



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
February 17, 2011**

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, February 17, 2011, and called to order by Director Monroe at 5:05 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Rick Monroe, Ann Wilson (via telephone)

Excused: Peter Earle

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 10, 2011 – Attachment 1

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the minutes of January 10, 2011.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – January, February, March, 2011 – Attachment 2

Discussion Mr. Ellis Bromberg, general manager, spoke to this item.

Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the advertising expenditures January, February, and March, 2011.

Action Motion approved.

E-2 Resolution (F0008-02011) to Revise Fiscal Year 2010-2011 Renovation/Remodeling (Capital Projects) – Attachment 3

- Discussion Dr. Williams spoke to this item.
- Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve Resolution F0008-02011 to Revise Fiscal Year 2010-2011 Renovation/Remodeling (Capital Projects)
- Action Motion approved.

E-3 Digital Transmitter Upgrade – Attachment 4

- Discussion Mr. Brian McArthur, manager of technical facilities, explained this item noting that 50% of the cost of this item is covered by a federal grant.
- Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the purchase of the digital transmitter upgrade.
- Action Motion approved

E-4 MPTV Tower Project – Attachment 5

- Discussion Mr. McArthur spoke to this item. Again, 50% of this item is financed through a federal grant.
- Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the MPTV Tower project.
- Action Motion approved.

E-5 Resolution (F0007-02-11) to Approve FY2011-2012 Budget Development Calendar – Attachment 6

- Discussion Resolution F0007-02-11 was not attached, however it will be brought forward for the full board to approve. The only changes in the calendar are the dates of the PTV meetings through the rest of the fiscal year.
- Motion It was moved by Ms. Wilson and seconded by Dr. Monroe to approve the FY2011-2012 Budget Development Calendar.
- Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

- Discussion Mr. Ellis Bromberg, general manager informed the committee:
- about the status of Federal funding for public broadcasting.
 - that funding for the Corporation for Public Broadcasting was included in President Obama's budget.
 - that Capitol Hill Days this year will be April 3 – 5 in Washington, D.C.
 - about the Finding Work initiative, and distributed copies of the first program of the series JOBS.
 - about a special meeting he will be attending in Washington to discuss the ramifications for local stations should federal funding be zeroed out.

F-2 MPTV Friends Report

- Discussion Mr. Rick Lore, executive director, MPTV Friends, reported that:
- the executive producer of AMERICAN EXPERIENCE was in Milwaukee to preview the documentary FREEDOM RIDERS. More than 300 people were in attendance.
 - the membership drive beginning in March will feature a special performance of LES MISERABLES that he expects will be a huge fundraiser.
 - the Friends have retained the services of a consultant to help with major donors.
 - the executive committee of the Friends is meeting on March 2 to address the Memorandum of Understanding.

F-3 Milwaukee Area Technical College Preliminary FY2011-2012 Budget Planning Strategies and Assumptions – Attachment 7

- Discussion Dr. Williams spoke to the attachment.

F-4 Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends

- Discussion Ms. Wilson asked that this item can be tabled until March.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 8

G-2 Monthly Bills – January, 2010 – Attachment 9

G-3 Monthly Clippings, September 2010 – December 2010 - Attachment 10

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: Thursday, March 17, 2011 @ 5:00 p.m., MPTV
Conference Room (C442)

ADJOURNMENT

The meeting adjourned at 5:53 p.m.

Respectfully submitted,

Karen Wierschem

Administrative Specialist