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, January 14, 2008, and called to order by Chairperson Wilson at 5:05 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, Pedro A. Colón, Robert Davis

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 – December 10, 2007 – Attachment 1

Motion It was moved by Mr. Colón and seconded by Ms. Wilson to approve the minutes of December 10, 2007.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS


Discussion Mr. Ellis Bromberg, General Manager explained the advertising expenditures including a mailing to the Latino community in January. Mr. Colón asked how many households are reached with this mailing. Mr. Bromberg, General Manager, stated he would find out and bring those numbers back to the committee next month.

Motion It was moved by Mr. Colón, seconded by Dr. Davis to approve the monthly advertising fund expenditures for December, 2007 and January, February, 2008.

Action Motion approved.
E- 2 Sole Source Frontline Van – Attachment 3

Discussion Mr. Bromberg spoke to this item. This is an upgrade to outfit the van with HD uplink capabilities allowing MPTV productions to have a broader reach and additional revenue streams.

Motion It was moved by Ms. Wilson, seconded by Mr. Colón to approve the Sole Source purchase of a Frontline Van in the amount indicated.

Action Motion approved.

E-3 FY2007-2008 Budget Modification – Attachment 4

Discussion Mr. Mike Sargent, Vice President Finance, informed the committee that the Technical and Industrial Division has agreed to delay a construction project so that funds from that budget line would be available to allow MPTV to update its air conditioning needs. MPTV transferred the same amount from its capital equipment dollars to the T&I department.

Motion It was moved by Ms. Wilson, seconded by Dr. Davis to approve the FY2007-2008 budget modification.

Action Motion approved.

E-4 Communication (FCC) Counsel Contract Extension – Attachment 5

Discussion Mr. Bromberg explained the need for this six month extension.

Motion It was moved by Mr. Colón, seconded by Dr. Davis to approve a contract extension not to exceed six months while a new RFP is developed and released.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 Preliminary FY2008-2009 Budget Debt Issuance Amount, Equalized Value Assumptions and Impact on Tax Levy – Attachment 6

Discussion Mr. Sargent explained the seven scenarios regarding various proposed tax levy increases based on the level of construction and equipment expenditures.

F-2 FY2009-2011 Capital Requests – Attachment 7

Discussion Mr. Bromberg stated that MPTV’s 3.5 million in capital requests are prioritized with the first two items being MPTV’s national programming costs and the costs of three of our locally produced programs that are distributed nationally. If these items were not listed as capital, MPTV’s request would be $660,000.
F-3 General Manager’s Report

Discussion Mr. Bromberg informed the committee:
- about three new local productions: PUNCHING IN; ROMEO AND JULIET; MILWAUKEE’S MUSLIM FAITHFUL.
- that MPTV will begin promoting the switch to digital with a statewide DTV-READY campaign which will kick off on January, 29th.
- Congress took action to recommend an increase in federal funding in 2010, however, Congress also approved a rescission of 1.7 percent in the current fiscal year.

F-4 MPTV Friends Report – Attachment 8

Discussion Mr. Scott Rackham, Executive Director of the MPTV Friends informed the committee about the following:
- Romeo and Juliet sneak preview
- Friends Board meeting January 31st
- Pioneers of TV wrap party
- Outdoor Wisconsin Banquet

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – Attachment 3

Mr. Sargent presented the monthly bills.

G-2 Monthly Clippings Attachment 4

Mr. Bromberg presented the monthly clippings.

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, February 18, 2008, 5:00 p.m. Regular PTV Committee Meeting, Downtown Milwaukee Campus, MPTV Conference Room (Room C442)

ADJOURNMENT

The meeting adjourned at 6:30 p.m.

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist