



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
April 19, 2010**

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 19, 2010, and called to order by Director Wilson at 3:04 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

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

Excused: Dr. Rick Monroe

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 15, 2010 – Attachment 1

Motion It was moved by Dr. Davis and seconded Ms. Wilson to approve the minutes of March 15, 2010.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – March, April, May, 2010 – Attachment 2

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the advertising expenditures March, April, and May, 2010.

Action Motion approved.

E-2 Omneon Server Systems – Attachment 3

Discussion Mr. Ellis Bromberg, General Manager spoke to this item.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the purchase of repair parts for the Omneon server system.

Action Motion Approved.

E-3 – Budget Adjustment - Attachment 4

Discussion Mr. Mike Sargent, Vice President Finance, explained this item. This money will be used to acquire a back-up transmitter for MPTV.

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the budget adjustment.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

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

- a new locally produced series HEALTHFUL INDIAN FLAVORS premieres May 15, 2010.
- a co-production with WHA entitled LZ LAMBEAU is a welcome home celebration for Viet Nam veterans on May 22, 2010 at Lambeau Field.
- our arts initiative program, ARTS DIGEST, premieres May 17, 2010.
- I AM THE FIT GENERATION, formerly HEALTHY KIDS HEALTHY COMMUNITIES initiative, had a kick-off on April 6, 2010 at Discovery World.
- Tom Pilarzyk, Director of Institutional Research, has done some research on viewership of MPTV. He will put this information into a presentation that will be presented at a future PTV meeting.
- the FCC has issued the National Broadband Plan which could have long term implications on the TV industry, including MPTV. Ms. Wilson asked that Ellis prepare a one-page summary of these implications and send it to all board members prior to the next board meeting.

F-2 MPTV Friends Report

Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, informed the committee that:

- significant dollars have been committed and the outlook is very good that we will reach our goal of raising \$600,000 for the jobs initiative, which includes a one-hour documentary by national producer Chip Duncan.
- the March pledge drive raised almost \$400,000 which was over the anticipated goal of \$345,000.
- the Friends have submitted their draft of the MOU between and will await the response from the college.
- the GREAT TV AUCTION begins Friday, April 23, 2010, at 5:00 p.m.

F-3 Events Calendar – Attachment 5

Discussion Mr. Bromberg presented this item, noting that the jobs initiative kick-off originally scheduled for April 29 will now be on June 8, 2010.

F-4 Review of FY2010-2011 Activity Plan and Budget – Attachment 6

Discussion Mr. Mike Sargent, Vice President, Finance explained this item.

ITEM G: INFORMATION ITEMS

Dr. Davis left the meeting at 4:10 p.m.

G-1 Monthly Bills – March , 2010 – Attachment 7

Discussion Mr. Bromberg presented this item.

G-2 Monthly Clippings – December, 2009 - Attachment 8

Discussion Mr. Bromberg presented this item.

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 17, 2010

ADJOURNMENT

The meeting adjourned at 3:55 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist