

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

PRESENT: Joe Bauer Christy Brown Lamont McLoughlin
Tobie Black Darnell Cole Bridgette Ridgeway
Ellis Bromberg Raul Galvan Todd Poppe
Rob Hartung 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, November 17, 2003 and called to order by Director Gobel at 12:117 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 – October 20, 2003 – Attachment 1

Motion It was moved by Mr. Terry, seconded by Mr. Gobel to approve the Public Television Committee Minutes of October 20, 2003.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

**E-1 Monthly Advertising Fund Expenditures, October/
November/December. 2003 – Attachment 2**

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

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Bromberg informed Committee members about::

- Comcast Cable update
- November 5th Mayoral debate
- November 8th town hall meeting on care giving
- Wisconsin On-Demand, Channel 1111 on Time Warner Cable
- PBS to replace HD loop with full-length programming
- Channel 35 (HD) operating at 50% power due to interference with broadcast channel in Indiana
- NML donated two D2 tape machines and tape
- The Mister Rogers' Memorial Sweater Drive collected a record 14,725 sweaters
- International Children's Film Festival on December 5 & 6
- Awards the stations have received

Mr. Gobel asked if Mr. Bromberg would draft a letter from the PTV Committee thanking NML for their generous gift. Mr. Bromberg said he would.

F-2 Friends Report – Attachment 3

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

- The first-time three-day Holiday Gift Shop which will be at the auction site
- The annual membership campaign begins on November 29, 2003

- Airing on December 7th will be the Hal Holbrook rendition of Mark Twain, not seen since 1967
- The Volunteer Recognition Banquet honored 120 volunteers who have donated more than 100 hours of their time to The Friends

F-3 Community Advisory Board – Attachment 4

Discussion

Attorney Christy Brown gave background information about this item, including the primary change of making this committee an ad-hoc committee. She requests any additional concerns or suggested revisions be forwarded to her. Mr. Gobel asked that language be added stating that the term of the ad-hoc committee will be determined by the PTV Committee.

This item will return as an action item on the PTV Committee agenda in December, and if approved as revised, will be forwarded to the full MATC Board agenda for a first reading.

F-4 Committee Self-Assessment – Attachment 5

Discussion

Attorney Brown gave background on this item. This policy was approved by the PTV Committee in June 2003 and forwarded to the ESIR Committee. The ESIR Committee then referred this back to the PTV Committee to review again, as this process started over a year ago and since that time new members have been appointed to the PTV Committee. The MATC Board currently has a Self-Assessment process in place which is similar to this. At this time, no other Committee has a separate assessment process. The PTV Committee is being asked if they still would like to proceed with this item.

Mr. Gobel suggested we bring this item back to the December PTV meeting to give the committee additional time to review this. This will appear as an action item on the December agenda.

Attorney Brown will review the current Board assessment policy for duplication during this time.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – September, 2003 – Attachment 6

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

Discussion Ms. Sowell stated she will be attending the Committee meeting via telephone next month.

ITEM I. OLD BUSINESS/NEW BUSINESS

I-1 Date of Next Meeting: Monday, December 8, 2003, Noon,
MPTV Conference Room (Room C444), 1036 N. Eighth Street

ADJOURNMENT

The committee adjourned at 1:05 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist