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, June 16, 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, 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 – May 19, 2008 – Attachment 1

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of May 19, 2008.

Action Motion approved.

APPROVAL OF MINUTES – March 18, 2008

Motion It was moved by Mr. Colón and seconded by Dr. Davis to approve the minutes of March 18, 2008.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

Ms. Janice Falkenberg, Vice President and General Counsel, introduced Mr. Walter Lanier, Assistant General Counsel.

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – May, June, and July, 2008 – Attachment 3

Discussion Mr. Ellis Bromberg, General Manager explained this item.
Motion  It was moved by Mr. Colón and seconded by Dr. Davis to approve the advertising expenditures for May, June and July, 2008.

Action  Motion approved.

E-2 Sole Source Media Service Providers – Attachment 4

Discussion  Mr. Bromberg stated that this is an annual expenditure.

Motion  It was moved by Mr. Colón and seconded by Dr. Davis to approve the Sole Source Media Service Providers.

Action  Motion approved.

E-3 PBS and Regional Memberships – Attachment 5

Discussion  Mr. Bromberg explained this item.

Motion  It was moved by Mr. Colón and seconded by Dr. Davis to approve the PBS and Regional Memberships.

Action  Motion approved.

E-4 Independent Production Contracts – Attachment 6

Discussion  Mr. Bromberg explained this item.

Motion  It was moved by Dr. Davis and seconded by Mr. Colón to approve the Independent Production Contracts.

Action  Motion approved.

E-5 Approval of FY2008-2009 Activity Plan and Budget – Attachment 7

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

Motion  It was moved by Dr. Davis and seconded by Mr. Colón to approve the FY2008-2009 Activity Plan and Budget.

Action  Motion approved.

Ayes – Ms. Wilson, Dr. Davis
Noes – Mr. Colon

Discussion  Mr. Ellis Bromberg, General Manager, informed the committee that a procurement item was inadvertently left off of the agenda and therefore could not be voted on at this meeting. MPTV is requesting the purchase of a Digital Asset Management System that was in the budget last fiscal year and moved to this fiscal year. This item will come before the FPO Committee and if approved, forwarded to the full board for approval.

ITEM F: DISCUSSION ITEMS
F-1 General Manager’s Report

Discussion Mr. Bromberg updated the committee on:
• the Vision 2057 Task Force
• MPTV’s digital channel change over
• water damage to MPTV’s transmitter due to an air-conditioner malfunction

F-2 MPTV Friends Report – Attachment 8

Discussion The Executive Director of the MPTV Friends was not able to make this meeting.

F-3 VISION 2057 Task Force

Discussion This topic was discussed under the General Manager’s report.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – May, 2008 - Attachment 9

Mr. Bromberg presented the monthly bills.

G-2 Monthly Clippings – March, 2008 - Attachment 10

Mr. Bromberg presented the monthly clippings.

G-3 MPTV Awards / Acknowledgements

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: To Be Determined

ADJOURNMENT

The meeting adjourned at 5:50 p.m.

Respectfully submitted,

Karen Wierschem
Karen Wierschem
Administrative Specialist