



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
August 17, 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, August 17, 2009, and called to order by Director Wilson at 3:06 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 (arrived at 3:16 p.m.)
Excused: Dr. Richard 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 – June 15, 2009 – Attachment 1

Dr. Davis arrived at 3:16 p.m.

Motion It was moved by Dr. Davis and seconded Ms. Wilson to approve the minutes of June 15, 2009.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures –June, July, August and September, 2009 – Attachment 2

Discussion Dr. Davis asked how we measure the return of investment for minority expenditures. Mr. Joseph Bauer, Manager Administration and Planning stated he would request this information from our advertising firm. Dr. Davis also asked that a separate column be added to the monthly report of actual expenditures showing expenses for last fiscal year so that a comparison can be made. He also would like to know how advertising dollars were spent for each of the following in June: Pledge; Facing the Mortgage Crisis; and The Great Circus Parade.

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Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the advertising expenditures June, July, August and September, 2009.

Action Motion approved.

E-2 Tentative Public Television Committee Meeting Dates – Attachment 3

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the tentative Public Television Committee Meeting Dates.

Action Motion approved.

E-3 Independent Production Contract – Attachment 4

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the Independent Production contract as listed.

Action Motion approved.

E-4 Confirmation of Avid Unity Upgrade – Attachment 5

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the purchase of the Avid Unity Upgrade.

Action Motion approved.

E-5 Video & Audio Patching System – Attachment 6

Motion It was moved by Dr. Davis and seconded by Ms. Wilson to approve the purchase of a Video & Audio Patching System.

Action Motion approved

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Ellis Bromberg, General Manager, was out of town, therefore Mr. Bauer, gave the General Manager's report. Mr. Bauer informed the committee about

- MPTV's next big initiative FACING THE MORTGAGE CRISIS which will connect people in need with local support agencies. The centerpiece of this multi-faceted project will be a town hall meeting, airing live at 8pm on Thursday, August 27, 2009.
- the launch of the new MPTV.org
- a special town hall meeting on volunteerism entitled IN SERVICE TO MILWAUKEE is being taped at Hillside Family Resource Center and will air on October 7, 2009.
- the first Community Cinema of the new fiscal year will be on September 3rd and feature highlights from THE NATIONAL PARKS: AMERICA'S BEST IDEA and the locally produced NATIONAL PARKS: WISCONSIN.

F-3 MPTV Friends Report – Attachment 7

Mr. Rick Lore, Executive Director of the MPTV Friends was not able to attend the meeting. Mr. Bauer presented this item.

ITEM G: INFORMATION ITEMS

G-1 Monthly Bills –June and July, 2009 - Attachment 8

Discussion Mr. Bauer presented this item.

G-2 Monthly Clippings – March and April, 2009 - Attachment 9

Discussion Mr. Bauer presented this item.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Bauer displayed two awards won by MPTV. OUTDOOR WISCONSIN won a second place award from the Outdoor Writers Association of America, Inc. and BLACK NOUVEAU won the National Association of Black Journalists' 2009 Salute to Excellence Award in the Television Public Affairs category.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: September 14, 2009

ADJOURNMENT

The meeting adjourned at 3:43 pm

Respectfully submitted,

Karen Wierschem

Karen Wierschem
Administrative Specialist