



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
March 16, 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, March 16, 2009, and called to order by Director Davis at 3:08 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Dr. Robert Davis, Dr. Richard Monroe, Ann Wilson (via telephone)

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 – January 12, 2009 – Attachment 1

Motion It was moved by Ms. Wilson and seconded Dr. Monroe to approve the minutes of January 12, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures –January, February, March 2009 – Attachment 2

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

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

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

- the FCC has new requirements for stations regarding the digital transition.
- MPTV will sign off its analog stations at 9 a.m., June 12, 2009.

- three TV and Video Production students won top awards at Milwaukee's first annual student video showcase sponsored by the Media Communications Association International – Milwaukee Chapter.
- on April 7 the first MPTV Town Hall meeting will be held at the Germantown Library at 7p.m.
- the Community Cinema series at Discovery World continues to be a big draw. A clip from the last production featured there, the new MPTV documentary A BRAVES NEW WORLD, was shown.
- the annual READING RAINBOW Young Writers and Illustrators contest is underway.

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. Art Langlas, Interim Executive Director of the MPTV Friends, informed the committee that

- March membership drive results were down from last year at \$352,000.
- Thursday, March 19 an Art Preview event will be held at State Fair Park from 7p.m. – 9p.m. showcasing art that will be auctioned off during the GREAT TV AUCTION April 25 – May 5.
- the next full Friends Board meeting will be on April 2. Mr. Langlas invited the Committee to come and meet Mr. Rick Lore who will begin his duties as Executive Director of the MPTV Friends on March 22.
- the websites of both MPTV and the MPTV Friends will be merged by the end of June.

F-4 Vision 2057 Taskforce Recommendation

Discussion Mr. Bromberg explained his view about where this item was left and asked the committee for direction on what research staff should do. At the special board meeting of January 12, the recommendations had been sent back to the PTV Committee for discussion.

Dr. Monroe asked Mr. Bromberg to help him get up to speed on this issue. After Dr. Monroe knows more about this item, the committee will be better able to give staff some type of direction.

F-5 Preliminary FY2010 Budget Summary – Attachment 4

Discussion Mr. Michael Sargent, Vice President Finance, explained this item, stating that the assumptions for this budget assumed that no change has taken place with the governance public television.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills –February, 2009 - Attachment 5

Discussion Mr. Bromberg presented the February bills.

G-2 Monthly Clippings – November, 2008 - Attachment 6

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

The Committee decided to have the remaining PTV Committee meetings meet at 3pm for the rest of this fiscal year.

Date of Next Meeting: April 20, 2009

ADJOURNMENT

The meeting adjourned at 4:30 pm

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist