

MEETING NOTICE

Whitewater University Technology Park Board Meeting
Wednesday, Feb 13, 2013 at 8:00 a.m.
Whitewater Innovation Center
1221 Innovation Drive
Whitewater, WI 53190

Agenda

1. Call to Order
2. Approval of Minutes from Jan. 16, 2013 Meeting
3. Review/Acceptance of Jan. 2013 Financial Reports - Clapper
4. WUTP Architectural Review Committee Discussion - Telfer & Clapper
5. Innovation Center Facility / Security Discussion - Ehlen
6. City of Whitewater Seed Capital Fund Update - Knight
7. Whitewater Incubation Program (WhIP) Updates – Ehlen
8. Strategic Priorities and Development and Plan
9. Future Agenda Items
10. Future Meeting Dates Mar. 20, Apr. 10, May 8, June 19
11. Adjournment

MINUTES

**Whitewater University Technology Park Board Meeting
Wednesday, Jan. 16, 2013 at 8:00 a.m.
Whitewater Innovation Center
1221 Innovation Drive
Whitewater, WI 53190**

PRESENT: Stephanie Abbott, Cameron Clapper, John Chenoweth, Denise Ehlen, Bud Gayhart, Jeff Knight, Jessica Menke, Richard Moyse, Richard Telfer, and Robert Young.

1. **Call to Order:** Richard Telfer, President, called the meeting to order at 8:00 am.
2. **Approval of Minutes from Dec. 12, 2012 Meeting:** John Chenoweth/Bud Gayhart moved approval of the minutes as written. The minutes were approved as written by consensus.
3. **Report from Executive Director Robert Young—Current Activities/Updates:**
 - a) *Naming Rights for Conference Room:* Young provided an update on donations for naming of the second floor conference room in honor of Clayton
 - b) *Conference Room Usage:* Young provided an update on Generac's increasing use of facilities.
 - c) *Administrative Support:* Young and Denise Ehlen have been coordinating to manage the transition of facility responsibilities to Office of Research and Sponsored Programs staff.
4. **Review/Approval of Nov. 2012 Financial Reports:** Cameron Clapper presented the financial reports for acceptance by the Board. Clapper/Knight moved to accept the financial reports. The reports were accepted by unanimous vote.
5. **WUTP Architectural Review Committee Discussion:** Telfer and Clapper provided an update on Technology Park Zoning. The zoning proposal was approved by the City Council on Jan. 15, 2013. The Memorandum of Understanding indicates an Architectural Review Committee will review developer plans. Clapper led a discussion on possible options for a review committee and approval process. Knight described the current process, which involves CDA and City staff/consultants for other commercial projects. Telfer proposed that Clapper work with the City attorney to draft a brief plan outlining composition of the Committee (recommended three person Board/Committee with representation from the Board, the Planning Commission, and a member to be appointed by the President of the WUTP). Developer's plans would be submitted to the Board/Committee for review prior to dissemination to the CDA (Pat Cannon), the WUTP Executive Director (Young), and City staff (Latisha Birkeland). The plan should also include recommendations for operation/review and approval structure. The goal would be to create a streamlined process.
6. **WUTP Power Point Marketing Presentation:** Young presented his draft Power Point. An electronic copy of the slide deck will be disseminated to the Board members. Members provided feedback on the draft and requested Young continue to modify the slide deck to address the feedback. Young emphasized the need for expediency.
7. **City of Whitewater Seed Capital Fund Update:** Knight provided an overview on the status of the Fund. Discussions continue with the WEDC. Telfer will appoint two members to a finance/review committee. The City will appoint three members to the committee. Knight anticipates several grants will be targeted to "filling" space in the Innovation Center.

8. **Whitewater Incubation Program (WhIP) Updates:** Ehlen provided an overview of current WhIP initiatives (annual report, strategic plan, and relocation).
9. **ADJOURNMENT to Closed Session, TO RECONVENE APPROXIMATELY 45 MINUTES AFTER ADJOURNMENT TO CLOSED SESSION,** per Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session" and Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility." Richard Moyses/Bud Gayhart moved to convene in closed session. The motion was approved by unanimous vote
 - a) **WUTP Marketing Direction and Uses for Leasable Space:** Ehlen provided an update on WhIP strategic planning process and recommendations for a new marketing direction and uses for leasable space. Ehlen will provide a full proposal to the Board members.
 - b) **Innovation Center Performance Evaluation:** Telfer led a discussion. [Knight left at 9:27 am due to a scheduling conflict.]
10. **Reconvene into Open Session:** Moyses/Menke moved to reconvene in open session. The motion was approved by unanimous vote.
11. **Future Agenda Items:** Telfer will add discussion of the Innovation Center occupancy / tenancy model to a future agenda. Clapper will add updates on the architectural board members. Ehlen will add the annual report and 2nd anniversary event. Members should forward additional agenda items to Young (copy to Liz Woolever and Telfer).
12. **Future Meeting Dates:** Feb. 13, Mar. 20, Apr. 10, May 8, June 19
13. **Adjournment:** The meeting adjourned at 9:40 am on by acclimation.

Respectfully submitted,

Denise Ehlen for Cameron Clapper, Secretary of the Whitewater University Technology Park Board

EXECUTIVE DIRECTOR BALANCE SHEET
 WHITEWATER UNIVERSITY TECHNOLOGY PARK OPERATIONS
 FOR THE FISCAL YEAR 7/1/12 THROUGH 6/30/13

UNIVERSITY OF WISCONSIN-WHITEWATER AND CITY EXPENDITURES

	YTD	MONTHLY	SEMI-ANNUAL	ANNUAL	1/31/2013 BALANCE
		AVERAGE	7/1/12 - 12/31/12	7/1/12 - 6/30/13	7/1/12 - 6/30/13
<u>EXECUTIVE DIRECTOR ACTIVITIES</u>					
PERSONNEL*					
ADMINISTRATIVE ASSISTANT					
JEN MURSCH [ASSOCIATE ADMINISTRATIVE SPECIALIST]	11,075	1,700	10,198	31,470	20,396
ADMINISTRATIVE ASSISTANT BENEFITS [7.65%]	847	1,146	6,877	14,602	13,755
MARKETING INTERNS					
TBD [2 INTERNS X \$9/HR X 20 HRS/WK X 52 WKS]	702	1,502	9,009	18,720	18,018
UNDERGRADUATE BENEFITS [4.22%]	30	43	257	543	513
SERVICE AND SUPPLIES					
CONSULTANT SERVICES	1,309	891	5,346	12,000	10,691
EXECUTIVE DIRECTOR REGIONAL TRAVEL	-	400	2,400	4,800	4,800
EXECUTIVE DIRECTOR NATIONAL TRAVEL	-	500	3,000	6,000	6,000
EQUIPMENT AND COMPUTERS	-	167	2,000	2,000	2,000
OFFICE FURNITURE AND SUPPLIES	184	500	6,000	6,000	5,816
REAL ESTATE SERVICES	-	750	4,500	4,500	4,500
MARKETING					
GENERAL MARKETING	2,442	1,000	12	12,000	9,558
MARKETING SOFTWARE	-	250	3,000	3,000	3,000
ON-SITE MARKETING EVENT LECTURES	-	833	5,000	10,000	10,000
EVENT CATERING	-	200	1,200	2,400	2,400
TRADE SHOW/OFF-SITE MARKETING	-	1,000	6,000	6,000	6,000
TRADE SHOW BOOTH	-	583	3,500	3,500	3,500
DIRECT MAIL [3 TOTAL]	-	625	5,000	7,500	7,500
EMAIL MARKETING CAMPAIGN [4 TOTAL]	-	375	2,250	4,500	4,500
WEBSITE REDESIGN [PHASE TWO W/SEO]	3,500	650	7,800	7,800	4,300
TOTAL INNOVATION CENTER	20,088	13,114	83,348	157,335	137,247

ASSUMPTIONS

*Salaries for the Whitewater University Technology Park Executive Director and ORSP staff are included in the monthly financial documents provided to the city by ORSP

UNIVERSITY OF WISCONSIN-WHITEWATER

EXPENDITURES WITH COMPARISON TO BUDGET FOR THE MONTH ENDING 31 JANUARY 2013

INNOVATION CENTER OPERATIONS

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>INNOVATION CENTER</u>					
PERSONNEL					
EXECUTIVE DIRECTOR SALARY AND BENEFITS	-	-	110,500	110,500	0.0
EXECUTIVE DIRECTOR SALARY	-	-	85,000	85,000	0.0
EXECUTIVE DIRECTOR BENEFITS [30%]	-	-	25,500	25,500	0.0
INNOVATION CENTER LTE SALARY AND BENEFITS	559	559	40,419	39,859	1.4
LTE SALARY	403	403	29,120	28,717	1.38
LTE BEFEFITS [38.80%]	156	156	11,299	11,142	1.38
ORSP ADMINISTRATIVE STAFF AND BENEFITS	4,021	4,021	60,398	56,377	6.7
DEBRA POND [40%]	1,333	1,333	16,000	14,667	8.3
STUDENT HELP [50%]	242	242	15,600	15,358	1.6
DENISE EHLEN [20%]	1,558	1,558	17,500	15,942	8.9
ORSP ADMINISTRATIVE STAFF BENEFITS					
PROJECT STAFF BENEFITS [30%] (EHLEN AND POND)	867	867	10,050	9,183	8.6
STUDENT HELP BENEFITS [8%]	19	19	1,248	1,229	1.6
UW-WHITEWATER IHUB MENTORS AND BENEFITS	6,974	6,974	163,800	156,826	4.3
IHUB MENTOR STIPEND / RELEASE	5,365	5,365	126,000	120,635	4.3
UNCLASSIFIED STAFF BENEFITS [30]	1,609	1,609	37,800	36,191	4.3
UW-WHITEWATER ICORPSINTERNS AND BENEFITS	2,539	2,539	16,200	13,661	15.7
EMPLOYEES/INTERNS STIPENDS AND WAGES	2,351	2,351	15,000	12,649	15.7
EMPLOYEES/INTERNS BENEFITS [8%]	188	188	1,200	1,012	15.7
SERVICE AND SUPPLIES					
WUTP EXECUTIVE DIRECTOR TRAVEL	-	-	10,350	10,350	0.0
REGIONAL TRAVEL	-	-	6,350	6,350	0.0
NATIONAL TRAVEL	-	-	4,000	4,000	0.0
BOOKS/SUBSCRIPTIONS	324	324	1,000	676	32.4
INNOVATION CENTER EVENTS			4,500	4,500	0.0
LIFESCAN PORTABLE VIDEOCONFERENCING EQUIPMENT			2,600	2,600	0.0
DATA/TENANT MANAGEMENT SOFTWARE			1,000	1,000	0.0
MARKETING/PUBLIC RELATIONS*	3,751	3,751	1,500	(2,251)	250.1
WUTP WEB REDESIGN			4,750	4,750	0.0
WUTP/IC EXHIBIT DISPLAY			1,500	1,500	0.0
CONTINGENCY/RESERVE			3,000	3,000	0.0
INNOVATION CENTER			1,500	1,500	0.0
VISITING FELLOWS	-	-	7,150	7,150	0.0
VOIP PHONES/DATA LINES	-	-	650	650	0.0
LAB MODIFICATIONS [SEE MRA]	-	-	6,500	6,500	0.0
INNOVATION HUB	-	-	15,000	15,000	0.0
GENERAL OFFICE SUPPLIES	-	-	1,500	1,500	0.0
OFFICE EQUIPMENT [PRINTER/COMPUTERS]	-	-	7,000	7,000	0.0
CONTRACT PAYMENTS	-	-	5,000	5,000	0.0
REGIONAL TRAVEL	-	-	1,500	1,500	0.0
EXECUTIVE DIRECTOR	-	-	4,050	4,050	0.0
GENERAL OFFICE SUPPLIES	-	-	1,500	1,500	0.0
OFFICE EQUIPMENT [PRINTER/COMPUTERS]	-	-	800	800	0.0
OFFICE FURNITURE [DESK/FILE CABINET]	-	-	1,750	1,750	0.0
TECHNOLOGY/RELATED	-	-	22,000	22,000	0.0
TELECOMMUNICATIONS	-	-	2,000	2,000	0.0
ICIT TECH INFRASTRUCTURE/SERVICES/WEB	-	-	20,000	20,000	0.0
TOTAL INNOVATION CENTER	18,168	18,168	471,217	453,048	3.9

**CITY OF WHITEWATER
BALANCE SHEET
JANUARY 31, 2013**

INNOVATION CTR-OPERATIONS

		BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>					
920-11100	CASH	61,910.26	8,592.43	8,592.43	70,502.69
920-13180	A/R-FACILITY RENTAL	200.00	(111.00)	(111.00)	89.00
TOTAL ASSETS		<u>62,110.26</u>	<u>8,481.43</u>	<u>8,481.43</u>	<u>70,591.69</u>
<u>LIABILITIES AND EQUITY</u>					
<u>LIABILITIES</u>					
920-21100	VOUCHERS PAYABLE	2,989.37	(2,063.57)	(2,063.57)	925.80
920-25401	DUE TO TID #4	42,000.00	3,500.00	3,500.00	45,500.00
TOTAL LIABILITIES		<u>44,989.37</u>	<u>1,436.43</u>	<u>1,436.43</u>	<u>46,425.80</u>
<u>FUND EQUITY</u>					
920-34300	FUND BALANCE	17,120.89	.00	.00	17,120.89
UNAPPROPRIATED FUND BALANCE:					
REVENUE OVER EXPENDITURES - YTD		.00	7,045.00	7,045.00	7,045.00
BALANCE - CURRENT DATE		<u>.00</u>	<u>7,045.00</u>	<u>7,045.00</u>	<u>7,045.00</u>
TOTAL FUND EQUITY		<u>17,120.89</u>	<u>7,045.00</u>	<u>7,045.00</u>	<u>24,165.89</u>
TOTAL LIABILITIES AND EQUITY		<u>62,110.26</u>	<u>8,481.43</u>	<u>8,481.43</u>	<u>70,591.69</u>

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 1 MONTHS ENDING JANUARY 31, 2013

INNOVATION CTR-OPERATIONS

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET	
<u>MISCELLANEOUS REVENUE</u>						
920-48100-56	INTEREST INCOME	.00	.00	50.00	50.00	.0
920-48410-56	DONATIONS-DROULLARD MEMORIAL	475.00	475.00	.00 (475.00)	.0
920-48610-56	MEDIA-SHARING-SUITES	.00	.00	6,000.00	6,000.00	.0
920-48620-56	FACILITY RENTAL REVENUE	.00	.00	2,500.00	2,500.00	.0
920-48631-56	RENT-CESA #2	6,500.00	6,500.00	78,000.00	71,500.00	8.3
920-48632-56	RENT-JEDI	.00	.00	10,260.00	10,260.00	.0
920-48633-56	RENT-BLACKTHORNE CAPITAL LLC	3,570.00	3,570.00	44,430.00	40,860.00	8.0
	TOTAL MISCELLANEOUS REVENUE	10,545.00	10,545.00	141,240.00	130,695.00	7.5
<u>OTHER FINANCING SOURCES</u>						
920-49200-56	IN-KIND-REV-CITY-INSURANCE	.00	.00	3,600.00	3,600.00	.0
920-49202-56	IN-KIND-CITY-FINANCE/ADMIN	667.00	667.00	8,000.00	7,333.00	8.3
920-49205-56	IN-KIND-CITY-GROUNDS-DPW	667.00	667.00	8,000.00	7,333.00	8.3
920-49215-56	IN-KIND-CITY-BUILDING MAINT.	667.00	667.00	8,000.00	7,333.00	8.3
920-49300-56	FUND BALANCE APPLIED	.00	.00	56,295.00	56,295.00	.0
920-49410-56	I-K-REV-UNIV-MANAGER SUPPORT	18,168.00	18,168.00	535,000.00	516,832.00	3.4
920-49415-56	I-K-REV-UNIV-TECH SUPPORT	.00	.00	27,000.00	27,000.00	.0
	TOTAL OTHER FINANCING SOURCES	20,169.00	20,169.00	645,895.00	625,726.00	3.1
	TOTAL FUND REVENUE	30,714.00	30,714.00	787,135.00	756,421.00	3.9

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 1 MONTHS ENDING JANUARY 31, 2013

INNOVATION CTR-OPERATIONS

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>INNOVATION CENTER</u>					
920-56500-215	.00	.00	500.00	500.00	.0
920-56500-221	.00	.00	4,000.00	4,000.00	.0
920-56500-222	.00	.00	43,000.00	43,000.00	.0
920-56500-225	.00	.00	3,000.00	3,000.00	.0
920-56500-226	.00	.00	1,020.00	1,020.00	.0
920-56500-243	.00	.00	4,200.00	4,200.00	.0
920-56500-245	.00	.00	3,059.00	3,059.00	.0
920-56500-246	.00	.00	8,073.00	8,073.00	.0
920-56500-250	.00	.00	16,320.00	16,320.00	.0
920-56500-294	.00	.00	5,600.00	5,600.00	.0
920-56500-310	.00	.00	380.00	380.00	.0
920-56500-323	.00	.00	14,169.00	14,169.00	.0
920-56500-341	.00	.00	1,714.00	1,714.00	.0
920-56500-500	.00	.00	3,600.00	3,600.00	.0
920-56500-502	667.00	667.00	8,000.00	7,333.00	8.3
920-56500-505	667.00	667.00	8,000.00	7,333.00	8.3
920-56500-515	667.00	667.00	8,000.00	7,333.00	8.3
920-56500-520	18,168.00	18,168.00	535,000.00	516,832.00	3.4
920-56500-530	.00	.00	27,000.00	27,000.00	.0
920-56500-650	3,500.00	3,500.00	92,500.00	89,000.00	3.8
TOTAL INNOVATION CENTER	23,669.00	23,669.00	787,135.00	763,466.00	3.0
TOTAL FUND EXPENDITURES	23,669.00	23,669.00	787,135.00	763,466.00	3.0
NET REVENUE OVER EXPENDITURES	7,045.00	7,045.00	.00	(7,045.00)	.0