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, September 20, 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 – August 16, 2011 - Attachment 1

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

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – August, September, October, 2011 – Attachment 2

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

Action Motion approved.
E-2 FY2011 – 2012 Budget Adjustment

Discussion Dr. Jim Williams, vice president, finance stated that these adjustments are being done to carry over the capital money that was encumbered but not spent in FY2011-2011.

Motion It was moved Mr. Earle, and seconded by Ms. Wilson to approve the FY2011-2012 budget adjustment.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Mr. Bromberg, general manager, informed the committee about:

- the start of the new seasons for several local series
- PROHIBITION which begins airing on October 2nd
- a special I REMEMBER that will air October 3rd featuring historian John Gurda
- a new on-air image campaign, “MPTV: Opening Your World” begins on October 3rd
- the October 6th Community Cinema: WISCONSIN’S NAZI RESISTANCE at the Jewish Museum Milwaukee

F-2 MPTV Friends Report

Mr. Art Langlas, interim executive director MPTV Friends, distributed the financial overview for August. Mr. Langlas stated that an $825,000 check had been delivered to MATC this morning.

F-3 Events Calendar – Attachment 4

ITEM G: INFORMATION ITEMS

G-2 Monthly Bills, August, 2011 – Attachment 5

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

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion Mr. Joe Bauer, manager administration and planning, congratulated Darylne Haertlein as the latest member of MPTV staff to be inducted into the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences
prestigious Silver Circle. Silver Circle inductees are honored for devoting 25 years or more to the television industry, and who have made significant contributions to the local television market.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, October 18, 2011 @ Noon

ADJOURNMENT

The meeting adjourned at 12:33 p.m.

Respectfully submitted,

*Karen Wierschem*

Administrative Specialist