay and on schedule in La Crosse and he anticipates reimbursements will be completed on schedule as well.

There were no additional questions or comments from board members.

AGENDA ITEM 4. Appointment of Interim ECB Executive Director

Dr. Wegenke announced that it will be necessary to move into closed session to consider the appointment of an Interim ECB Executive Director.

Dr. Wegenke moved, seconded by Karen Schroeder to move into closed session. The motion passed unanimously by roll call vote.

Pursuant to s. 19.85(1)(c), Wis. Stats., the Board convened in a closed session to consider the appointment of an interim Executive Director and to discuss the process of recruitment of the permanent Executive Director.

Following the closed session, the board reconvened in open session. Dr. Wegenke announced a search and screen committee has been established to be chaired by ECB Vice Chair Jim Zylstra. Dr. Wegenke noted that Mr. Zylstra will work with Lisa Dally from DOA Personnel Management to establish a recruitment process and identify candidates for the ECB Executive Director position.

Dr. Wegenke announced that the Board has recommended Marta Bechtol to serve as ECB Interim Director. Dr. Wegenke moved to appoint Marta Bechtol as ECB Interim Director. The motion was seconded by Eileen Littig. The motion was approved by unanimous roll call vote.



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AGENDA ITEM 5. Proposed Meeting Dates for 2019:

Dr. Wegenke asked board members to let himself or David Cobb know if there are any scheduling conflicts for the 2019 meeting dates as proposed:

Proposed meeting dates for 2019:

January 25, 2019

April 12, 2019

July 19, 2019

October 18, 2019

AGENDA ITEM 6. Questions/Comments from Board members

Dave Hutchison complimented Gene Purcell for his years of service at ECB and congratulated him for being selected to become the Director of Public Media at UW Madison. Mr. Hutchison's comments were echoed by numerous board members. Dr. Wegenke added that he and the entire Board are proud of all that has been accomplished under Mr. Purcell's leadership and he looks forward to continuing a strong working relationship with the public media partnership.

AGENDA ITEM 7. Adjournment

Karen Schroeder moved, seconded by board acclamation to adjourn. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 11:45 a.m.