



EDUCATIONAL COMMUNICATIONS BOARD MEETING

July 22, 2022

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. A roll call was taken and a quorum was verified. A complete attendance list follows:

Board Members Present:

- Niles Berman
- Senator Janet Bewley
- Amy Bogost
- Representative Dave Considine
- Alyssa Kenney
- Leah Lechleiter-Luke
- Eileen Littig
- Chris Patton (DOA Secretary Designee)
- Representative Pat Snyder
- Rolf Wegenke, Ph.D., Chair
- Bohdan Zachary
- Jim Zylstra (WTCS President Designee), Vice-Chair

Also Present: Barbara Van Haren, DPI

Absent:

- Senator Alberta Darling
- Heather LaRoi (UW System President Designee)
- Tessa Schmidt (DPI Superintendent Designee)
- Tara Senter

Approval of Minutes from the April 29, 2022 ECB Board Meeting

Niles Berman moved, seconded by Jim Zylstra, to approve the April 29, 2022 meeting minutes. The motion carried by unanimous voice vote.



AGENDA ITEM 1. Report of the Board Chair

Dr. Wegenke noted that today will be his final meeting as the Chair of the ECB Board of Directors, and he would like to move the Report of the Board Chair to the last item on the agenda. There were no objections.

AGENDA ITEM 2. Report of the Executive Director

Dr. Wegenke introduced Marta Bechtol, ECB Executive Director. Ms. Bechtol began her report by updating the Board on changes to the ECB Board of Directors membership. Ms. Bechtol announced that in addition to Dr. Wegenke's retirement, Bohdan Zachary has announced his retirement from Milwaukee PBS and UW Milwaukee. Ms. Bechtol noted that Morna Foy, Wisconsin Technical College System (WTCS) will appoint a replacement for Mr. Zachary after the October 2022 ECB Board of Directors meeting. Ms. Bechtol shared that Jay Rothman has been selected as the UW System President, replacing the UW System Interim President Tommy Thompson. Ms. Bechtol noted that Heather La Roi will continue to serve as the UW System President designee for the ECB Board of Directors meetings. Ms. Bechtol also shared that Department of Public Instruction (DPI) Secretary Dr. Jill Underly's designee Tessa Schmidt has moved to a new position at the University of Wisconsin-Madison, and a new designee for DPI will be appointed soon. Ms. Bechtol thanked Barbara Van Haren for representing DPI at today's meeting.

Ms. Bechtol announced that Heather Reese has been appointed as the Director of Wisconsin Public Media at UW-Madison and she will be formally introduced to the Board during the next agenda item. Ms. Bechtol noted that she has enjoyed working with Ms. Reese during the last year and she is pleased they will continue working together.

Ms. Bechtol continued her report by providing an update on the Biennial Budget request. Ms. Bechtol noted the Biennial Budget request is due by mid-September. Ms. Bechtol reported that the State Budget Office is using new technology and formats to collect budget submissions electronically, and she and ECB Deputy Director Jennifer Dargan are already navigating the process in preparation for submission of the agency's request.

Ms. Bechtol provided an update regarding agency advocacy efforts, which she noted are part of the ECB Strategic Plan Direction 1, Action Item 3: "Inform legislators and the public on the value public media delivers to Wisconsin. Engage with state and federal legislators to demonstrate the value our service and advocate for continued public funding of ECB activities." Ms. Bechtol reported that Open Houses have been planned at eight transmitter sites around the state. Ms. Bechtol reported that invitations have been sent to state and federal legislators, the ECB Board of Directors, and members of the Wisconsin Public Radio Association and Friends of PBS Wisconsin.



Ms. Bechtol shared that she attended the Wisconsin Broadcaster Association (WBA) Hall of Fame induction ceremony in La Crosse in June. Ms. Bechtol noted that she was joined by staff and colleagues from public broadcasting to attend the induction of Gene Purcell into the Wisconsin Broadcasters Hall of Fame, following Mr. Purcell's untimely passing in August of 2021. Ms. Bechtol reported that she was moved by the video tribute produced by WBA as well as the acceptance speech delivered by Mr. Purcell's widow, Ruth. Ms. Bechtol encouraged Board members to visit the WBA website to [view the video tribute](#).

Ms. Bechtol provided a progress report on the master control agreement with Milwaukee PBS and the ECB Operations Center construction related to the new agreement. Ms. Bechtol reported that engineering staff from ECB and Milwaukee PBS are working together to finalize the technical transition and the work is progressing smoothly and remains on schedule. Ms. Bechtol noted that one technical installation date is still pending, but anticipates the work will be completed on schedule. Ms. Bechtol reported that construction renovations and equipment upgrades in the Operations Center are in progress and will be completed by October. Ms. Bechtol noted that the timeline is very tight, but she reassured the Board that the completion of the entire project remains on schedule.

There were no questions or comments from board members.

AGENDA ITEM 3. Introduction – Heather Reese, Director of Wisconsin Public Media at UW Madison

Dr. Wegenke introduced Heather Reese who was recently appointed as the Director of Wisconsin Public Media (WPM) at UW-Madison. Ms. Reese addressed the Board and summarized her background and previous experience at WPM at UW-Madison. Ms. Reese thanked Niles Berman for his willingness to serve on the search and screen committee that recommended her for the position. Ms. Reese reported that she served as the interim Director of WPM for about a year and has enjoyed collaborating with Marta and ECB staff on many important issues during the last year. Ms. Reese mentioned that one of her first jobs at WPM was selecting Tom Luljak to serve as the Interim Director of Wisconsin Public Radio. Ms. Reese reported that she has been working closely with Marta Bechtol in planning for the next Advocacy event in early 2023, as well as the tower Open Houses coming up in August and September. Ms. Reese reported that she has participated in a PBS General Managers meeting in Washington DC, and met with NPR staff who were visiting the Milwaukee WPR office. Ms. Reese noted that she is pleased to see agenda items for today's ECB meeting include an update from Tom Luljak regarding an Optimization Project at WPR, as well as two new offerings from PBS Wisconsin Education. Ms. Reese also announced that she has asked Jordan Siegler to serve as the interim Deputy Director at WPM. Ms. Reese shared that Mr. Siegler had previously worked as an Associate Director in Development at WPM and started his public media career at the ECB.



There were no questions or comments.

AGENDA ITEM 4. Financial Reports, Aimee Wright, Director of Finance

Dr. Wegenke introduced ECB Finance Director, Aimee Wright, to review the quarterly financial reports.

Ms. Wright reviewed the finance reports and noted that the Fiscal Year (FY) 2022 ended June 30th. Ms. Wright noted that final numbers will be updated during July before the fiscal year is officially closed out, and she will update the Board again at the October meeting. Ms. Wright reported that agency revenues were 4% greater than was projected. Ms. Wright attributed this to income from the master control services contract for Milwaukee PBS. On the expense side, Ms. Wright highlighted the agency's salary budget and noted that vacancies kept those expenses under budget, but she anticipates this will be closer to projections for FY23 following recent hires.

In the area of debt service, Ms. Wright noted that program revenue supported debt payments and appropriations are zero, as this debt was paid off during the last fiscal year. Ms. Wright added that all debt service payments are now related to general fund-supported borrowing. Ms. Wright noted that debt service paid through GPR was higher than projected as a result of the state's refinancing of bonds.

For the supplies and services section of the financial report, Ms. Wright reported that as of the date of the report, the agency has expended about 93% of the overall budget for supplies and services. Ms. Wright noted that ECB will roll over about \$700,000 from this budget into FY23, as a result of goods and services that have been ordered but remain undelivered. Ms. Wright attributed the delay to ongoing supply chain issues in the industries that manufacture broadcast and IT equipment. Ms. Wright also highlighted the increase in professional development and outreach spending in FY22 which she attributed to the return of in person training and professional conferences as well as the travel expenses associated with those activities.

Ms. Wright reported that \$148,000 in expenses related to supplies and services have been posted since the end of June and the FY22 budget will be closed by August 9. Ms. Wright will have the final budget numbers available for the October meeting.

There were no questions or comments.



AGENDA ITEM 5. ECB.org Relaunch – John Vieth, ECB Web Developer

Jennifer Dargan, ECB Deputy Director introduced John Vieth, ECB Web Developer for a presentation of the ECB’s new website.

Mr. Vieth reported the redesigned and redeveloped website was launched in April and displayed the website’s homepage for the Board. Mr. Vieth explained the purpose of the agency’s website is related to a requirement that state agencies have a presence on the World Wide Web, and that it maintains a public repository for certain documents in order to comply with Federal broadcasting and Corporation for Public Broadcasting (CPB) requirements. In addition to those requirements, Mr. Vieth reported that ECB’s website presents basic information about the agency as well as a more secure contact form.

