



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
November 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, November 16, 2009, and called to order by Director Wilson at 3:05 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. Richard Monroe, Dr. 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 – October 19, 2009 – Attachment 1**

Motion It was moved by Dr. Monroe and seconded Dr. Davis to approve the minutes of October 19, 2009.

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures – October, November, December, 2009 – Attachment 2**

Motion It was moved by Dr. Davis and seconded by Dr. Monroe to approve the advertising expenditures for October, and November, December, 2009.

Action Motion approved.

**ITEM F: DISCUSSION ITEMS**

### **F-2 General Manager's Report**

- Discussion Mr. Bromberg informed the committee that :
- he and Rick Lore, Friends Executive Director, are working on a Memorandum of Understanding between the two entities which should be completed by early 2010.
  - the local documentary, *Principals, Vol. 1*, which focuses on 3 principals heading up successful schools, airs tonight, November 16. A portion of the documentary was shown.
  - a lunch is scheduled this week with area arts groups to brainstorm for a new arts initiative.
  - the Mittens and More project collected 1550 items which will be distributed to area schools and agencies.
  - MATC / TVP graduate, Ethan Lightner, won a Chicago Midwest Emmy award for his student production *Running Free: An Urban Exploration Documentary*. MPTV will air this documentary on Channel 10 in January.

### **F-3 MPTV Friends Report – Attachment 3**

- Discussion Mr. Rick Lore informed the committee that:
- October financials were down slightly, primarily in the membership area.
  - the new On-Line Holiday Auction has grossed \$36,000 so far, surpassing last year's on air version.
  - a jobs initiative, which has been on hold, is moving forward with Jonas Prising, President of Manpower - the Americas, as its corporate champion.
  - a membership drive begins November 28, 2009, with the week of December 6<sup>th</sup> celebrating local programs.

### **F-3 Final Year End Financial Results – Attachment 4**

- Discussion Mr. Mike Sargent, Vice President Finance, presented this item.

### **F-4 Preliminary FY2010-2011 Basic Budget Assumptions – Attachment 5**

- Discussion Mr. Sargent presented this item.

### **ITEM G: INFORMATION ITEMS**

#### **G-1 Monthly Bills – October, 2009 – Attachment 6**

- Discussion Mr. Bromberg presented this item.

#### **G-2 Monthly Clippings – July, 2009 - Attachment 7**

- 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:** December 7, 2009

**ADJOURNMENT**

The meeting adjourned at 3:55pm

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist