



Attachment PTV - 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
PUBLIC TELEVISION
October 18, 2010**

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, October 18, 2010, and called to order by Director Wilson at 2:06 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, Peter Earle

Excused: Rick Monroe

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 – September 20, 2010 – Attachment 1

Motion It was moved by Mr. Earle and seconded Ms. Wilson to approve the minutes of September 20, 2010.

Action Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Monthly Advertising Fund Expenditures – September, October, November, 2010 – Attachment 2

Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve the advertising expenditures for September, October, and November, 2010.

Action Motion approved.

E-2 Resolution (F0196-10-10) to revise FY2010-11 Renovation/Remodeling (Capital) Projects – Attachment 3

Discussion Dr. James Williams, Vice President Finance, explained this item.

**Public Television
Minutes of October 18, 2010
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Motion It was moved by Mr. Earle and seconded by Ms. Wilson to approve resolution F0196-10-10 to revise FY2010-11 Renovation/Remodeling (Capital) Projects.

Action Motion Approved.

ITEM F: DISCUSSION ITEMS

F-1 General Manager's Report

Discussion Mr. Ellis Bromberg, General Manager reported on:

- the Gubernatorial and U.S. Senate debates.
- the Jobs Initiative which begins with an online presence in November.
- I AM THE FIT GENERATION and ARTS DIGEST.
- schedule changes from PBS.
- KCET, the largest public TV station in the Los Angeles market, dropping its affiliation with PBS at the end of the year.
- a Department of Commerce grant received that enables us to upgrade our Channel 10 transmitter.

F-2 MPTV Friends Report

Discussion Mr. Rick Lore, Executive Director of the MPTV Friends, reported on:

- MPTV Friends finances.
- restricted versus unrestricted gifts.

F-3 Events Calendar

Discussion Mr. Bromberg presented this item.

ITEM G: INFORMATION ITEMS

G-1 FY2011-12 Budget Development Calendar – Attachment 5

Discussion Dr. Williams reported on this item.

G-1 Monthly Bills – September, 2010 – Attachment 6

Discussion Mr. Bromberg presented this item.

G-2 Monthly Clippings – April, 2010 - Attachment 7

Discussion Mr. Bromberg presented this item.

ITEM H: MISCELLANEOUS ITEMS

H-1 Awards / Acknowledgments

Mr. Joe Bauer, Manager of Administration, informed the committee of two first place and two third place awards received by OUTDOOR WISCONSIN from the Great Lakes Outdoor Writers Association. Mr. Bauer also noted several nominations received in the

regional EMMY awards, for I AM THE FIT GENERATION, THE GREAT CIRCUS PARADE, and THE EARLY STORIES OF JOHN MCGIVERN. Students from the Media & Creative Arts division also received four nominations in College Student Production categories.

H-2 Communications and Petitions

H-3 Information Items

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Monday, October 18, 2010

ITEM J: Memorandum of Understanding Between Milwaukee Area Technical College and MPTV Friends

Closed Session

Motion It was moved by Mr. Earle, seconded by Ms. Wilson to convene into Closed Session pursuant to Section 19.85(e) and (g) to discuss Item J., Memorandum of Understanding between Milwaukee Area Technical College and MPTV Friends, to deliberate and discuss the proposed terms of the MOU where competitive or bargaining reasons require a closed session, and to seek the advice of legal counsel. 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

Noes: None

ADJOURNMENT

The meeting adjourned at 3:34 p.m.

Respectfully submitted,

[Karen Wierschem](#)

Administrative Specialist