Mr. Vieth reported that ECB’s new website is a modern content management system in that the design and layout of the website has been completed by him, and that the content can be easily updated by staff at ECB without requiring web design knowledge or IT skills.

Mr. Vieth reported the new website is much more responsive to all types of screens such as tablets, cell phones, and other devices and responds automatically to varying screen sizes.

Mr. Vieth reported the new ECB website has been designed with a high level of accessibility for persons of all abilities. Mr. Vieth noted that automated tools were utilized throughout the redesign process and real-world testing was done to ensure the site was accessible. Mr. Vieth reported that the design meets high standards for color contrast to accommodate persons with visual disabilities or color blindness. Ms. Vieth also reported that the new site can accommodate screen readers, keyboard navigation, and other assistive technologies. Mr. Vieth reported that every page from ECB’s redesigned site achieved perfect or near perfect scores for accessibility using the automated testing tool.

Mr. Vieth displayed various pages from the new site and shared some of the descriptive texts that accompanied each page and picture from the redesigned site.

Following Mr. Vieth’s presentation, there were no comments or questions.

AGENDA ITEM 6. Wisconsin Public Radio (WPR): Optimization Project – Tom Luljak, WPR Interim Director of Radio and Noah Ovshinsky, WPR Director of Programming

Dr. Wegenke introduced Tom Luljak, WPR Interim Director, to report on a Network Optimization Project taking place at WPR.



Mr. Luljak shared a brief history of himself and his professional experience prior to joining WPR as the interim director following the retirement of Mike Crane. Mr. Luljak reported that shortly after he was appointed, he met with the UW Office of Strategic Consulting (OSC) to evaluate WPR's operational priorities and identify how to optimize WPR's service for the future. Mr. Luljak and WPR senior leadership met with OSC staff to develop recommendations for building the next generation of WPR Digital and Broadcast Networks. Mr. Luljak noted that similar discussions have been happening at WPR in recent years and the Optimization Project will formalize those plans for the next Director and future leadership at WPR.

Mr. Luljak reported that WPR leadership, working with staff from the OSC, spent several months researching how WPR's service meets audience needs throughout the state, and evaluated what are considered best practices in similar markets around the country. Mr. Luljak reported that two workgroups were formed, digital and broadcast, which are chaired by Noah Ovshinsky, WPR's Interim Director of Content. Mr. Luljak then introduced Mr. Ovshinsky to the Board to summarize the broadcast workgroup's recommendations.

Mr. Ovshinsky discussed the workgroup meetings and shared that the main recommendation is to develop and implement a Broadcast Action Plan to sustain and grow WPR's audience, expand WPR's community engagement efforts, and to better serve and reflect the diversity of Wisconsin in all of WPR's work.

Mr. Ovshinsky reported that both workgroups evaluated a broad range of data and industry best practices, and met with industry consultants. Mr. Ovshinsky noted that locally and nationally, broadcast audiences have been in decline, but audience behavior is changing to reflect new technologies and the changing ways audiences consume media.

Mr. Ovshinsky reported that the optimization workgroups are recommending a realignment of networks to bring more focus and consistency to WPR services. According to Mr. Ovshinsky, the workgroups have recommended that WPR's services be aligned into two networks with one focused on News and Talk, and the other on Music and Arts. Mr. Ovshinsky noted the News and Talk network would be anchored by the NPR newsmagazines "Morning Edition" and "All Things Considered" during the morning and afternoon drive times, and the midday would feature WPR-produced shows. Mr. Ovshinsky noted that the Music and Arts network would be largely classical music and also feature folk, jazz, world music, as well as a robust array of arts programming. Mr. Ovshinsky also mentioned that the Music and Arts network will include hourly newscast updates.

Mr. Ovshinsky reported that the optimization workgroups recommend converting the Milwaukee station from what is currently an Ideas Network station to a Music and Arts station when the optimization process is implemented. Mr. Ovshinsky noted that Milwaukee has seen the largest decline in audience compared to the rest of the state; that classical station



audiences are the most stable market in the nation; and that there is an absence of such a service in Milwaukee.

Mr. Ovshinsky reported that WPR is working closely with ECB Engineering to realign transmitter assignments across the state in a way that maximizes audiences for both News/Talk and Music/Arts networks.

Mr. Ovshinsky reported that the optimization workgroups recommend that every WPR service is accompanied by a robust digital component that serves multi-platform audiences who access media on the internet and through mobile devices.

In addition to the broadcast optimization workgroup recommendations, Mr. Ovshinsky summarized the digital workgroup recommendations and Digital Action Plan.

Mr. Ovshinsky reported that the digital optimization group developed a separate action plan to address several challenges identified by the workgroup. Mr. Ovshinsky noted the challenges identified are that WPR struggles to operate with a multi-platform strategy; audiences expect the same level of timeliness and production quality as is heard on the broadcast; the digital functions of WPR departments are under-resourced compared to broadcast equivalents; changes in the media landscape are accelerating the choices available to audiences for content; and WPR has struggled to use digital analytics to help inform its work.

The recommendations developed by the workgroup include: launching a new website in FY23; investing more in audience research; fostering digital communities; effectively harnessing WPR's social media presence and generate more engagement; and prioritizing podcasting work.

Tom Luljak thanked Mr. Ovshinsky for summarizing the workgroup recommendations and discussed the next steps in the process. Mr. Luljak noted that no decisions have been finalized at this time; these are only recommendations that will first be shared with key stakeholders. Mr. Luljak reported that all WPR staff will be provided with a full report of the recommendations and have the opportunity to provide feedback. Mr. Luljak reported that the WPR Board of Directors and University partners have been briefed, as was the ECB Board at today's meeting. Following the collection of feedback from stakeholders, Mr. Luljak noted that final decisions to adopt the workgroup recommendations will be made by ECB Executive Director Marta Bechtol, Wisconsin Public Media Director Heather Reese, and himself.

Following Mr. Luljak and Mr. Ovshinsky's presentation, there were several comments from Board members.

Dr. Wegenke thanked Mr. Luljak for the information and ongoing consultation during the workgroup process. Dr. Wegenke shared a story from when weekly opera was dropped from WPR, and listeners actually appeared at his home to express their dissatisfaction. Dr. Wegenke



added that he understands change can be difficult but noted that he admired the evaluation and recommendation process as well as the priority to include staff and stakeholder feedback before any final decisions are made.

Bohdan Zachary reiterated the importance of including classical music as part of WPR's service and shared that Milwaukee PBS had previously devoted a sub-channel to playing classical music and when the service was dropped, the outpouring from dissatisfied listeners was immense.

Senator Janet Bewley asked Mr. Luljak if there is any audience demographic data available regarding the classical music audience and if younger listeners share the same level of enthusiasm for classical music as the baby boomer generation. Mr. Ovshinsky responded that audience demographics for public radio in general have changed and continue to evolve while the demographics for the classical music service are quite stable and consistent. Mr. Ovshinsky added that the Music and Arts network will be committed to providing classical music that is relevant to younger and older listeners including diversifying the playlist to include more than traditional European classical music, highlighting newer composers and compositions, and creating audience engagement events.

Niles Berman inquired about the ECB's role in the process of implementing the recommended changes to programming. Mr. Ovshinsky responded that any proposed changes to WPR programming will align with the ECB mission to maximize the reach of WPR's service, and WPR will work closely with ECB Engineering for the technical changes needed to maximize the signal strength and potential audience.

Marta Bechtol assured the Board that Adam Hargrove and the ECB Engineering Division have been working closely with WPR to optimize WPR's service and coverage area. Ms. Bechtol added that ECB's role is to ensure that programming meets the standards of Board Policy 305 which states that "Wisconsin Public Radio and PBS Wisconsin programming provide for the educational, informational and cultural needs and interests of the public and function in a non-commercial, independent manner, adhering to standards of broadcast excellence." Ms. Bechtol went on to say that Board Policy 306 designates authority for operational, programming and scheduling decisions to assigned professional staff.

There were no further questions or comments.

AGENDA ITEM 7. PBS Wisconsin: Shipwrecks VR – Amber Samdahl, Creative Director
Legends of the Lost Emerald - Marci Glaus, Manager of Education
Communications

Jon Miskowski, PBS Wisconsin Director, thanked the Board for supporting Wisconsin Public Media and PBS Wisconsin, and for the Board's ongoing commitment to PBS Wisconsin's work to



serve Wisconsin schools and teachers. Mr. Miskowski reported that the “Shipwrecks” project included three separate projects related to Wisconsin maritime history. Mr. Miskowski reported that PBS Wisconsin produced a “Shipwrecks” documentary film in 2021 that was very well received. From that, two companion projects including an educational immersive virtual reality video and an educational video game were also developed by PBS Wisconsin. Mr. Miskowski noted this was one of the most ambitious projects in many years, highlighting the innovative and evolving work happening at PBS Wisconsin. To demonstrate these projects for the Board, Mr. Miskowski introduced Amber Samdahl, PBS Wisconsin Creative Director, and Marci Glaus, Manager of Education Communications, PBS Wisconsin Education.

Ms. Samdahl displayed the “Shipwrecks! The Immersive Experience” program for the Board and shared that the program is made available to the public at the PBS Wisconsin website: <https://pbswisconsin.org/shipwrecks/>

Ms. Samdahl discussed the technical development of “Shipwrecks” and the emerging technologies highlighted by the project including 360-degree content and virtual reality (VR). Ms. Samdahl played a 360-degree video of a diver exploring the SS Wisconsin shipwreck, and demonstrated how the viewer’s perspective changes with the movement of a VR headset or by dragging a mouse on the display screen. Ms. Samdahl noted that three immersive experience videos were developed related to the SS Wisconsin, a steamer that sank off the coast of Kenosha in 1929. The first immersive experience captures 360-degree video of a dive in the area of the shipwreck, with a focus on present day exploration of the area. The second immersive video is an interactive virtual tour of the shipwreck on the lakebed that focuses on the archeology of the site. The third immersive experience is a VR tour of a 3D model of the SS Wisconsin as it was in 1929 before and during its sinking.

Ms. Samdahl noted that the “Shipwrecks” project reflects a rapidly changing media landscape and an evolving audience who access content from a variety of sources. Ms. Samdahl reported that investment in innovative and emerging technologies such as VR will enable PBS Wisconsin to sustain and grow its audience for many generations, which aligns perfectly with ECB’s strategic direction to grow and engage public media audiences using the most effective forms of content delivery.

Following Ms. Samdahl’s overview of “Shipwrecks! The Immersive Experience”, Marci Glaus, Manager of Education Communications, presented “Legends of the Lost Emerald”, an educational video game for classrooms developed at PBS Wisconsin Education. The theme of the video game is based on the search for shipwrecks in the Great Lakes. Ms. Glaus described the game as intended for students in grades 4 – 6, developed in partnership with UW’s Field Day Learning Games, UW Sea Grant, and 20 educators and their students from across Wisconsin. Ms. Glaus demonstrated the point-and-click game for the Board to show how players search for clues to build evidence that uncovers stories of shipwrecks inspired by real Great Lakes history. Ms. Glaus reported that “Legends of the Lost Emerald”, as with all content



developed by PBS Education, aligns with Wisconsin educational standards, specifically English Language Arts and Social Studies. Ms. Glaus stated that the learning goals for “Legends of the Lost Emerald” are historical inquiry, maritime archeology, investigation of evidence, and inference or the use of materials to support an evidence-based conclusion.

Ms. Glaus reported that the game was play-tested by students from across Wisconsin who provided valuable feedback to the game developers before the design was finalized. Ms. Glaus shared that one class from Verona adapted the techniques they learned from the game using an underwater camera to investigate “shipwrecks” and other treasures found in ice-covered Lake Mendota.

Ms. Glaus shared that “Legends of the Lost Emerald” earned a gold medal from International Serious Play Awards for K – 12 educational games.

Following Ms. Glaus and Ms. Samdahl’s presentation, there were no questions. Dr. Wegenke complimented the presenters and congratulated PBS Wisconsin’s efforts to support educators and added that “this is always the most fun part of the meeting!”

AGENDA ITEM 8. Board Chair Farewell

Marta Bechtol addressed the Board and reminded everyone that today would be Dr. Wegenke’s final meeting as Chairperson and member of the ECB as Dr. Wegenke has announced his intentions to retire from the Wisconsin Association of Independent Colleges and Universities. In light of the ongoing pandemic, Ms. Bechtol announced that plans for Dr. Wegenke’s farewell ball will be postponed and will be rescheduled in conjunction with the previously postponed inauguration ball to be announced at a later date.

Ms. Bechtol informed the Board that today we are recognizing and celebrating Dr. Wegenke’s 30 years of service as a member of the ECB Board of Directors. Ms. Bechtol noted that not only has Dr. Wegenke been a champion of educational media but also a champion of reason and order among the Board and its members. Ms. Bechtol noted that under Dr. Wegenke’s leadership, the Board has operated efficiently and effectively, and these factors help her manage the agency daily.

Ms. Bechtol displayed a special presentation that showed how much the ECB has changed during the last 30 years. Ms. Bechtol displayed pictures of the ECB Operations Center from 30 years ago and in its current state to show how dramatically technology has changed during that time, as well as pictures related to the transition from analog to digital transmission standards. Ms. Bechtol displayed pictures showing the transition to ATCS 3.0 and modern robotic technology used to inspect and maintain transmission tower guy wires.



Ms. Bechtol displayed screenshots from four different versions of the ECB website including 1998, 2004, 2012, and 2022 to show how much the website and agency have evolved during that time.

Ms. Bechtol displayed a variety of pictures that showed how the agency's services for K – 12 have evolved during the last 30 years and noted how those changes mirrored changes in technology.

Ms. Bechtol displayed a chart that showed how ECB's budget has changed during the last 30 years. Ms. Bechtol showed how the overall budget has increased from about \$25 million to over \$40 million, and how a larger percentage of the budget is now derived from Program Revenue compared to General Purpose Revenue funds. She described how the agency was able to accommodate these changes with increased statewide fundraising efforts. She also noted how the total number of employees declined, but workflow has been accommodated through shared services and systems automation.

Ms. Bechtol displayed station coverage maps from 1992 and compared them to current maps to show how the Wisconsin Public Radio and PBS Wisconsin's service has grown to include additional stations and larger signals that increase statewide coverage.

Ms. Bechtol noted that public media in Wisconsin continues to grow which is a testament to the Board under the leadership of Dr. Wegenke and the stewardship he has demonstrated as a member and chairperson of the ECB.

Following Ms. Bechtol's presentation, a few Board members shared comments regarding Dr. Wegenke's retirement.

Eileen Littig shared that "Rolf, you are an incredible Board Chair! Jim Zylstra and I have interacted with you through many years on the Board. In the beginning of your service, the ECB Board was quite contentious with members not listening to one another. Your gentle demeanor and leadership changed the Board to a working Board which allowed the people of Wisconsin access to PBS and WPR services. You are resolute in making public broadcasting a resource for all people in Wisconsin. I've been in many meetings of the ECB Board, and I know that you always made public broadcasting the top priority. You are a trusted man who, in your kind supportive way, led the Board with a backbone of steel. I will miss your leadership. You gave 30 years of your life to public broadcasting and the people of Wisconsin. I wish you a wonderful retirement and I know you will stay involved with public broadcasting as a lifelong learner. Thank you for your service and I will miss you!"

Jim Zylstra shared "I've been on this board with Rolf for 16 years and I've always been impressed with how he handles everything with calmness and professionalism." Mr. Zylstra went on to say that he serves on three boards alongside Dr. Wegenke, and they work together



on many issues in higher education. “I’ve always enjoyed all my interactions with Rolf and my meetings with him. We always sat next to each other when our meetings used to be in person, so we could talk about higher education issues. Most importantly, we worked together a lot in the Capitol... on financial aid issues and higher education issues that come up every legislative session. He has always been a fantastic partner for the Wisconsin Technical College System (WTCS) on issues related to higher education. In January of 2022, the WTCS Board recognized Dr. Wegenke with the Future Maker Award, which is usually awarded to our college partners but for only the second time was awarded to Dr. Wegenke. It was very well deserved, and I will miss working with Rolf greatly.”

Marta Bechtol then presented Dr. Wegenke with a gavel and display case with an inscription that read:

Dr. Rolf Wegenke
Wisconsin Educational Communications Board
in grateful appreciation
for 30 years of
dedication and service
1992 - 2022

Dr. Wegenke thanked everyone including Ms. Littig and Mr. Zylstra. Dr. Wegenke shared some stories about events he had attended recently related to his retirement. To the members of the ECB Board of Directors and all those supporting its mission, Dr. Wegenke said “Well done. The ECB is a better place than it was many years ago when I joined. It is better because WE are united in our purpose and on our goal. I will miss you as individuals and in this cause but as has been said, I’m not going anywhere. You are in my thoughts and I will continue to watch public media. Thank you all for 30 great years.” Dr. Wegenke’s comments were followed by a resounding round of applause.

AGENDA ITEM 9. Questions/Comments from Board Members

There were no additional questions or comments from board members.

AGENDA ITEM 10. Adjournment

Eileen Littig moved, seconded by Dr. Wegenke, to adjourn. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 11:16 A.M.