CALL TO ORDER

ITEM A: ROLL CALL

Present: Melanie Holmes, Kurt Wachholz
Excused: Ann Wilson (arriving soon)

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 19, 2012 - Attachment 1

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the minutes of June 19, 2012.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures June, 2012 – Attachment 2

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

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the advertising expenditures for June, 2012.

Action Motion approved

E-2 Monthly Advertising Fund Expenditures July, August, September, 2012 – Attachment 3

Discussion Mr. Bromberg explained this item to the committee.

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the Advertising Fund Expenditures for July, August and September, 2012.
E-3 Uninterruptible Power Supply Battery Replacement – Attachment 4

Discussion Mr. Bromberg explained this item to the committee. It ensures the stations stay on the air when power goes out, and replaces a battery that usually lasts only five years but was last replaced in 2005.

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the purchase of an Uninterruptible Power Supply Battery Replacement as listed.

Action Motion approved.

E-4 Kayak Production Switcher – Attachment 5

Discussion Mr. Bromberg explained this item. It is used by both students and professional staff on productions and replaces a 10-year old unit that is no longer supported by the manufacturer.

Motion It was moved by Mr. Wachholz and seconded by Ms. Holmes to approve the purchase of a Kayak Production Switcher.

Ms. Wilson arrived at 12:10 pm

Action Motion approved.

E-5 Tentative Meeting Schedule – Attachment 6

Discussion Ms. Karen Wierschem, administrative specialist, noted that this day and time worked best for all members.

Motion It was moved by Ms. Wilson and seconded by Mr. Wachholz to approve the tentative meeting schedule as listed.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Mr. Bromberg, General Manager, Milwaukee Public Television (MPTV) welcomed the new members of the Public Television Committee and offered an update on projects and issues at MPTV:

- the inclusion of the former MPTV Friends into MPTV as its new Development Department
- the addition of quarterly dashboard indicators to the PTV Committee agenda later this year
- played a clip from MPTV’s exclusive coverage of the FIELD OF HONOR
live event from Miller Park

- a newly produced ETHICALLY MILWAUKEE on the Sikh community
- gave the new committee members an overview of MPTV’s locally produced programming
- reported on the new website NEXT AVENUE for those 50+

ITEM G: INFORMATION ITEMS

G-1 FY2013-2014 Budget Development Calendar – Attachment 7

Dr. Jim Williams, vice president finance, explained details of the FY2013-2014 Budget Development Calendar.

G-2 Estimated District Property Values – Attachment 8

Dr. Williams noted that MATC has received notice of a decline in property values throughout the district.

G-3 Events Calendar - Attachment 9

Mr. Bromberg spoke to this item.

G-4 Monthly Bills June and July, 2012 – Attachment 10

G-5 Clippings April, 2012 – Attachment 11

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, September 18, 2012, Noon

ADJOURNMENT

The meeting adjourned at 12:50 pm.

Respectfully submitted,

Karen Wierschem
Administrative Specialist