



**Attachment PTV - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD  
PUBLIC TELEVISION  
March 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, March 17, 2011, and called to order by Director Monroe at 5:10 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 (attending by 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 – February 17, 2011 – Attachment 1**

Motion It was moved by Mr. Earle and seconded by Mr. Monroe to approve the minutes of February 17, 2011.

Action Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

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

Motion It was moved by Mr. Earle and seconded by Dr. Monroe to approve the advertising expenditures for February, March and April, 2011.

Action Motion approved.

**E-2 Grass Valley Kayak HD Switcher System – Attachment 3**

Discussion Mr. Ellis Bromberg, general manager, stated this is equipment to be sued by students in the telecasting and video production classes.

Motion It was moved Mr. Earle, and seconded by Dr. Monroe to approve the purchase of a Grass Valley Kayak HD Switcher System for the School of Media and Creative Arts division.

Action Motion approved.

**Ms. Wilson joined the meeting via telephone at 5:15 p.m.**

The committee moved to skip to item F-4 as Dr. Monroe has to leave the meeting early.

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

Motion Dr. Monroe moved that the Public Television Committee convene into Closed Session pursuant to Section 19.85 (1)(e) to discuss Item F-4, 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-4 and/or any remaining agenda items.

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

Ayes: Earle, Monroe, Wilson  
Noes: None

The committee convened into Closed Session at 5:20 p.m.

Action The committee reconvened into Open Session at p.m. 5:53 p.m.  
No action was taken.

**ITEM F: DISCUSSION ITEMS**

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

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

- about funding, both federal and state, for public broadcasting
- Capitol Hill day is April 5 and Ms. Wilson will be joining him in Washington.
- that from February 14<sup>th</sup> through today, MPTV has done 40 satellite uplinks, most relating to the budget repair bill. A net revenue of \$37,000 was realized.

**Dr. Monroe left the meeting at 6:05 p.m.**

**F-2 MPTV Friends Report**

Discussion Mr. Rick Lore, Executive Director, MPTV Friends, told the committee that:

- overall revenue is down approximately \$244,000, however expenses are down by \$200,000
- there are two open positions that will remain so through at least this fiscal year.

- the membership drive is approximately 20% ahead of last year.
- the auction has secured autographed items from Green Bay Packers Clay Matthews and Aaron Rodgers which should raise significant funds.

**F-3 Preliminary FY2011-2012 Budget Summary**

Dr. Jim Williams, vice president finance, noted that critical to balancing the MATC budget is reducing the general fund contribution to MPTV. To that end, the college is asking the MPTV Friends to contribute an additional \$500,000 to help fund MPTV, and administration is working with staff to improve the tracking of capital expenditures.

**ITEM G: INFORMATION ITEMS**

**G-1 Events Calendar – Attachment 4**

**G-2 MPTV Friends Finance Committee visit by Dr. Williams**

This item was discussed during closed session.

**G-3 Monthly Clippings, January, 2011 – Attachment 5**

**G-4 Monthly Bills, February, 2011 - Attachment 6**

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Awards / Acknowledgments**

This item was tabled until April.

**H-2 Communications and Petitions**

**H-3 Information Items**

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

**Date of Next Meeting:** Thursday, April 21, 2011 @ 5:00, MPTV Conference Room (C442)

**ADJOURNMENT**

The meeting adjourned at 6:25 p.m.

Respectfully submitted,

*Karen Wierschem*

Administrative Specialist