



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
October 13, 2008**

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 13, 2008, and called to order by Chairperson Wilson at 5:06 p.m. in the MPTV Conference Room, Room C442, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ann Wilson, Robert Davis

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 8, 2008 – Attachment 1

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the minutes of September 8, 2008.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – September, October, November, 2008– Attachment 3

Discussion Mr. Ellis Bromberg, MPTV General Manager, explained this item noting that there was advertising expenditures in the Hmong community in September, 2008.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the advertising expenditures for September, October, and November, 2008.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

- Discussion Mr. Bromberg informed the committee about:
- the next Community Cinema
 - the taping of ON THE ISSUES WITH MIKE GOUSHA
 - the MPTV hosting of ascertainment on October 29 & 30
 - Mittens and More outreach initiative
 - MPTV's Federal Community Service grant for next fiscal year is \$1,622,626, representing a 2.9% increase

F-2 MPTV Friends Report – Attachment 3

- Discussion Mr. Art Langlas, Interim Executive Director of the MPTV Friends, updated the committee on recent and upcoming events including:
- Jacques Pepin is appearing October 14 for a book signing and meet & greet fundraiser at Discovery World
 - An Afternoon with Elmo event for which there are 100 tickets that will be distributed to the Boys and Girls Clubs of the Milwaukee area
 - the Holiday Auction
 - the year-end membership drive

Mr. Langlas indicated that overall giving is down approximately 5%

F-3 VISION 2057 Task Force

- Discussion Ms. Wilson and Mr. Bromberg updated the committee on this issue. The next meeting is scheduled for October 24, 2008.

F-4 DTV Transition Update

- Discussion Mr. Bromberg informed the committee that all Milwaukee area broadcasters will participate in another analog shut-off on December 17, 2008 along with staffing a phone bank to field questions from viewers. Mr. Bromberg stated that the next hurdle will be to find underwriting dollars for our multi-cast channels.

F-5 Preliminary Year End Financial Results – Attachment 4

- Discussion Mr. Joseph Bauer, Manager Administration and Planning explained this item in the absence of Mr. Michael Sargent, VP Finance.

ITEM G: INFORMATION ITEMS

G-1 FY2009-2010 Budget Development Calendar – Attachment 5

- Discussion Mr. Bauer spoke on this item.

G-2 Monthly Bills – September, 2008 - Attachment 6

- Discussion Mr. Bromberg, presented the September bills.

G-3 Monthly Clippings – June, 2008 - Attachment 7

Discussion Mr. Bromberg presented this item.

G-4 MPTV Awards / Acknowledgements

Mr. Bauer displayed a Bronze Telly award won for the production MPTV: 50 YEARS OF BEING MORE. He also displayed a plaque given to MPTV for its commitment to the READING RAINBOW Young Writers and Illustrators program.

ITEM H: MISCELLANEOUS ITEMS

H-1 Communications and Petitions

None

H-2 Information Items

None

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: November 17, 2008

ADJOURNMENT

The meeting adjourned at 5:54 p.m.

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist