

## MEETING MINUTES

**Whitewater University Technology Park Board Meeting**  
**9:00am on Thursday 21 November 2013**  
**Whitewater University Technology Park Innovation Center**  
**1221 Innovation Drive, Whitewater, WI 53190**

---

**PRESENT:** Stephanie Abbott, Kevin Brunner, John Chenoweth, Cameron Clapper, Jessica Menke, Jeff Knight, Bud Gayhart, Crystal Singer, Richard Telfer (joined the meeting at 9:16 am), and Peter Zaballos

**GUESTS:** James Caldwell, Pat Cannon, Denise Ehlen, Patrick Johnson, Connie Kienbaum, Beverly Kopper, Rob Olson, Nate Parrish, Doug Saubert, Mike Van Den Bosch,

1. **Call to Order:** Bud Gayhart called the meeting to order at 9:06 am.
2. **Approval of Minutes from 17 October 2013:** Chenoweth/Abbott moved to approve the minutes. The minutes were approved by unanimous vote.
3. **Review/Acceptance of October 2013 Financial Reports:** Clapper/Saubert presented the October 2013 Financial Reports. Clapper noted that \$20,000 in revenue has been applied to the PILOT payment. Brunner/Singer moved to accept the Reports. The motion was approved by unanimous vote.
4. **Board Membership / Leadership:** Telfer presented the membership list and terms. Knight/Clapper nominated The UW-Whitewater Chancellor for the role of President. Telfer called the vote. The Chancellor was elected by unanimous vote. Brunner/Knight nominated Gayhart for the role of Vice President. Telfer called the vote and Gayhart was elected by unanimous vote. Knight/Singer nominated Clapper for the role of Secretary. Telfer called the vote and Clapper was elected by unanimous vote. Knight/Gayhart nominated Abbott for the role of Treasurer. Telfer called the vote and Abbott was elected by unanimous vote. The Board reviewed the membership list and instructed Ehlen to make changes (Brunner appointed in 2012 and Singer appointed in 2012). Zaballos indicated his plan to submit his resignation from the Board effective 21 November 2013.
5. **Capital Catalyst Fund Update and Presentation:** Knight provided an update on the CDA meeting/progress. Knight announced the Fund has been depleted; all funds have been granted or loaned. Members are encouraged to review the CDA meeting minutes from 20 November 2013 for a complete listing of funding actions. Knight is negotiating with the Wisconsin Economic Development Corporation to request an additional \$250,000 matching grant to support continuation/expansion of the Capital Catalyst Fund. Cannon and Knight discussed methods used to obtain a return on the investment using a royalty model. Zaballos provided insights on his knowledge of seed fund return projections/models. Cannon provided an overview of the goal of the fund, the type of investments (grants, loans, equity investment, and royalty investment). The CDA provides other funding tools to facilitate economic development including façade improvement loans, revolving loans, outdoor seating program, home rehabilitation loans, TIF incentives, and new market tax credits).
6. **Innovation Center Facility Updates / Issues**
  - A. **Conference Room Usage / Fee Proposal / Staffing Update:** Ehlen provided an update on the new hire managing room reservations and conference room usage. Clapper and Ehlen discussed the recent request to host a weekend party where alcohol would be served. Clapper provided an overview of the relevant ordinances. Abbott/Brunner moved to permit the facility to be used for events where alcohol is served contingent upon receipt of the appropriate permit and payment of the relevant fee. Chenoweth recommended the Board review the policy for clients/tenants to use 105A/105B for non-business events at no charge. Knight stated there is great value in having the building open and accessible for additional hours. Telfer asked Ehlen to review the hours of operation and propose new hours to support additional traffic flow in the building. The motion was approved by unanimous vote.

**B. Facility Updates / Issues:** Ehlen and Clapper have no additional facility updates/issues.

**C. Non-disclosure Agreement:** Ehlen presented a draft Nondisclosure Agreement to facilitate coordination/communication of Whitewater University Technology Park, Innovation Center, Whitewater Incubation Program, and/or University of Wisconsin-Whitewater. The Board decided to table this discussion until the next meeting of the Board.

## 7. Compliance with EDA Award Terms and Conditions

### A. Programmatic Requirements

C.9. Prohibition Against Assignment by the Recipient

C.15. Conflicts-of-Interest Rules [a. to c.]

C.16. Record-Keeping Requirements [a. to b.]

C.18. Project Closeout Procedures

F. Audits [1. to 3.]

L1. Codes of Conduct for Recipients

M. Property [1. To 7.]

**Review/discuss REVISED Draft Code of Conduct.** Ehlen presented a draft code of conduct for consideration by the Board. Zaballos/Clapper moved to approve the Code of Conduct. The Board decided to table the Code of Conduct discussion. The Chancellor called for a roll call vote.

Stephanie Abbott: Aye, Kevin Brunner: Aye, John Chenoweth: Aye, Cameron Clapper: Aye, Jessica Menke: Aye, Jeff Knight: Aye, Bud Gayhart: Aye, Crystal Singer: Aye, Richard Telfer: Aye, and Peter Zaballos: Aye.

8. **Whitewater Incubation Program (WhIP) Updates:** Ehlen provided an update on the Prescient Audio.

## 9. Strategic Priorities and Development and Plan Updates:

A. Marketing Plan/Strategy Update—Technology Park, Business Park, and Innovation Center: Proposal from Redevelopment Resources: Gayhart provided an overview of the “Cluster Analysis and Strategy for City of Whitewater” proposal. Gayhart highlighted the expertise of the principals (Kristen Fish and Deb Erslund) and their track record for completing this type of work. Brunner suggested the Board consider seeking bids for proposals. Gayhart clarified that the goal of the discussion was to seek feedback on the concept. Brunner/Singer moved to formally request bids for a phase II marketing strategy plan prior to the December meeting. The motion was passed by unanimous vote.

B. Policy and Procedure Updates: Ehlen had no report.

10. **Fiber Update:** Cannon hosted a meeting of Technology and Business Park businesses to discuss fiber needs. Park businesses are concerned with reliability and speed. Gayhart shared information on the Fort Atkinson model where a business trenched and linked to a high speed network for approximately \$1,600.

11. **Accelerator Update:** Gayhart had no report.

12. **Future Agenda Items:** Future agenda items include Nondisclosure Agreement, 2014 Budget, briefing by Kevin Brunner on Vision 2050.

13. **“Adjourn to Closed Session** Not to Reconvene per Wisconsin Statute 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.” Items to be discussed: Chenoweth/Menke moved to enter closed session. Telfer called for a roll call vote.

Kevin Brunner: Aye, John Chenoweth: Aye, Cameron Clapper: Aye, Jessica Menke: Aye, Jeff Knight: Aye, Bud Gayhart: Aye, Crystal Singer: Aye, Richard Telfer: Aye, and Peter Zaballos: Aye.

- A. Update on Prospective Clients/Tenants: Cannon, Ehlen, and Gayhart provided an update on Innovation Center and Whitewater University Technology Park prospects.
- B. Update on/Discussion of Current Clients/Tenants and Center IT Infrastructure: Ehlen provided an update on the iButtonLink remodel and the challenges of the Innovation Center IT infrastructure given lack of redundancies in our systems.

Knight/Chenoweth moved to reconvene in open session. Telfer called for a roll call vote.

Kevin Brunner: Aye, John Chenoweth: Aye, Cameron Clapper: Aye, Jessica Menke: Aye, Jeff Knight: Aye, Bud Gayhart: Aye, Crystal Singer: Aye, Richard Telfer: Aye, and Peter Zaballos: Aye.

14. **Future Meeting Dates**: Remaining fall 2013 meeting dates include: December 19. Woolever sent a survey to all Board members to facilitate scheduling. The members requested the survey be resent.

15. **Adjournment**: The meeting was adjourned by consensus at 11:06 am.

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