CALL TO ORDER

The regular monthly meeting of the Public Television Committee of the Milwaukee Area Technical College District Board was held in open session on Monday, April 14, 2008, and called to order by Chairperson Wilson at 5:04 p.m. in the MPTV Conference Room, Room C442, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson
Excused: Robert Davis
Absent: Pedro A. Colón

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – March 18, 2008 – Attachment 1

Discussion Being no quorum the approval of the minutes will be tabled until the May Meeting.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – March, April, and May 2008– Attachment 2

Discussion Being no quorum present, this item will move to the FPO Committee for approval.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion Mr. Ellis Bromberg, General Manager and Dean, updated the committee on:

- the air conditioning upgrade which has been completed
- Federal funding
- FCC mandated DTV consumer education spots
- the FCC Enhanced Disclosure report for public files
- upcoming productions and programming

F-2 MPTV Friends Report – Attachment 3

Discussion Mr. Scott Rackham, Executive Director of the MPTV Friends, informed the committee about the following:

- Andre Rieu is here on Wednesday, April 16.
- The Great TV Auction has received more merchandise than in prior years. The auction begins Friday April 25
- An additional membership drive will be held during the first week of June.

F-3 Review of FY2008-2009 Activity Plan and Budget – Attachment 4

Discussion Mr. Michael Sargent, Vice President Finance, explained this item.

F-4 WMVS/WMVT “VISION 2057” Task Force

Discussion Ms. Wilson stated that she will update the Board on this item at the full Board Meeting.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – Attachment 7

Mr. Mike Sargent, Vice President Finance, presented the monthly bills.

G-2 Monthly Clippings Attachment 8

Mr. Bromberg presented the monthly clippings.

G-3 MPTV Awards / Acknowledgements

Discussion Mr. Joe Bauer, Manager of Administration and Planning, displayed three awards received by MPTV personnel. Two Wisconsin Broadcaster Awards for Excellence: one for the documentary “MPTV: 50 YEARS OF BEING MORE” and one for a commentary by Rick Horowitz on INTERCHANGE entitled “Washington and other Contact Sports.” The third award is a second place award for TWO MEN IN FISH HATS II.
ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions
None

H-2 Information Items
None

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, May 19, 2008, 5:00 p.m. Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C442)

ADJOURNMENT

The meeting adjourned at 5:35 p.m.

Respectfully submitted,

Karen Wierschem
Karen Wierschem
Administrative Specialist