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, February 21, 2012, and called to order by Director Wilson at 12:08 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Rick Monroe, Ann Wilson
Excused: Peter Earle

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 – January 17, 2012 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the minutes of January 17, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS


Discussion Mr. Ellis Bromberg, general manager, gave a brief overview of the expenses.

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the advertising expenditures for January, February, and March, 2012.

Action Motioned approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Mr. Bromberg, General Manager, informed the committee that:

- the merger Friends staff into MPTV has been completed. The new development department of MPTV consists of 12 employees.
- the OUTDOOR WISCONSIN banquet was postponed due to lack of a raffle license, just one of the speed bumps we have encountered with the merger.
- legislation was recently passed that authorizes the FCC to implement a mandatory repacking of the broadcast spectrum.
- the FY2013 president’s budget recommends preserving the two-year advanced funding for public broadcasting.
- he and director Wilson are in Washington meeting with our congressional delegation discussing federal investment in MPTV.
- the Friends Report is no longer on the agenda. In its place Mr. Bromberg would like to possibly see dashboard indicators as the ESIR Committee now reports. Dr. Monroe is interested in seeing how the new department is comparing to the former Friends organization.
- viewership has increased in the past month with the debut of AROUND THE CORNER and the MASTERPIECE CLASSIC DOWNTON ABBEY.

F-2 FY2012-2013 Budget Assumptions – Attachment 3

Discussion Dr. James Williams, vice president finance, gave an overview of this item as it relates to public television. $3.6 million is currently set aside for enterprise funds in next year’s budget, but Dr. Williams would like to see that number reduced and will be meeting with staff to determine further strategies.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 4

Discussion Mr. Bromberg noted the very successful preview events for AROUND THE CORNER.

G-2 Monthly Bills, January, 2012 – Attachment 5

G-3 Monthly Clippings, November, 2011 - Attachment 6

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: Tuesday, March 20, 2012 @ Noon

ADJOURNMENT

The meeting adjourned at 12:52 p.m.

Respectfully submitted,
Karen Wierschem
Administrative Specialist