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, January 17, 2012, and called to order by Director Wilson at 12:05 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 – December 13, 2011 - Attachment 1

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the minutes of December 13, 2011.
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 Dr. Monroe and seconded by Ms. Wilson to approve the advertising expenditures for December, 2011 and January, February, 2012.
Action Motioned approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

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

- on December 23rd the MPTV Friends Board approved an agreement which transfers fundraising responsibility to the station as a new development department
- letters were sent to all members of the station informing them of this change.
- the letter to readers in the February Fine Tuning explains the merger.
- he will tape a new online column also explaining the merger.
- AROUND THE CORNER premieres Thursday, January 26, 2012.
- January also saw the premiere of the second season of HEALTHFUL INDIAN FLAVORS, featuring Milwaukee chef Alamelu Vairavan.
- he was re-elected to a second three-year term on the national board of the Association of Public Television Stations.
- The Friends report was omitted, but introduced Ms. Pam Behling, senior staff member, who distributed the six month budget review noting that overall revenues are approximately $74,000 over projected budget, while overall expenses are $109,000 under budget. More money was raised online in December than in any other one month in station history. Finally, a New Year’s Day pledge drive raised an additional $23,000.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 3

G-2 Monthly Bills, December, 2011 – Attachment 4

G-3 Monthly Clippings, October, 2011 - Attachment 5

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joe Bauer, manager administration and planning, informed the committee that BLACK NOUVEAU producer, Everett Marshburn has been named an honoree for the 2012 Black Excellence Awards by the Milwaukee Times. The award ceremony takes place on February 24, 2012.

H-2 Communications and Petitions

H-3 Information Items
ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, February 21, 2012 @ Noon

ADJOURNMENT

The meeting adjourned at 12:25 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist