

## MEETING NOTICE

**Whitewater University Technology Park Board Meeting  
8:00 a.m. on Wednesday February 17, 2016  
Whitewater University Technology Park Innovation Center  
1221 Innovation Drive, Whitewater, WI 53190**

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### AGENDA

1. Call to Order [Kopper]
2. Guest Presentation [Johnson]
  - A. Innovation Center Comprehensive Marketing Plan
    - i John DeGraff - Marketing Professor UW-Whitewater
    - ii Rachel Tripp – Communications/PR/Marketing Student
3. Approval of Minutes of January 27, 2015 Meeting [Kopper]
4. Review/Acceptance of January 2016 Financial Reports [Johnson]
5. Review/Acceptance of 2016 Tech Park Budget [Johnson]
6. Review/Acceptance of Director's Report [Johnson]
7. Tech Park Marketing [Johnson]
  - A. Marketing Letter Follow up [Johnson]
  - B. Joint Marketing Strategy [Johnson, Cannon]
8. Tech Park Development Update [Johnson, Cannon, Gayhart]
9. Update on Prospective Clients/Tenants and Available Space [Johnson]
10. Future Agenda Items [All]
11. Spring Meeting Schedule [Kopper]

Wednesday, March 30th (Previously March 16th)  
Wednesday, April 27th  
Wednesday, May 25th  
Wednesday, June 22nd
12. Adjournment [Kopper]