MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
May 20th, 2014

CALL TO ORDER

ITEM A: ROLL CALL

The meeting was called to order by Ms. Holmes at 12:06 pm.

Present: Melanie Holmes and Kurt Wachholz

Excused: Ann Wilson

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 – April 8, 2014 - Attachment 1

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the minutes of April 8, 2014.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

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

Motion It was moved by Ms. Holmes and seconded by Mr. Wachholz to approve the advertising expenditures for April, May, and June 2014.

Action Motion approved.
ITEM F: DISCUSSION ITEMS

F-1 General Manager’s Report

Discussion Mr. Joseph Bauer, manager of administration and planning gave the general manager’s report as Mr. Ellis Bromberg, general manager, was not in attendance. Mr. Bauer reported that:

- THE GREAT TV AUCTION, the 9-day event, ended on May 4th raising a total of $995,691 with a total of 1300 donors, 8600 items offered for bid, 45,000 individual bids, and 3000 volunteers.
- The station lost two of our greatest and longtime volunteers right before the AUCTION. Joei Kimpel, an AUCTION volunteer, as well as Bill Hamrick, a Viewer Services volunteer for over 20 years, will be missed.
- Mr. Bromberg, general manager, is attending the official launch of the Digital Convergence Alliance Joint Master Control in Jacksonville, Florida, along with CPB, PBS, and the 11 partner stations.
- Mr. Bromberg also attended the PBS Annual Meeting in San Francisco in which the general managers discussed an increase to the PBS dues, PBS launching a new video on demand initiative named M-V-O-D, and PBS’s new programming announcements.
- Last week, NEXT AVENUE COMMUNITY CONVERSATIONS taped Marquette Psychology Professor Dr. Anees Sheikh discussing “The Art of Happiness” for the series that will air in late in summer.
- An update on the station’s local productions was provided.

F-2 Review Draft of Activity Plan and Budget for FY 2014-15 – Attachment 3

Discussion Mr. Al Shoreibah, vice president, Finance, discussed the next draft of the general PTV budget for 2014-15.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 4

G-2 Monthly Bills – April, 2014 – Attachment 5

G-3 Monthly Clippings – February, 2014 – Attachment 6

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion

H-2 Communications and Petitions

H-3 Information Items
ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting:

Tuesday, June 17, 2014 at Noon

ADJOURNMENT

The meeting adjourned at 12:24 PM.

Respectfully submitted,

Kelly Saran

Administrative Assistant