



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
January 10, 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, January 10, 2011, and called to order by Director Wilson at 2:10 p.m. in the MPTV Conference Room, Room C444, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A: ROLL CALL**

**Present:** Peter Earle, Rick Monroe, Ann Wilson

**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 – December 13, 2010 – Attachment 1**

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the minutes of December 13, 2010.

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Monthly Advertising Fund Expenditures – December, 2010 and January, February, 2011 – Attachment 2**

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

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the advertising expenditures December, 2010 and January, February, 2011.

Action Motion approved.

**E-2 New PTV Committee Meeting Schedule – Attachment 3**

Motion It was moved Mr. Earle, and seconded by Ms. Wilson to approve the new PTV Committee Meeting Schedule.

Action Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 General Manager's Report**

Discussion Mr. Ellis Bromberg, general manager informed the committee:

- about the Finding Work initiative.
- that MPTV is hosting a national traveling exhibit of the AMERICAN EXPERIENCE FREEDOM RIDERS program at UWM in February.
- MPTV will be LIVE streaming the Creativity Works! Moving Forward event on January 19, 4:30-7:30 pm at the Harley-Davidson Museum.
- Thursday, January 20, is Public Broadcasting Advocacy Day in Madison.
- MPTV has received a grant from CPB to experiment with mobile video.
- that MPTV is planning on transitioning Channel 36.1 to an HD signal in early February.

**F-2 MPTV Friends Report**

Discussion Mr. Rick Lore, Executive Director, MPTV Friends, was not able to attend the meeting today, but provided the committee with the latest financial overview.

**F-3 Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends**

Motion After brief discussion, Mr. Earle moved that the Public Television Committee convene into Closed Session pursuant to Section 19.85 (1)(e) to discuss Item F-3, Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends, to discuss the terms of the Memorandum of Understanding since such bargaining reasons require a closed session. The Committee may reconvene into Open Session to take action on matters discussed in Closed Session under F-3 and/or any remaining agenda items.

Action Motion approved, the roll call vote being as follows:

Ayes: Earle, Monroe, Wilson  
Noes: None

The committee convened into Closed Session at 2:55 p.m.

The committee reconvened into Open Session at 3:26 p.m.  
No action was taken.

**F-4 FY2011 – 2012 Budget Development Assumptions – Attachment 4**

Dr. Jim Williams, vice president, finance, spoke to this item. Included in the discussion was a long term facility plan for public television and the money to fund it.

**ITEM G: INFORMATION ITEMS**

**G-1 FY2011-2012 Budget Development Calendar – Attachment 5**

Dr. Williams spoke to this item.

**G-2 Events Calendar – Attachment 6**

**G-3 Monthly Bills – November, 2010 – Attachment 7**

**G-4 Monthly Clippings – June, 2010 - Attachment 8**

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Awards / Acknowledgments**

Mr. Joe Bauer, manager administration, displayed a Chicago Midwest Chapter of the National Academy of Television Arts and Sciences award received by MATC students from the Media and Creative Arts division for their production CONNECTIONS 2010.

**H-2 Communications and Petitions**

**H-3 Information Items**

**ITEM I: OLD BUSINESS/NEW BUSINESS**

**Date of Next Meeting:** Thursday, February 17, 2011 @ 5:00, MPTV Conference Room (C442)

**ADJOURNMENT**

The meeting adjourned at 3:01 p.m.

Respectfully submitted,

*Karen Wierschem*

Administrative Specialist