



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
June 16, 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, June 16, 2011, and called to order by Director Wilson at 5:04 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, Rick Monroe, Peter Earle (via telephone)

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 – May 19, 2011 - Attachment 1

Motion It was moved by Mr. Monroe and seconded by Mr. Earle to approve the minutes of May 19, 2011.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – May, June, and July, 2011 – Attachment 2

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the advertising expenditures for May, June, and July, 2011.

Action Motion approved.

E-2 Sole Source Media Service Providers – Attachment 3

Motion It was moved Mr. Earle, and seconded by Mr. Monroe to approve the Sole Source Media Service Providers.

Action Motion approved.

E-3 PBS and Regional Memberships – Attachment 4

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the PBS and Regional Memberships.

Action Motion approved.

E-4 Independent Production Contracts – Attachment 5

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the Independent Production Contracts.

Action Motion approved.

E-5 Approval of FY2011-2012 Activity Plan and Budget – Attachment 6

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the FY2011-2012 Activity Plan and Budget.

Action Motion approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Mr. Bromberg, general manager,

- thanked everyone involved in the successful June pledge drive.
- introduced and congratulated Ms. Kathleen (Kat) Worzalla as the new program director for all of MPTV channels.
- congratulated Darlyne Haertlein who was promoted to Community Relations Manager. Ms. Haertlein was not able to attend the meeting.
- spoke about PBS' two new series: Ken Burns' Prohibition and PBS Arts Festival which showcases local performances from around the country
- mentioned a possible live local performance to mark the 10th anniversary of 9/11.

F-2 MPTV Friends Report – Attachment 7

Mr. Rick Lore, executive director, MPTV Friends, reported:

- on the May finance report.
- the growth areas for FY2012 are expected to be underwriting and major donors.
- membership is up from last year by more than 10%.
- revenue to date is 6.2% higher than last year at this time.
- the Executive Director position, which has been narrowed to 6 finalists.

ITEM G: INFORMATION ITEMS

G-1 Events Calendar – Attachment 8

G-2 Monthly Clippings, April, 2011 – Attachment 9

G-3 Monthly Bills, May, 2011 - Attachment 10

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Discussion Mr. Joe Bauer, manager administration and planning, informed the committee about the following awards:

- the promotion of the 2009 Great Circus Parade received a first place NETA award.
- HABITAT DESTRUCTION ON THE GULF COAST: AN OUTDOOR WISCONSIN SPECIAL won a Wisconsin Broadcasters (WBA) third place award for series or documentary
- School of Media and Creative Arts students Nathaniel Schardin, Jacob Fatke and Antonio Cole received a 1st place WBA award for A GLASS OF WARM MILK: A MESSAGE ON CLIMATE CHANGE FROM AMERICA'S DAIRYLAND
- MCA student Nathaniel Schardin's student ops production, PERSEVERANCE: CLIMBING THE FLATLAND earned him a 1st place award at the Media Communication Association International Student Cirque.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: TO BE DETERMINED

ITEM J: Update on memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends***

Motion Mr. Monroe moved that the Public Television Committee convene into Closed Session pursuant to Section 19.85 (1)(e) and (g) of the Wisconsin Statutes to discuss Item J., Update on Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends, regarding 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 Item J.

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

Ayes: Earle, Wilson, Monroe

Noes: None

The committee convened into Closed Session at 5:31p.m.

The committee reconvened into Open Session at p.m. 6:30 p.m.
No action was taken.

ADJOURNMENT

The meeting adjourned at 6:30 p.m.

Respectfully submitted,

Karen Wierschem

Administrative Specialist