

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

ADMINISTRATION Joseph Bauer Rob Hartung
PRESENT: Ellis Bromberg Mike Sargent
Dr. Darnell Cole Mike Walsh
Janice Falkenberg

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, November 13, 2006, and called to order by Chairperson Earle 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: Peter Earle, Ann Wilson

Excused: Mark Maierle

ITEM B. COMPLIANCE WITH THE OPEN MEETINGS LAW

The Public Television Committee meeting of November 13, 2006, was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM C. APPROVAL OF MINUTES – October 16, 2006 – Attachment 1

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the minutes of the October 16, 2006, committee meeting.

Action Motion approved.

ITEM D. COMMENTS FROM THE PUBLIC

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures, October, November, and December, 2006 - Attachment 2

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to approve the monthly advertising fund expenditures for October, November, and December 2006.

Action Motion approved.

E-2 Digital Video/Audio Content Storage System – Attachment 3

Discussion Mr. Bromberg explained that this item is fully covered by a Federal grant that MPTV received.

Motion It was moved by Ms. Wilson, seconded by Mr. Earle, to recommend that the FPO Committee and the Board approve the purchase of a Digital Video/Audio Storage System from Heartland Video for the amount of \$267,943.76.

Action Motion approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report :

Mr. Bromberg reported that:

- Representative Sue Jeskewitz took a tour of MPTV and talked with students and instructors.
- MPTV has produced several programs at Discovery World. The first major co-production will be a science series for middle school students entitled THE SECRET LABS.
- the TV and Video Advisory Committee met November 9, 2006, and approved a FY08 capital budget that will be presented to the college.
- MPTV had a booth at the MATC Open House event.
- he was part of a regional PBS/CPB meeting of general managers. Topics discussed included: the current FCC date of February 2009 for the end of our analog channels and how it will affect memberships; PBS putting 7 of its series on iTunes for video download-to-own. MPTV plans to research this on a local level.
- with a grant from PBS' National Center for Outreach, MPTV hosted a Community Leadership Summit dealing with the health and well-being of Milwaukee's youngest and most vulnerable Latino population.
- plans are beginning for MPTV's 50th Anniversary Celebration which occurs next October.

F-2 Friends Report – Attachment 4

Mr. Rackham reported that:

- the MPTV Friends annual meeting and retreat was held at Discovery World.
- a Holiday Auction will air during the evenings of November 18 & 19, 2006.
- the December pledge drive begins November 25 and ends December 10, 2006.
- the MPTV Friends have begun a new club orientated membership.

F-3 EBS Licensee (WiMax) Projected Timeline

As there is not an attachment Mr. Earle asked that this section of the minutes be more detailed.

Mr. Walsh stated a tentative timeline has been reached and both UWM and MPS have agreed to be a part of an RFP that will solicit potential carriers. A target date of December 2006 has been set to define the contents of the RFP. Each of the three entities must be accountable to their respective boards. There might come a time where MATC's interests do not match the other two. Ms. Falkenberg stated that the college is considering issuing an RFP requesting bids based on several scenarios – as a group of three, and MATC alone if need be. Timing is crucial as the value of the spectrum is the highest right now. The approximate net present value of MATC's spectrum has been estimated to be between 5 and 8 million dollars depending upon how much of the spectrum is leased based on a 15-year lease. Mr. Earle asked for this information to be distributed to the PTV Committee.

Mr. Earle stated it is imperative that the Board and ESIR Committee address the issues of how much spectrum would be available for lease. Mr. Earle asked Mr. Walsh to give this same presentation at the full Board meeting.

F-4 FY2004-2007 Strategic Plan – Attachment 5

Mr. Earle asked that this item be placed on the agenda. He referred to item 6.1F that states, in part, that a target for PTV is to reduce its reliance on the college's operational property tax levy. Mr. Earle was concerned that this goes against previous commitments by the Board. Mr. Earle said he is fearful that newer board members do not have the benefit of the history. Ms. Wilson suggested that because of the lack of historical knowledge, this discussion should be put on the Board Retreat agenda.

F-5 Major Giving Initiative Update

Mr. Bromberg gave an update of the dinner meeting with Marla Bobowick, CPB.

ITEM G. INFORMATION ITEMS

G-1 Monthly Bills October, 2006 - Attachment 6

G-2 August Clippings – Attachment 7

ITEM H. MISCELLANEOUS ITEMS

H-1 Communications and Petitions

H-2 Information Items

ADJOURNMENT

The committee adjourned at 6:18 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist