

Whitewater University Technology Park Board
Whitewater Innovation Center
1221 Innovation Drive
Whitewater, WI 53190
Minutes for May 11, 2012

From 8:00 a.m. to 9:00 a.m. the Whitewater University Technology Park Board held a flag dedication ceremony in honor of James Stewart, who served on the Technology Park Board from 2009 through 2012. Stewart served as the Common Council representative on the Tech Park Board and with his retiring from the Common Council he necessarily needed to step down from his post on the Tech Park Board. About 75 people attended the flag dedication ceremony and the reception following held in Stewart's honor.

1. Call to Order.

The meeting was called to order at 9:00 a.m. by President Telfer. Members present: Jeff Knight, Kevin Brunner, Ronald Gayhart and Richard Telfer. Peter Zaballos participated telephonically. Absent: John Chenoweth and Stephanie Abbott. Others present: Nicole Barlass (CESA 2) Denise Ehlen, Rod Hise, Travis Lange, Dennis Kopf and Tech Park Executive Director Robert Young.

2. Approval of Minutes from April 11, 2012 Meeting.

It was moved by Knight and seconded by Gayhart to approve these minutes as read. Approved.

3. Report from CESA 2 Director Gary Albrecht.

There was no report presented by Albrecht at this meeting.

4. Report from Executive Director Robert Young.

Young gave a report on his current activities. He anticipates that three additional suites in the Innovation Center are expected to be leased by June 1st and that there are two firms that he is working with on potential development in the Technology Park itself.

5. Review/Approval of March and April Financial Reports.

Brunner briefly provided the Board an overview of the March and April financial reports for the Innovation Center. After review it was moved by Gayhart, seconded by Knight to approve. Approved.

6. Economic Development Seed Capital Fund.

Knight noted that the Whitewater CDA is desirous of developing a seed capital fund and is working diligently on establishing such a fund that would serve not only the Technology Park but also the Whitewater community.

7. Janesville/Milton/Whitewater Innovation Express Transit Update.

Brunner and Young gave a brief report on the initiation of the Innovation Express commuter bus line from Janesville and Milton. They noted that the service started on

April 30th and that a stop has been included at the Innovation Center in addition to the stops at downtown Whitewater, Generac and the University Visitor Center. Brunner noted that Generac is very pleased with the initial response to the use of this bus service by Generac employees.

8. Review/Possible Approval of Bylaws Amendment Regarding Board Membership.

It was moved by Zaballos, seconded by Brunner to amend the bylaws to include the following. There are to be six representatives rather than four from the City of Whitewater and five rather than three from the University of Wisconsin-Whitewater. The additional representatives from the City of Whitewater would be community members appointed by the City Council, whereas the two additional members from UW-Whitewater would be appointees of the Chancellor. In addition, the Executive Director would be added as an ex officio member of the Board.

The other change specifies that appointees of the Common Council shall serve two year terms up to a maximum of four consecutive terms.

Motion approved.

Brunner noted that he would be sending revised bylaws of the Whitewater University Technology Park Board to all members pursuant to these changes.

9. Discuss MOU Between Whitewater University Technology Park and UW-Whitewater for Operational Management of Tech Park and Innovation Center.

Telfer briefly discussed this item and directed Brunner and Young to work on the updated MOU for consideration at the next meeting of the Board.

10. Whitewater Incubation Program (WhIP) Updates.

Denise Ehlen distributed a list of summer 2012 Innovation Hub participants as well as summer 2012 Outreach Scholar Program and Launch Pad Program participants. In addition, Ehlen presented the seminar series, "Elements for Success", that will be held at the Innovation Center through September of 2012.

11. Review/Possible Approval of Conceptual Planning for Accelerator Building.

There was considerable discussion by the Board regarding whether or not conceptual planning should be conducted for an "Accelerator" building. Brunner noted that he had received a proposal from Eppstein-Uhen Architects to produce a conceptual site and building plan for an accelerator building at a cost not to exceed \$3,800.

Both Knight and Gayhart expressed reservations about performing such planning at this time; that the focus should rather be on continuing to lease up the Innovation Center as well as pursue potential businesses to develop facilities in the Technology Park. Consequently, going forward with conceptual planning for an accelerator building was placed on hold.

The Board requested that Young gather additional marketing information on accelerator buildings that Gateway Tech and Janesville have constructed, as well as research on how accelerators are being financed around the country.

12. Presentation of Whitewater University Technology Park Marketing Plan.

Young presented the proposed marketing plan for the Whitewater University Tech Park to the Board along with Hise, Lange, and Kopf. They presented the various components of the plan, which included marketing analysis, our product, competitive analysis, the competition, as well as brand positioning. In addition, key marketing messages and marketing attributes and characteristics as well as marketing lead generation were presented and discussed. A proposed marketing budget was presented.

After considerable discussion, the marketing plan was put on hold for additional development of a five-year budget model for the Innovation Center and Technology Park before any commitment for funding of the proposed marketing plan be approved by the Board. This five-year budget model will need to be presented at a future meeting of the Board for further discussion and consideration.

13. Convene to Closed Executive Session Pursuant to Wisconsin State Statutes 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or other specified public business, whenever competitive or bargaining reasons require.

It was moved by Gayhart, seconded by Knight to convene to Closed Executive Session pursuant to Wisconsin State Statutes 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or other specified public business, whenever competitive or bargaining reasons require. AYES: Telfer, Brunner, Gayhart, Knight. NOES: None. ABSENT: Chenoweth, Abbott, Zaballos (left the meeting at 10:00 a.m. at the beginning of the Closed Executive Session).

Meeting convened to closed session at 10:00 a.m. During the closed executive session potential leases for Innovation Center tenants were discussed as well as potential development of a new business in the Tech Park.

It was then moved by Gayhart, seconded by Knight to reconvene in open session. AYES: Telfer, Brunner, Gayhart, Knight. NOES: None. ABSENT: Chenoweth, Abbott, Zaballos

14. Future Agenda Items.

The need to develop a five-year operating budget for the Innovation Center again was discussed and should be placed on the agenda of the next meeting of the Board.

15. Next Meeting.

The next meeting of the Board is scheduled for June 20, 2012, 8:00 a.m.

16. Adjournment.

It was then moved by Brunner, seconded by Gayhart to adjourn. The meeting adjourned at 10:25 a.m.

Respectfully Submitted,

Kevin Brunner, Secretary