CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 4:07 PM.

Present: Melanie Holmes and Graciela Maizonet.

Ann Wilson and Graciela Maizonet called in by phone at 3:55 pm. Grace Maizonet physically joined the meeting at 4:16.

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 17, 2015 - Attachment 1

Motion It was moved by Ms. Wilson and seconded by Ms. Holmes to approve the minutes of February 17, 2015.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – March, April and May 2015 – Attachment 2

Motion It was moved by Ms. Wilson and seconded by Ms. Maizonet to approve the advertising expenditures for March, April, and May 2015.

Action Motion approved.

E-2 Annual Approval of Sole Source Media Service Providers– Attachment 3

Motion It was moved by Ms. Wilson and seconded by Ms. Maizonet to approve Annual Approval of Sole Source Media Service Products.
Action Motion approved.

**E-3  Annual Approval of Production Contracts – Attachment 4**

**Motion** It was moved by Ms. Maizonet and seconded by Ms. Wilson to approve the Annual Approval of Production Contracts.

**Action** Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager’s Report – Attachment 5**

**Discussion** Mr. Ellis Bromberg, general manager, highlighted the following:

- FCC Spectrum Auction update including approval of FCC Spectrum Auction consolation grant
- Federal Funding of Public Television and Ready to Learn
- The Great TV Auction update and total funds raised of $976,363
- International Institute of Wisconsin Award given to MPTV
- Joint Master Control for WMVS will be online by the end of May
- Next Avenue Community Conversations in FY2016
- PBS Budget and Annual Meeting Update
- State Funding Cut of the Educational Communications Board and their funding to MPTV
- MPTV celebrates several awards from the Wisconsin Broadcasters Association’s annual Awards for Excellence, Milwaukee Press Club Awards, and Telly Awards

Ms. Holmes presented Mr. Bromberg with a Resolution of Appreciation from MATC.

**F-2  Dashboard Indicators – Attachment 6**

**Discussion** Mr. Bromberg presented the Dashboard Indicators including the Developmental Department Revenue totals, Top Programs on WMVS for February 2015, and an MPTV Investment Fund update.

**F-3 Preliminary Activity Plan and Budget**

**Discussion** Mr. Jeffery Hollow, controller, Finance discussed the draft of the general PTV budget for 2015-16.

**F-4 Minority Spending in Advertising Fund Expenditures**

**Discussion** Mr. Bromberg asked the committee to clarify the interpretation of the Minority Spending Policy and asked the committee to review the advertising expense percentages for minority owned media and minority targeted media.
Ms. Kristen Johnson, media director, Eichenbaum and Associates presented MPTV’s current advertising expenses and discussed the difficulty of purchasing minority owned media while targeting the correct audiences.

The Committee agreed that the unwritten policy for PTV’s Minority Spending will remain status quo with an annual advertising report given to the board at the beginning of each fiscal year. At that time the board will review the percentages of advertising expenses for minority owned and minority targeted.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 7

G-3 Monthly Bills – February, March, and April 2015 – Attachment 8


ITEM H: MISCELLANEOUS ITEMS

H-2 Awards and Acknowledgement

H-1 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

TBA

ADJOURNMENT

The meeting adjourned at 5:06 PM.

Respectfully submitted,

Kelly Saran

Administrative Assistant