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, November 16, 2009, and called to order by Director Wilson at 3:05 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Dr. Richard Monroe, Dr. 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 – October 19, 2009 – Attachment 1

Motion It was moved by Dr. Monroe and seconded Dr. Davis to approve the minutes of October 19, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – October, November, December, 2009 – Attachment 2

Motion It was moved by Dr. Davis and seconded by Dr. Monroe to approve the advertising expenditures for October, and November, December, 2009.

Action Motion approved.

ITEM F: DISCUSSION ITEMS
F-2 General Manager’s Report

Discussion  Mr. Bromberg informed the committee that:

- he and Rick Lore, Friends Executive Director, are working on a Memorandum of Understanding between the two entities which should be completed by early 2010.
- the local documentary, Principals, Vol. 1, which focuses on 3 principals heading up successful schools, airs tonight, November 16. A portion of the documentary was shown.
- a lunch is scheduled this week with area arts groups to brainstorm for a new arts initiative.
- the Mittens and More project collected 1550 items which will be distributed to area schools and agencies.
- MATC / TVP graduate, Ethan Lightner, won a Chicago Midwest Emmy award for his student production Running Free: An Urban Exploration Documentary. MPTV will air this documentary on Channel 10 in January.

F-3 MPTV Friends Report – Attachment 3

Discussion  Mr. Rick Lore informed the committee that:

- October financials were down slightly, primarily in the membership area.
- the new On-Line Holiday Auction has grossed $36,000 so far, surpassing last year’s on air version.
- a jobs initiative, which has been on hold, is moving forward with Jonas Prising, President of Manpower - the Americas, as its corporate champion.
- a membership drive begins November 28, 2009, with the week of December 6th celebrating local programs.

F-3 Final Year End Financial Results – Attachment 4

Discussion  Mr. Mike Sargent, Vice President Finance, presented this item.

F-4 Preliminary FY2010-2011 Basic Budget Assumptions – Attachment 5

Discussion  Mr. Sargent presented this item.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – October, 2009 – Attachment 6

Discussion  Mr. Bromberg presented this item.


Discussion  Mr. Bromberg presented this item.
ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: December 7, 2009

ADJOURNMENT

The meeting adjourned at 3:55pm

Respectfully submitted,

Karen Wierschem
Administrative Specialist