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 Tuesday, August 16, 2011, and called to order by Director Wilson at 12:04 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, Peter Earle
Excused: Rick Monroe

ITEM B: 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 – June 16, 2011 - Attachment 1

Motion
It was moved by Mr. Earle and seconded by Ms. Wilson to approve the minutes of June 16, 2011.

Action
Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – June, July, August and September, 2011 – Attachment 2

Motion
It was moved by Mr. Earle and seconded by Ms. Wilson to approve the advertising expenditures for June, July, August, and September, 2011.

Action
Motion approved.

E-2 DTV Digital Transmission Line – Attachment 3

Discussion
Mr. Bromberg, general manager, informed the committee that this expenditure relates to work on the tower that needs to be completed before inclement weather.
Bids were sent out and will not be back until August 23rd. This approval will allow an expenditure of up to $150,000.

Motion
It was moved Mr. Earle, and seconded by Ms. Wilson to approve the expenditure of up to $150,000. The procurement would have to come back to the Board if the preferred bid is higher than $150,000.

Action
Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Mr. Bromberg, general manager, informed the committee about

- returning fall programming,
- a special concert event airing live statewide at 3:00 pm for the 10th anniversary of 9/11,
- a special I REMEMBER being produced to complement Ken Burns’ PROHIBITION,
- an article in Current Newspaper cites the unconventional success in pledging MASTERPIECE. The article quotes Mr. Rick Lore, MPTV Friends executive director, whose last day is tomorrow, August 17. Mr. Bromberg wished him well.
- Mr. Joe Bauer, manager administration and planning, gave an update of the roof replacement project.

F-2 MPTV Friends Report – Attachment 4
The financial attachment was noted.

F-3 Events Calendar – Attachment 5

F-4 Public Television Committee Meeting Dates

Discussion
It was suggested that the committee meet on the third Tuesday of the month at noon as it seems to work with committee members’ schedules.

Motion
It was moved by Mr. Earle and seconded by Ms. Wilson to make this an Action Item and approve the PTV Committee meetings dates as stated above.

Action
Motion approved.

ITEM G: INFORMATION ITEMS

G-2 Monthly Clippings, June and July, 2011 – Attachment 6

G-3 Monthly Bills, May, 2011 - Attachment 7
ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion Mr. Joe Bauer, manager administration and planning, informed the committee that Everett Marshburn was the recipient of a National Association of Black Journalists Salute to Excellence Award in the category of Television Public Affairs: Interview/Discussion for his interview with Gwen Ifill on BLACK NOUVEAU.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, September 20, 2011 @ Noon

ITEM J: Update on Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends***

Motion Mr. Earle moved that the Public Television Committee convene into Closed Session pursuant to Section 19.85 (1)(e) and (g) of the Wisconsin Statutes to discuss Item J., Update on Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends, regarding the terms of the Memorandum of Understanding since such bargaining reasons require a closed session. The Committee may reconvene into Open Session to take action on matters discussed in Closed Session under Item J.

Action Motion approved, the roll call vote being as follows:

Ayes: Earle, Wilson
Noes: None

The committee convened into Closed Session at 12:24 p.m.

The committee reconvened into Open Session at 1:24 p.m.
No action was taken.

ADJOURNMENT

The meeting adjourned at 1:25 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist