

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

ADMINISTRATION Joseph Bauer Dr. Darnell Cole
PRESENT: Ellis Bromberg Janice Falkenberg
Terri Gayhart Mike Walsh

GUESTS
PRESENT: Scott Rackham

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 15, 2007, and called to order by Chairperson Wilson at 5:03p.m. in the TV Conference Room, Room C442, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Robert Davis, Ann Wilson
Excused: Pedro Colón

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

C-1 August 20, 2007 – Attachment 1

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of the August 20, 2007 meeting.

Action Motioned approved.

C-2 September 17, 2007 – Attachment 2

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of the September 17, 2007 meeting.

Action Motioned approved.

ITEM D. COMMENTS FROM THE PUBLIC

Comment was heard by Mr. Glenn Riley, MPTV instructor, who asked that

his written comment be entered into public record, and Mr. Charlie Dee, instructor and Executive VP of Local 212. Mr. Riley's comments are attached to these minutes. Mr. Dee spoke in support of keeping the TVP academic program as a separate division.

ITEM E. ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures September, October, November, 2007 - Attachment 3

Discussion Dr. Davis questioned the lack of Asian expenditures. Mr. Bromberg cited a lack of media outlets in that area and suggested Eichenbaum and Associates come in again to address how minority advertising is handled.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the September, October and November advertising expenditures.

Action Motion approved.

E-2 Euphonix MaxAir Digital Audio Console – Attachment 4

Discussion Ms. Wilson expressed concern that no firms in Wisconsin had responded to the RFP. Dr. Davis would like to know what three firms were mailed invitations to submit bids. Dr. Cole stated he would provide this information to Dr. Davis prior to the full Board meeting.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the purchase of the audio console.

Action Motioned approved.

ITEM F. DISCUSSION ITEMS

F-1 General Managers Report

Mr. Ellis Bromberg, General Manager of Milwaukee Public Television, reported on:

- the 50th anniversary weekend activities
- the subcommittee working on forming a Blue Ribbon Taskforce to study the stations' services, financial model, facilities and governance
- activities at Discovery World

F-2 Friends Report – Attachment 5

Mr. Scott Rackham, Executive Director, MPTV Friends reported on:

- the Jim Lehrer event
- annual Friends Board meeting at Milwaukee Athletic Club
- the Holiday Auction
- the financials for first 3 months

Dr. Davis asked about attendance of MATC Board members at Friends Board meetings. Mr. Rackham invited him to attend the next Friends Board meeting.

F-3 WiMax Pilot Project Update

Mr. Michael Walsh, Associate Vice President of Information Technology gave an update of this project.

F-4 Preliminary Year End Financial Results – Attachment 6

The posted attachment was replaced with an updated version. Ms. Terri Gayhart, Controller, explained this item. The committee will forward any questions to Ms. Gayhart.

ITEM G. INFORMATION ITEMS

G-1 FY08 Budget Adjustment – Attachment 7

Discussion The posted attachment was replaced with an updated version. Mr. Davis asked about the difference between the expenditure adjustment and the amount transferred. Dr. Cole stated that Mr. Michael Sargent will contact him with an answer.

G-2 FY 2008-2009 Budget Development Calendar – Attachment 8

G-3 Monthly Bills – October, 2007 – Attachment 9

G-4 Monthly Clippings – July, 2007 - Attachment 10

G-5 MPTV Awards / Acknowledgments

Discussion Mr. Joseph Bauer, Manager of Administration and Planning, informed the committee about a proclamation received from Governor Doyle making Sunday, October 28, 2007 MILWAUKEE PUBLIC TELEVISION DAY. Mr. Bauer also reported that MPTV personnel have been nominated for six Midwest Regional Emmy awards.

ITEM H. MISCELLANEOUS ITEMS

ITEM I. OLD BUSINESS/NEW BUSINESS

ADJOURNMENT

The committee adjourned at 6:01 p.m.

Respectfully submitted,

Karen Wierschem
Administrative Specialist