

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

PRESENT: Dave Balasco Christy Brown Todd Poppe
 Joe Bauer Lamont McLoughlin Karen Wierschem

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, August 18, 2003 and called to order by Director Gobel at 12:06 p.m. in the MATC Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Carl (Chuck) Gobel, Keith Terry, Linda Sowell (via telephone)

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 – June 15, 2003 – Attachment 1

Motion It was moved by Ms. Sowell, seconded by Mr. Terry, to approve the minutes of the June 15, 2003, committee meeting.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

None

ITEM E. ACTION ITEMS

E-1 Tentative PTV Committee Meeting Schedule – Attachment 2

Motion Motion Mr. Terry, seconded Ms. Sowell to approve the Public Television meeting dates for FY2004.

Action Motion passed.

E-2 Tandberg Digital Encoder Upgrade – Attachment 3

Discussion Mr. Joseph Bauer gave background information regarding this purchase.

Motion It was moved by Mr. Terry, seconded by Ms. Sowell to approve the purchase of the Tandberg Digital Encoder Upgrade from Heartland Video Systems in the amount of \$106,648.00

Action Motion passed.

E-3 Master Control Monitoring System – Attachment 4

Discussion Mr. Bauer explained how this item is used and why it is necessary. Ms. Sowell asked if the minority vendor could be given the opportunity to match the low bid to ensure equity.

Attorney Brown stated that it would not be appropriate to ask just one vendor, who replied to the RFP, if they would like to resubmit their bid to match the lowest bidder. She advised that the college has had a commitment to use minority vendors and has procurement policies which reflect that commitment.

Mr. Poppe stated that when bidding on a piece of equipment, state law provides no flexibility other than to take the lowest bid.

Mr. Gobel asked that an overview of procurement policies be on the September PTV agenda.

Motion It was moved by Mr. Terry, seconded by Ms. Sowell, to approve the purchase of a Master Control Monitoring System from Barco 1 Control Rooms in the amount of \$145,885.00.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg could not attend today's meeting, therefore Mr. Joseph Bauer reported on the following:

- The sign-on of MPTV-HD. A videotape of the actual sign-on was shown to the committee.

- Satellite distributor EchoStar will begin to add local stations to their lineup. We are requesting carriage of Channels 10 and 36 on their revamped lineup. Our standard definition stations are covered by the must-carry rule, however, to our dismay, the FCC has not yet mandated that satellite distributors like DirecTV and EchoStar carry local digital stations, and so far neither company has shown any interest in doing so.
- MPTV's READING RAINBOW Young Writers and Illustrators Contest is a very popular and worthwhile activity in which children in grades K-through-3 write and illustrate their own books. From this competition, we create short television fillers that air throughout the year. The local winners are forwarded to the national competition---and this year, two of our 605 local stories turned out to be national award-winners. A videotape of a few of the fillers was shown.

F-2 Friends Report – Attachment 9

Discussion

Mr. Lamont McLoughlin, President 10/36 Friends, began by giving an overview of The Friends organization, which raises between \$5.5 and \$6 million each year from the community for public television. He further reported that:

- The August fund drive raised \$126,579
- A comparison of the August fund drive for like-size stations was distributed.
- The 2004 Auction will feature a 'Dream Home.'
- SpecherFest will once again take place over the Labor Day weekend at Old Heidelberg Park in Glendale.

F-3 Interagency Agreement with the Education Communications Board

Discussion

This item was moved to the September Public Television Committee meeting.

F-4 Community Advisory Board

Discussion

This item was moved to the September Public Television Committee meeting.

ITEM G. INFORMATION ITEMS

G-1 Monthly Advertising Fund Expenditures, June/July/August and September, 2003 – Attachment 6

Discussion Mr. Bauer gave an overview of the advertising expenditures.

G-2 Monthly Bills, June/July, 2003 – Attachment 7

ITEM H. MISCELLANEOUS ITEMS

H-2 Communications and Petitions

Discussion Mr. Bauer distributed a letter sent by Mr. Bromberg to all of our Congressmen and Senators in Washington asking them to support the public television funding levels as approved by the Senate Appropriations Committee.

H-3 Information Items

None

ITEM I. OLD BUSINESS NEW BUSINESS

Date of Next Meeting: Monday, September 15, 2003 - Noon
Milwaukee Campus, Board Room (M210)

ADJOURNMENT

The committee adjourned at 12:50 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist