

Attachment PTV 1

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

PRESENT: Joe Bauer Darnell Cole Todd Poppe
Ellis Bromberg Rob Hartung Karen Wierschem
Christy Brown Lamont McLoughlin

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, December 8, 2003 and called to order by Director Gobel at 12:15 p.m. in the MPTV Conference Room, Room C444, 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 – November 17, 2003 – Attachment 1

Motion It was moved by Mr. Terry, seconded by Ms. Sowell to approve the Public Television Committee Minutes of November 17, 2003.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, November/December, 2003 and January 2004 – Attachment 2

Motion It was moved by Ms. Sowell, seconded by Mr. Terry to approve the monthly advertising fund expenditures for November/December 2003 and January 2004.

Action Motion passed.

E-2 High Definition TV Cameras – Attachment 3

Discussion Mr. Bromberg informed the Committee that this request is for two cameras and is included in the FY04 budget.

Motion It was moved by Mr. Terry, seconded by Ms. Sowell to approve the purchase of two HD cameras for Sony Electronics Inc., in the amount of \$135,200.

Action Motion passed.

E-3 Policy I0201 WMVS/WMVT Community Advisory Board – Attachment 4

Discussion Mr. Gobel explained that the change to this policy would make it an ad-hoc board to be convened on an 'as needed' basis by the PTV Committee. After approved by this Committee the policy would go to the full Board for a first reading.

Motion It was moved by Mr. Terry, seconded by Ms. Sowell to approve making Policy I0201 WMVS/WMVT Community Advisory Board an ad-hoc board.

Action Motion passed.

E-4 Public Television Committee Members' Self Assessment – Attachment 5

Discussion Mr. Gobel suggested that the draft policy either be approved or tabled until such time that a Committee member wishes to have it considered for action.

Motion It was moved by Ms. Sowell, seconded by Mr. Terry to table this item.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

Discussion

Mr. Bromberg informed Committee members about::

- Federal funding and a possible .59% cut in CPB support for this fiscal year
- Comcast cable update

F-2 Friends Report – Attachment 6

Discussion

Mr. Lamont McLoughlin, President of 10/36 Friends, reported that:

- The December pledge drive in on course to exceed last years totals which were the highest December totals ever
- The annual Gourmet Dinner at Grenadiers will be held on January 25, 2004.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – November, 2003 – Attachment 7

G-2 Monthly Clippings – Attachment 8

Discussion

Mr. Bromberg explained that the attachment was a table of contents listing all of the press items referring to MPTV. He informed the Committee members to contact him if they have an interest in viewing any of these items.

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

Discussion

Mr. Gobel asked if the PTV Committee meeting scheduled for February 16 could be changed to Thursday, February 12, 2004. Both Ms. Sowell and Mr. Terry indicated that would be fine.

Mr. Bromberg stated that the PTV Committee meeting scheduled for January 12, 2004 would be held in the MPTV Conference Rooms to facilitate an HD demonstration.

ITEM I.

OLD BUSINESS/NEW BUSINESS

- I-1** Date of Next Meeting: Monday, January 12, 2003, Noon,
MPTV Conference Room (Room C444), 1036 N. Eighth Street

ADJOURNMENT

The committee adjourned at 12:40 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist