CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 4:04 pm.

Present: Melanie Holmes, Ann Wilson, and Graciela Maizonet

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 17, 2014 - Attachment 1

Motion It was moved by Ms. Maizonet and seconded by Ms. Holmes to approve the minutes of June 17, 2014.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – May, June, and July 2014 – Attachment 2

Motion It was moved by Ms. Wilson and seconded by Ms. Maizonet to approve the advertising expenditures for May, June, and July 2014.

Action Motion approved.

Motion E-2 Approval of Tentative PTV Committee Meeting Dates – Attachment 3

It was moved by Ms. Maizonet and seconded by Ms. Holmes to approve the Tentative PTV Committee Meeting Dates for FY 2015.

Action Motion approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg reported that:
- There is a major change to the instructional television service we offer. The Wisconsin Media Lab has transitioned to a completely online format and will no longer be programmed for air. The Educational Communications Board will present the major changes to the services at the next PTV Committee meeting.
- Future changes to the MPTV Classical and MPTV Jazz channels may occur as the providers for the music channels are now web-based causing delivery problems. New suppliers for the classical music service are being explored.
- The transition to our joint master control has been delayed until September 29th.
- Upcoming local and national programs highlighted include THE BEATLES INVADE MILWAUKEE, the new season of 4th STREET FORUM, DANCING AT THE HOLIDAY FOLK FAIR, MILWAUKEE’S ITALIAN AMERICANS in conjunction with PBS series THE ITALIAN AMERICANS, the local documentary A BRIDGE TO VIETNAM in conjunction with the PBS series LAST DAYS IN VIETNAM, and Ken Burns’ documentary series THE ROOSEVELTS: AN INTIMATE HISTORY.

F-2 MPTV Investment Fund Management Agreement – Attachment 4

Discussion Mr. Bromberg reviewed the MPTV Investment Fund Management Agreement mentioning that the college president and general manager are able to extract funds from the account. Ms. Christine McGee, executive director, MATC Foundation, discussed the MPTV Investment Fund and presented the current balances and transfers of the account. Ms. Holmes requested that a quarterly report of the MPTV Investment Fund be provided to the committee.

F-3 Operating Budget Review - Attachment 5

Discussion Al Shoriebah, vice president, Finance, discussed the upcoming challenges in balancing the PTV operating budget. He discussed several strategies including using the college’s reserve fund to absorb the deficit, increased revenues, and budget reduction. Ms. Holmes stated that MPTV has a wide impact on the students and community and is an important part of the college. Dr. Vicki Martin, president, stated that Mr. Bromberg is working with her on strategies to offset this deficit.

F-4 Dashboard Indicators – Attachment 5

Mr. Bromberg presented the Dashboard Indicators for the end of FY2014 and the upcoming template for FY2015. He stated that the Development Department exceeded its goal for the year and the station raised significantly more money from FY2013 to FY2014. The success with bequests was a very important part of reaching that goal. Additionally, Mr. Bromberg highlighted the top programs on WMVS including programs by local producers WISCONSIN FOODIE and PIONEERS OF TV.
ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 6

Mr. Bromberg noted the correct date for THE BEALTES INVADE MILWAUKEE screening which will occur on August 27th.

G-2 Monthly Bills – June and July, 2014 – Attachment 7

G-3 Monthly Clippings – April and May, 2014 – Attachment 8

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, November 11, 2014 @ 4 PM

ADJOURNMENT

The meeting adjourned at 4:53 PM.

Respectfully submitted,

Kelly Saran

Administrative Assistant