

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

ADMINISTRATION Joseph Bauer Janice Falkenberg
PRESENT: Ellis Bromberg Jan Pritzl
Darnell Cole Mike Sargent

GUESTS Lamont McLoughlin
PRESENT:

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 Tuesday, March 15, 2005, and called to order by Chairperson Gobel at 3:35 p.m. in the Boardroom at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Carl (Chuck) Gobel, Jeannette Bell
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 – February 17, 2005 – Attachment 1

Discussion It was noted that Ms. Sowell was listed as present and excused in the February minutes. Ms. Sowell did attend the meeting via telephone. The minutes will be amended.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the minutes of the February 17, 2005, committee meeting as amended.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, February/March/April, 2005 – Attachment 2

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to approve the monthly advertising fund expenditures for February, March and April, 2005.

Action Motion approved.

E-2 WMVT Antenna Modification – Attachment 3

Discussion Mr. Bromberg introduced Mr. Jan Pritzl of MPTV's Engineering department. Mr. Pritzl stated that this purchase is needed to modify the placement of the WMVT-DT antenna to comply with FCC standards.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to issue a purchase order to Dielectric Communications in the amount of \$80,275 to correct the WMVT orientation and transmission line servicing the WMVT-DT digital antenna to conform to the most current Federal Communications Construction permit.

Action Motion approved.

E-3 Omneon Video Service Storage Expansion – Attachment 4

Discussion Mr. Pritzl informed the committee that \$190,800 of the money used for this purchase is coming from a grant received from the CPB Digital Distribution Fund.

Motion It was moved by Ms. Bell, seconded by Mr. Gobel, to issue a purchase order to Omneon Video Networks in the amount of \$277,654.00 to expand MPTV's high definition server storage capacity from 150 hours to 415 hours.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Discussion Mr. Bromberg informed the committee that

- The American Civil Liberties Union of Wisconsin held their "75 Years in Wisconsin Celebration." Producer/Host, Patricia Gomez accepted the William Gorham Rice Civil Libertarian of the Year Award on behalf of Adelante! The award was given in recognition of the educational focus the series has placed on the legal rights of the Latino Community.
- OUTDOOR WISCONSIN is once again hosting a booth at the Milwaukee Journal Sentinel Sports Show.
- A grant proposal was submitted to the U.S. Department of Commerce in the amount of \$1.1 million to pool and digitize the 12 ITFS channels owned by MATC, MPS and UWM.
- Another grant proposal was submitted in conjunction with

Milwaukee Public Museum and Milwaukee Public Library for a one-hour documentary on Milwaukee photographer Sumner Matteson

- MPTV will be the media partner once again for the Public Policy Forum's Salute to Local Government Awards.
- Mr. Bromberg distributed a prototype of a logo for the Milwaukee area developed by Spirit of Milwaukee, a non-profit organization promoting the city. Dr. Cole is a member of their board. Several area businesses have contributed time and talent to the branding project, and MPTV has been asked to animate the new logo for use in theaters and broadcasts.

F-2 Friends Report – Attachment 3

Mr. Lamont McLoughlin:

- Distributed a comparison sheet showing other like public television stations and the results of the membership drive thus far. The Friends have raised \$330,741 as of Monday, March 14, 2005
- Auction has moved into high speed. This years Auction will feature a large amount of artwork.
- Miller Brewing is returning this year as a day part sponsor in addition to supplying many items to be auctioned.
- Program underwriting is at 84% of its goal.
- The Friends have hired a new Special Events Manager, Ariel Bateman and have created the new position of Executive Vice President. Scott Rackham will begin in the position on April 1st.

E-3 Progress Report on Activity Plan and Budget Development

Discussion Mr. Joe Bauer gave a brief update as to where we stand. MATC preliminary budget is due next Friday, March 18, 2005, therefore a more detailed update will be given in April.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills – February, 2005 – Attachment 6

G-2 December Clippings – Attachment 7

ITEM H. MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

H-2 Information Items

Discussion Mayor Bell reminded the Committee that the Friends are holding a joint reception of the Friends Board and MATC Board on April 1, 2005 at the Auction site. Furthermore, several MATC Board members have volunteered to be an Auctioneer at the Auction.

ITEM I. OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: April 19, 2005 at 3:30 p.m.

ADJOURNMENT

The committee adjourned at 4:16 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist