



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
April 20, 2009**

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, April 20, 2009, and called to order Director Wilson at 3:00 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Dr. Robert Davis, Dr. Richard Monroe, Ms. 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 – March 16, 2009 – Attachment 1

Motion It was moved by Dr. Monroe and seconded by Dr. Davis to approve the minutes of March 16, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – March, April and May, 2009 – Attachment 2

Motion It was moved by Dr. Monroe and seconded by Dr. Davis to approve the advertising expenditures March, April and May, 2009.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Ellis Bromberg, General Manager, informed the committee that

- staff has been working on the MPTV budget and he explained the efforts being taken to address MATC's overall budget deficit.
- a new directive was issued by the FCC regarding required station messages to the public for the transition to digital television.
- MPTV will sign off its analog channels at 9:00 a.m. on June 12, 2009.
- MPTV will have a phone bank set up to handle digital transition questions on June 11 and 12
- MPTV received sufficient underwriting to produce, once again, THE GREAT CIRCUS PARADE, July 12, and will uplink it nationally, in HD, to public television stations across the country
- we have received a grant from the Corporation for Public Broadcasting for a major on-air and on-line initiative to address the mortgage crisis.

F-2 DTV Transition Update

Discussion This item was included in the above General Manager's report.

F-3 MPTV Friends Report – Attachment 3

Mr. Rick Lore, Executive Director of the MPTV Friends, was not able to attend this meeting, therefore Mr. Bromberg read from a written report from Mr. Lore stating:

- the Friends are operating at a deficit of around \$100,000 year to date.
- the GREAT TV AUCTION begins Friday, April 24, 2009 at 5:00 p.m.; it is by far the single largest fundraising event of the year.
- the Friends are revamping their web pages

F-4 Vision 2057 Taskforce Recommendation

Discussion Ms. Wilson asked if the other committee members had a chance to study the attachment. After extensive discussion, the committee asked that staff prepare a document to be presented at the May PTV Committee meeting outlining the pros and cons of two operating model options identified in the Lewis Kennedy consultant's report, along with issues that will have to be addressed if either model were to be adopted. The Committee will then forward this to the full MATC Board.

F-5 Preliminary FY2010 Budget Summary – Attachment 4

Discussion Mr. Michael Sargent, Vice President Finance, stated that a report was not yet finalized and therefore not available, however work is proceeding.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills – March, 2009 - Attachment 6

Discussion Mr. Bromberg presented the March bills.

G-2 Monthly Clippings – December, 2008 - Attachment 7

Discussion Mr. Bromberg presented the monthly clippings.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: May 18, 2009

ADJOURNMENT

The meeting adjourned at 4:27 pm

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist