

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

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

GUESTS Scott Rackham
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 Monday, June 18, 2007, and called to order by Chairperson Earle at 4:07p.m. in the Board Room, Room 210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Peter Earle, Ann Wilson

Excused: Mark Maierle

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 – May 14, 2007 – Attachment 1

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the May 14, 2007 committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E ACTION ITEMS

**E-1 Monthly Advertising Fund Expenditures, May, June, and July, 2007
- Attachment 2**

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for May, June, and July, 2007

Action Motion passed.

E-2 Sole Source Media Service Providers – Attachment 3

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the Sole Source Media Service Providers for FY 2008.

Action Motion passed.

E-3 PBS and Regional Memberships – Attachment 4

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the PBS and Regional Memberships for FY 2008.

Action Motion passed.

E-4 Heartland Video Systems Tandberg Encoder – Attachment 5

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the purchase of a Tandberg Encoder from Heartland Video Systems

Action Motion passed.

E-5 Approval of Activity Plan and Budget – Attachment 6

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the FY2008 Activity Plan and Budget.

Action Motion passed.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Mr. Ellis Bromberg, Vice President and General Manger, reported on:

- ◆ The annual student banquet
- ◆ PBS Showcase
- ◆ The fall season of Antiques Roadshow begins with the programs from Milwaukee

- ◆ Producer Everett Marshburn working on local documentary to accompany the PBS' THE WAR
- ◆ PBS President Ms. Paula Kerger's visit
- ◆ Talks with Discovery World and UWM film department about a monthly documentary film festival beginning in September
- ◆ Rough draft of consultant report has been completed
- ◆ Summerfest Stories previewed at Pabst Theatre
- ◆ Airing of Doc Severinsen's final Milwaukee Pops MSO
- ◆ MPTV hosted regional meeting on pledge strategy
- ◆ Guest speaker at MATC retiree's luncheon
- ◆ MPTV is media sponsor for the Public Policy Salute to Local Government awards breakfast
- ◆ Taping Midsummer Nights McGivern June 26, 2007
- ◆ Former Program Manager, John Pushkash passed away
- ◆ Legislative update

Mr. Earle would like the final consultants report to appear on the August PTV Agenda.

F-2 Friends Report – Attachment 5

Mr. Scott Rackham, President MPTV Friends, informed the committee about the following:

- ◆ Over 900 people attended Kids Day at the Zoo
- ◆ June membership drive raised over \$172,000
- ◆ Partnered with UPAF Miller Ride for the Arts
- ◆ Eighty people attended a Wine Tasting Luncheon at the Capitol Grill. Another will be held on July 22nd in the Pilot House at Discovery World.
- ◆ A discount will be offered to Friends members to Gathering on the Green in Mequon
- ◆ August Pledge Drive will see new scripting and offers

Mr. Earle stated he looked forward to more participation from the Friends at the governance level.

F-3 WiMax Pilot Update

Discussion Mr. Michael Walsh, Associate Vice President of Information Technology, clarified that the pilot project originated within the Forward Technology Committee. Mr. Earle wanted the committee to know where he stands on this issue. He supports the merits of the project and does not want to hold up this endeavor. However, he is concerned that the Board be able to see all of the contracts regarding this project for issues of cost during this time of limited resources.

F-4 APTS Resolution on Editorial Independence – Attachment 8

Discussion Ms. Wilson asked that this item be brought to the committee. Anything we can do to support Public Broadcasting we should do. A motion was made to make this an action item and forward this to the full board.

Motion It was moved by Ms. Wilson, seconded by Mr. Earle to support the APTS Resolution on Editorial Independence of Public Broadcasters.

Action Motion passed.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills May, 2007 - Attachment 9

G-2 Monthly Clippings – February, March, April, 2007 - Attachment 10

G-2 MPTV Awards / Acknowledgements

Mr. Joe Bauer displayed two Silver Telly awards received for The Making of Milwaukee.

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ITEM I. OLD BUSINESS/NEW BUSINESS

ADJOURNMENT

The committee adjourned at 4:56

Respectfully submitted,

Karen Wierschem
Administrative Specialist