

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

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

**GUESTS** Scott Rackham  
**PRESENT:** Marina Tanzer

**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, October 16, 2006, and called to order by Chairperson Earle at 5:06 p.m. in the Board Room of the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A. ROLL CALL**

**Present:** Peter Earle, Mark Maierle

**Excused:** Ann Wilson

**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 – September 18, 2006 – Attachment 1**

Motion It was moved by Mr. Earle, seconded by Mr. Maierle, to approve the minutes of the September 18, 2006, committee meeting.

Action Motion approved.

**ITEM D. COMMENTS FROM THE PUBLIC**

**ITEM E. ACTION ITEMS**

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

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

Action Motion approved.

**E-2 Consultant for MPTV and MPTV Friends – Attachment 3**

Discussion Mr. Bromberg explained the origins of this item. Mr. Earle had concerns because genesis of the project had bypassed the PTV committee. Mr. Earle has since had conversations with the parties involved and is now convinced that this issue is being approached in a prudent way.

Motion It was moved by Mr. Earle, seconded by Mr. Maierle to recommend approval to the FPO Committee and the Board to contract with Lewis Kennedy Associates for consulting services for MPTV and MPTV Friends.

Action Motion approved.

**ITEM F. DISCUSSION ITEMS**

**F-1 General Managers Report :**

Mr. Bromberg gave updates on:

- THE MAKING OF MILWAUKEE and the accolades and press it has received. The program received the highest ratings among all programs on all public television stations in the nation for the three nights that it aired.
- the success of the October 6<sup>th</sup> Gubernatorial Debate from Discovery World at Pier Wisconsin.
- a possible University Channel that is being discussed among public television stations that are licensed to universities and colleges.
- program premieres of note in November including a 4th STREET FORUM which focuses on the Marriage Protection amendment.

**F-2 Friends Report – Attachment 4**

Mr. Rackham reported on:

- the premiere event held for THE MAKING OF MILWAUKEE which grossed over \$60,000.
- the sold out October 1<sup>st</sup> wine tasting and gourmet dinner.

- the special pledge night featuring Andre Rieu programs which again offered tickets to an upcoming concert as thank you gifts.
- a new Friends website that went live today which mirrors the MPTV website
- a new mini-auction being held for the holiday season on November 18 & 19.

### **F-3 Preliminary Year End Financial Results – Attachment 5**

Mr. Sargent distributed additional information and noted that 2.4 million dollars was used to balance the FY06 MPTV budget leaving the unrestricted reserves with a balance of one million dollars. FY06 will be the last year these funds can be used to balance the budget. Mr. Sargent further stated that a resolution will be presented at the FPO Committee meeting to amend the budget for public television as requested by the auditor because of changes in accounting practices.

### **F-4 Educational Broadband Service License (WiMax) – Attachment 6**

Mr. Walsh informed the committee that several companies are interested in being the proponent to move the bandwidth from analog to digital and would also provide new equipment to handle this. He continues working with the MAIN group to access everyone's needs. A consultant will be hired to value the spectrum so that MATC does not undersell itself.

Mr. Earle requested a projected timeline for the project be brought to this committee at the November meeting.

### **F-5 Major Giving Initiative Update**

Mr. Bromberg introduced Ms. Tanzer, Major and Planned Giving Director of the MPTV Friends, to explain this initiative. Ms. Tanzer explained the new CPB initiative, which focuses on engaging the boards of public television stations so that they can be involved in fundraising activities. Ms. Marla Bobolink of BoardSource is working with the Friends Board, and Mr. Bromberg would like the PTV Committee to meet with Ms. Bobolink for a less formal session, over dinner, on November 9<sup>th</sup>. Ms. Wierschem will work with the Committee to formalize the dinner meeting.

## **ITEM G. INFORMATION ITEMS**

### **G-1 Monthly Bills September, 2006 - Attachment 8**

### **G-2 July Clippings – Attachment 9**

**ITEM H. MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**

**H-2 Information Items**

**ITEM I. OLD BUSINESS/NEW BUSINESS**

Mr. Earle has a conflict on the next scheduled meeting date and proposed the meeting be changed to Monday, November 13, 2006 at 5:00 p.m. in the Conference Room of Milwaukee Public Television. Ms. Wierschem will poll the committee on the date change.

**ADJOURNMENT**

The committee adjourned at 6:36 p.m.

Respectfully submitted,

Karen Wierschem  
Administrative Specialist