

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
Public Television Committee**

**ADMINISTRATION PRESENT:** Joe Bauer                      Al Evinrude                      Vicki Martin  
Ellis Bromberg                      Janice Falkenburg                      Craig Piotrowski  
Darnell Cole                      Rob Hartung

**GUESTS PRESENT:** Lamont McLoughlin      John Thiel                      Keith Walters

**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 Monday, April 19, 2004 and called to order by Director Gobel at 12:00 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A.                      ROLL CALL**

**Present:** Carl (Chuck) Gobel, Linda Sowell

**Excused:** Keith Terry

**ITEM B.                      COMPLIANCE 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 – March 15, 2004 – Attachment 1**

Motion                      It was moved by Ms. Sowell, seconded by Mr. Gobel to approve the Public Television Committee Minutes of March 15, 2004.

Action                      Motion passed.

**ITEM D.                      COMMENTS FROM THE PUBLIC**

**ITEM E.                      ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures, March/April/May, 2004 – Attachment 2**

Motion It was moved by Ms. Sowell and seconded by Mr. Gobel to approve the monthly advertising fund expenditures for March, April, and May 2004.

Action Motion passed.

**E-2 FY2005 Independent Production Contracts – Attachment 3**

Discussion Ms. Sowell asked that an additional column be added in the future to compare the previous year contract amounts.

Motion It was moved by Ms. Sowell and seconded by Mr. Gobel to approve the FY2005 Independent Production Contracts as written contingent upon approval of the FY2005 budget.

Action Motion passed.

**E-3 Evertz Digital Logo Inserters – Attachment 4**

Motion It was moved by Ms. Sowell and seconded by Mr. Gobel to approve the purchase of 7 Evertz Digital Logo Inserters for the amount of \$72,352.00.

Action Motion passed.

**E-4 Harris Automation System – Attachment 5**

Motion It was moved by Ms. Sowell and seconded by Mr. Gobel to approve the purchase of the sole source Harris Automation System in the amount of \$128,366.00.

Action Motion passed.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Manager's Report**

Discussion Mr. Bromberg informed Committee members that:

- MPTV is airing Milwaukee Symphony Orchestra's rendition "From the Diary of Anne Frank" tonight at 8:00pm.
- MPTV received a \$4300 grant to promote the series AMERICAN FAMILY. Promotion will be produced in Spanish and air on the cable channel Univision.

- the program highlights for May were distributed.
- the latest edition of Current Magazine contains comments from Mr. Bromberg regarding MPTV's participation in Time Warner's Video on Demand service.

**F-2 Friends Report – Attachment 6**

Discussion

Mr. Lamont McLoughlin:

- reported the Auction begins Friday, April 23 at 5:00pm.
- reported that merchandise acquisition is \$600,000 ahead of a year ago due to the new year-round facility.
- reported the March Pledge Drive was the most successful ever topping the \$500,000 mark.

**F-3 Digital TV Transition Update and Space Allocation Presentation – Attachment 7**

Discussion

Mr. Bromberg stated that the MATC Board unanimously approved a 10-year digital transition plan in 1997. This transition has been proceeding as planned but it is far from over. Staff has been conducting a review of the plan and offered this update:

- Total funding estimates have been lowered.
- Staff additions have been identified.
- The need for new facilities has been noted.
- A plan to spend down the PTV Fund's Unrestricted Net Assets over the next four years has been proposed.
- A vision for new services and revenue opportunities has been put forward.

Mr. Gobel noted this item is listed as a discussion item and asked if it would come back as an action item at a later date.

Mr. Bromberg stated that this report is considered an update and replaces the plan submitted in 1997.

Mr. Gobel asked that this report be brought back next month for discussion.

Mr. Al Evinrude presented an overview of the plan drawn up in conjunction with Kahler Slater Architects and The Austin Company to expand the MPTV facilities to accommodate the transition to digital.

**F-4 FY04/05 Preliminary Activity Plan and Budget – Attachment 8**

Discussion

Mr. Joe Bauer gave a summary of this document. Mr. Gobel asked about the proposed shortfall in this budget. Mr. Bauer noted that

discussions are on-going with the College regarding this and changes could be made to this budget and brought forward at the May meeting.

**F-5 PTV Minority Media Expenditures – Attachment 9**

Discussion Mr. Bromberg stated that this document was produced at the request of the Committee to review MATC Policy regarding Minority Media Expenditure target percentages. Mr. Gobel has not had an opportunity to review this and stated he will forward questions to Mr. Bromberg.

**F-6 Branding Strategies Report**

Discussion Mr. Rob Hartung introduced John Thiel and Keith Walters of Thiel Design Group who presented a proposal for a new branding strategy for the College.

**ITEM G. INFORMATION ITEMS**

**G-1 Monthly Bills – March , 2004 – Attachment 10**

**G-2 February Clippings – Attachment 11**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

**ITEM I. OLD BUSINESS/NEW BUSINESS**

**I-1** Date of Next Meeting: **Monday, May 17, 2004**, Noon, Milwaukee Campus, Board Room (M210)

**ADJOURNMENT**

The committee adjourned at 2:00p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist