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, March 20, 2012, and called to order by Director Wilson at 12:09 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 – February 21, 2012 - Attachment 1

Motion

It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the minutes of February 21, 2012.

Action

Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – February, March, and April, 2012 – Attachment 2

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 January, February, and March, 2012.

Action

Motion approved
E-2 Upgrade MPTV Digital Archive Unit – Attachment 3

Discussion Mr. Bromberg gave a brief description of this item.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the purchase of the upgrade for the MPTV Digital Archive Unit.

Action Motion approved.

E-3 Budget Adjustment – Attachment 4

Discussion Dr. James Williams, vice president finance, spoke to this item.

Motion It was moved by Dr. Monroe and seconded by Ms. Wilson to approve the budget adjustment as written.

Action Motioned approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

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

- both he and director Wilson attended the Public Media Summit in Washington DC, and Wisconsin Legislative Day in Madison.
- Rep Gwen Moore signed letters to colleagues urging support of federal funding for public broadcasting.
- 4th Street Forum was on the road at Marquette University and MATC’s Green Energy Summit.
- the first membership drive with the newly merged development department has ended and the goal of $360,000 was surpassed by nearly 20 percent.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 5

G-2 Monthly Bills, February, 2012 – Attachment 6

G-3 Monthly Clippings, December, 2011 - Attachment 7

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joe Bauer, manager administration and planning, informed the Committee that
Everett Marshburn, producer of BLACK NOUVEAU, was a recipient of the Milwaukee Times-Black Excellence Award.

Five students in MATC’s Television and Video Production program won Wisconsin Broadcasters Association awards. The students are Phil Kraus, Nate Schardin, Jake Fatke, Andy Ilk and Tony Cole.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, April 16, 2012 @ 9:00 am (please note date and time change)

ADJOURNMENT

The meeting adjourned at 12:57 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist