

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

ADMINISTRATION	Joseph Bauer	Janice Falkenberg
PRESENT:	Ellis Bromberg	Rob Hartung
	Darnell Cole	Mike Sargent
	Tom Dvorak	Mike Walsh
GUESTS		
PRESENT:	Scott Rackham	Trish Martinez
	Neal Bardele	Becky Harju

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, February 19, 2007, and called to order by Director Wilson at 5:02 p.m. in the Conference Room of Milwaukee Public Television at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Ann Wilson, Mark Maierle (via telephone)

Excused: Peter Earle to arrive later

ITEM B. COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

Discussion Dr. Cole asked if there were any questions for him as he had to leave to attend another meeting. There were none.

Dr. Cole and Mr. Hartung left the meeting.

ITEM C. APPROVAL OF MINUTES – January 8, 2007 – Attachment 1

Motion It was moved by Mr. Maierle, seconded by Ms. Wilson, to approve the minutes of the January 7, 2007 committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, January, February and March, 2007 - Attachment 2

Motion It was moved by Mr. Maierle, seconded by Ms. Wilson, to approve the monthly advertising fund expenditures for January, February, and March, 2007.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report :

Mr. Ellis Bromberg, General Manager, reported that :

- the end of analog TV and the switch to Digital Television will happen on February 18, 2009

Mr. Earle arrived at 5:08 p.m.

- State Senators Judy Robson and Spencer Coggs toured the station and met briefly at the invitation of Director Earle to discuss the disparity of state funding among the different public television licensees in Wisconsin
- he attended several meetings in Washington, D.C., including Capitol Hill Day with Director Wilson

F-2 Friends Report – Attachment 3

Mr. Scott Rackham, President, MPTV Friends reported that:

- he met with the finance committee of the MPTV Friends and as of January 31, 2007, they are current in their financial support of the station
- the OUTDOOR WISCONSIN BANQUET is on February 28, 2007
- the March pledge drive begins March 3, 2007
- the Great TV Auction is April 27 – May 5, 2007

F-3 Preliminary Budget Planning Assumptions – Attachment 4

Discussion Mr. Mike Sargent, Vice President Finance, explained the preliminary proposed allocation of capital dollars to construction projects and equipment purchases. Mr. Sargent indicated that there was concern over allocating \$ 10,000,000 to construction and renovation projects in FY 07-

08 as the Construction Services Department was having difficulty staying current with the work load from the current year's approved projects, and that an additional \$ 10,000,000 in projects might result in an arbitrage situation. Mr. Earle was concerned that a decision to delay construction projects would compromise the build-out of TV to the rest of the 4th floor of the C Building. Mr. Sargent said it would not since the project is not scheduled to begin until FY2008-2009. Mr. Earle suggested that this scenario may impede station operations, and suggested that the PTV Committee initiate discussions with the Friends about alternatives. Mr. Sargent indicated that donated dollars via a capital campaign might result in an acceleration of the project

F-4 Eichenbaum Advertising Presentation

Discussion Mr. Neal Bardele, Partner, Eichenbaum & Associates, gave a synopsis of the minority advertising for the past three years and the plans for future minority advertising including a mailing to Latino viewers.

F-5 Comparison of MPTV Viewing Counties – Attachment 5

Discussion Mr. Bromberg explained that these attachments show that MPTV reaches beyond the MATC district. Mr. Sargent stated that MATC's taxing district represents only 43% of MPTV's viewing audience and therefore only 43% of the population is paying for 100% of the service of MPTV. Mr. Earle would like attachment 5 and 6 be available at the full Board meeting. Mr. Sargent suggested that MATC's Legislative Committee be given these handouts. Ms. Wilson stated these documents should also be sent when Mr. Bromberg sends his thank you letters to the representatives they spoke to in Washington.

F-6 History of State Support for MPTV – Attachment 6

Discussion Mr. Bromberg gave a synopsis of this document while discussing the above attachment.

F-7 Telecasting of MATC Board Meetings

Discussion This was a request from Director Pedro Colón. Mr. Earle wanted this to come through the PTV Committee. Mr. Colón did not necessarily want meeting broadcast on Channel 10, but public access channels similar to what MMSD does. This can be done with the current set of cameras in the boardroom. Another option would be to stream the meetings on the MATC website. Ms. Wilson advocated the website as a solution. Mr. Earle wanted to know the cost of these options. Mr. Earle will discuss the options with the full MATC Board during his PTV Committee report.

F-8 EBS License (WiMax)

Discussion Mr. Mike Walsh, Associate Vice President of Information Technology, stated the RFP, based on all 12 channels in conjunction with MPS and UWM, is in process and is scheduled to be released this week. Mr. Earle asked how the dollars gained from these sales would affect the college's revenue stream. Mr. Sargent stated it depends on how the sale is classified. Mr. Earle asked Mr. Walsh to be at the Board meeting to address this issue.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills January, 2007 - Attachment 7

G-2 November Clippings – Attachment 8

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

Discussion Mr. Joe Bauer displayed a plaque from the Repairers of the Breach thanking Mr. Raul Galvan, MPTV Executive Producer, for the program HOMELESS IN THE HEARTLAND.

ITEM I. OLD BUSINESS/NEW BUSINESS

The next meeting is March 19, 2007 at 5:00 P.M. Ms. Wilson stated she would not be in attendance.

ADJOURNMENT

The committee adjourned at 6:36 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist