

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

PRESENT: Dotti Baker Darnell Cole (via Lamont McLoughlin
 Joe Bauer telephone) Todd Poppe
 Ellis Bromberg Rob Hartung Kristin Phelps
 Christy Brown Charles Kimbrough 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, September 15, 2003 and called to order by Director Gobel at 12:05 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
Excused: Linda Sowell

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 – August 18, 2003 – Attachment 1

Motion It was moved by Mr. Terry, seconded by Mr. Gobel to approve the Public Television Committee Minutes of August 18, 2003.

Action Motion passed.

ITEM D. COMMENTS FROM THE PUBLIC

None

ITEM E. ACTION ITEMS

**E-1 Monthly Advertising Fund Expenditures,
August/September/October, 2003 – Attachment 2**

- Discussion Mr. Ellis Bromberg gave background information regarding these expenditures.
- Motion It was moved by Mr. Terry, seconded by Mr. Gobel to approve the advertising fund expenditures for August/September/October, 2003.
- Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Manager's Report

- Discussion Mr. Bromberg reported that:
- MPTV won a School Bell award from the Wisconsin Education Association Council (WEAC) for the documentary DON'T KILL ME! TEENS AGAINST GUNS
 - He received a response to his letter from Senator Kohl supporting public broadcasting funding
 - Nielsen ratings for July indicate Channel 36 viewership has increased by 7% and that Channel 10 remained the same.
 - MPTV will again sponsor the Mister Rogers' Sweater Drive
 - The September 11 program CLEAR THE SKIES received a lot of good press and telephone calls
 - Most local shows will have their season premiere in the next couple of weeks
 - INSIDE VIEW will take a look at Milwaukee mayoral candidates on October 9

F-2 Friends Report – Attachment 9

- Discussion Mr. Lamont McLoughlin, President 10/36 Friends reported on:
- SprecherFest
 - Bequests left to public television

- A “live” Fine Arts Auction will take place in January
- There will be a “Dream Home” auctioned this year
- Long-time volunteer and Friends’ Board Member, Marlene Papham won the National Elaine Peterson Distinguished Service Award

F-3 Interagency Agreement with the Education Communications Board

Discussion Mr. Bromberg gave an overview stating that this item was initiated by the former administration to address licensee issues. No agreement was ever executed, and the current relationship between MPTV and ECB is one of cooperation.

F-4 Community Advisory Board

Discussion Mr. Bromberg gave an overview of this current board policy. All current membership terms of this board have expired. He further informed the committee of several other MPTV boards or panels which are in operation that serve as avenues for public input.

Motion It was motioned by Mr. Terry, seconded by Mr. Gobel to refer this item to the General Counsel for guidance.

Action Motion passed.

F-5 PTV Committee Self-Assessment Policy – Attachment 4

Discussion Mr. Gobel explained the background of this item so that Mr. Terry would be familiar with the issue. Because all committee members are not present, the item will be tabled until the next meeting.

ITEM G. INFORMATION ITEMS

G-1 Procurement Policy Overview – Attachment 5

Discussion Mr. Todd Poppe distributed Policy B0804 Minority, Women, and Handicapped Business Enterprise Program and provided an overview of procurement. Mr. Gobel asked this item be placed on a future agenda as Ms. Sowell requested that procurement be discussed by the committee.

G-2 Monthly Bills – August, 2003 – Attachment 6

Discussion Mr. Gobel wanted to clarification that the expenditures listed were in line with amounts budgeted and approved. Mr. Bromberg and Mr. Poppe assured him that they were.

ITEM H. MISCELLANEOUS ITEMS

H-2 Communications and Petitions
None

ITEM I. Information Items

H-3 None

OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, October 20, 2003 - Noon
Milwaukee Campus, Board Room (M210)

ITEM J. COMPLIANCE WITH THE OPEN MEETINGS LAW

Mr. Gobel stated that the committee intended to convene into Closed Session.

Motion It was moved by Mr. Terry, seconded by Mr. Gobel that the Committee Convene into Closed Session pursuant to Section 19.85(1)(g) of the Wisconsin Statutes to confer with legal counsel regarding strategy with respect to legal action in which the district is likely to become involved.

Action Motion passed

CLOSED SESSION

The committee convened into Closed Session at 12:45 p.m.

ADJOURNMENT

The committee adjourned from Closed Session at 1:05 p.m.

No action was taken.

Respectfully submitted,

Karen Wierschem
Administrative Specialist