



**EDUCATIONAL COMMUNICATIONS BOARD MEETING**

**March 25, 2022**

**9:30 A.M.**

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**MINUTES**

**Roll Call and Introductions**

Board Chair Dr. Rolf Wegenke called the meeting of the Educational Communications Board to order at 9:31 A.M. A roll call was taken, and a quorum was verified. A complete attendance list follows:

**Board Members Present:**

- Niles Berman
- Amy Bogost
- Alyssa Kenney
- Heather LaRoi (UW System President Designee)
- Leah Lechleiter-Luke
- Eileen Littig
- Representative Pat Snyder
- Rolf Wegenke, Ph.D., Chair
- Bohdan Zachary
- Jim Zylstra (WTCS President Designee), Vice-Chair

**Absent:**

- Senator Janet Bewley
- Representative Dave Considine
- Senator Alberta Darling
- Chris Patton (DOA Secretary Designee)
- Tessa Schmidt (DPI Superintendent Designee)
- Tara Senter

**Approval of Minutes from the January 21, 2022 ECB Board Meeting**

Leah Lechleiter-Luke moved, seconded by Alyssa Kenney, to approve the January 21, 2022 meeting minutes. The motion carried by unanimous voice vote.



**AGENDA ITEM 1.** Terms of Master Control Agreement with Milwaukee PBS

Dr. Wegenke asked Marta Bechtol to review terms of the proposed agreement with Milwaukee Public Television.

Ms. Bechtol reviewed the presentation by Bohdan Zachary and herself from the January 2022 ECB Board meeting. Ms. Bechtol noted that the proposed agreement to be voted on today was distributed to board members earlier in the week.

Ms. Bechtol shared details of the proposed contract for the Educational Communications Board to provide master control services for Milwaukee PBS. Ms. Bechtol identified technical requirements for the ECB and Milwaukee PBS as well as the associated estimated costs. Ms. Bechtol shared that a couple of positions at ECB will be adjusted to provide technical support for the design and installation of technology related to the project. Ms. Bechtol noted that the contract includes an annual escalator of 2%. Ms. Bechtol added that some required construction and renovation costs were minimized as a renovation of the lower level was already underway at ECB.

Bohdan Zachary added that Milwaukee Area Technical College is excited and hopeful about the partnership, and he is confident about the value of working together on this project.

Alyssa Kenney inquired about the term of the agreement. Ms. Bechtol responded that the terms of the proposed agreement are for 10 years with a reassessment of the agreement to be conducted after the first 5 years.

Jim Zylstra inquired about Mr. Zachary's meeting with the Milwaukee Area Technical College Board to present the proposed agreement. Mr. Zachary responded that the meeting was very positive and board members are supportive of the agreement. Mr. Zachary added that one board member supported a similar partnership 10 years ago and was excited about this new opportunity for partnership.

Mr. Zylstra asked Ms. Bechtol how the 2% annual escalator was determined. Ms. Bechtol responded that 2% is a standard escalation rate that ECB has used in agreements with public partners, and that 2% has been the rate of annual salary increases for state employees.

Amy Bogost asked Marta Bechtol if the ECB is providing master control services for any other broadcasters. Ms. Bechtol responded that Milwaukee PBS is the only other public television broadcaster in the state and likely the only broadcaster ECB would consider partnering with.

Ms. Bogost asked Ms. Bechtol to elaborate on the supply chain issues she had mentioned earlier. Ms. Bechtol responded that various types of equipment needed for the project may slow to arrive due to ongoing supply chain issues including furniture, doors and other building



supplies. Ms. Bechtol added that IT equipment, and particularly IT equipment related to network security, is in high demand due to increased hacking activity worldwide.

Dr. Wegenke asked if there were any more questions from Board members and there were none. Dr. Wegenke asked if there was a motion to approve the proposed terms of contract for the ECB to provide master control services for the Milwaukee PBS.

Jim Zylstra moved, seconded by Amy Bogost, to approve the terms. A roll call vote was taken. The motion was approved by nine members, with one abstention (Zachary).

**AGENDA ITEM 2.** Questions/Comments from Board Members

There were questions or comments from board members.

**AGENDA ITEM 3.** Adjournment

Jim Zylstra moved, seconded by Amy Bogost, to adjourn. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 10:50 A.M.