

MINUTES

**Whitewater University Technology Park Board Meeting
Wednesday, Oct. 24, 2012 at 8:00 a.m.
Whitewater Innovation Center
1221 Innovation Drive
Whitewater, WI 53190**

PRESENT: Stephanie Abbott, Kevin Brunner, Cameron Clapper, John Chenoweth, Denise Ehlen, Bud Gayhart, Jeff Knight, Jessica Menke, Richard Moyses, Elena Pokot, Doug Saubert, Crystal Singer, Richard Telfer, Robert Young

1. **Call to Order:** Richard Telfer, President, called the meeting to order at 8:00 am.
2. **Approval of Minutes from Sept. 12, 2012 meeting:** Jeff Knight/John Chenoweth moved approval of the minutes as written. The minutes were approved as written by consensus.
3. **Introduction of new Whitewater University Technology Park Board Members:** Meeting participants, including new Board members, offered brief introductions.
4. **Report from Executive Director Robert Young:**
 - a) *Current activities:* Young provided an overview of the agenda for the visit by Acting Assistant Secretary of the Economic Development Administration, Matt Erskine. Young also provided an update on the new janitorial contract that is being negotiated and general facilities contracts (no new issues—roof, HVAC).
5. **Review/Approval of September 2012 Financial Reports:** Doug Saubert and Cameron Clapper provided an overview of the September 2012 financial reports (disseminated with the agenda). Payment to the TID 4 (PILOT) is now included in the financial report at the rate of \$3,500 per month. Knight asked that the City financial report be updated to include the corrected debt service (\$92,500). Knight/Bud Gayhart moved to accept the financial report. The report was accepted by unanimous vote.
6. **Review and Possible Approval of Revised Draft of Sources and Uses Document:** Denise Ehlen provided a brief overview of the Sources and Uses “snapshot” comparing the November 2012 ‘snapshot’ projections to the current City projections. Ehlen and Saubert will meet to develop a new Sources and Uses beginning January 2013. The goal is to better align projections with actual expenditures and create a more intuitive summary and balance sheet. Members discussed what data should be presented to the Common Council and the Community Development Authority and the appropriate format for that presentation. Knight proposed the Board/City Manager present a budget to the City Council and an updated Sources and Uses to the CDA with a special invitation to the Council members to attend. The following timeline was proposed:
 - a) Ehlen and Saubert will prepare a budget for review approval by the Board at the November 14 meeting.
 - b) Ehlen will also prepare the new Sources and Uses for the November 14 meeting.
 - c) Upon approval, the documents will be presented to the Council and CDA in late November/early December.

Brunner/Gayhart moved approval of the Sources and Uses. The document was approved by unanimous vote.

7. **Technology Park Fiber Optics Presentation by Scott Hofmann, President of WIN and Elena Pokot, Assistant Vice Chancellor for Instructional, Communication, and Information Technology:** Young provided an overview of current information technology services to and infrastructure available at the Park

and Innovation Center. Hoffmann disseminated a map detailing WIN service areas and an overview of WIN services/market. Additional maps showing phased fiber/network development in the community were also disseminated. The City owns four fiber strands on the network to the Park. WIN is very interested in connecting new businesses to the fiber/network. The cost to connect varies on a case-by-case basis. Chenoweth asked for clarification on capacity available to new businesses. Hoffmann indicated the electronics and equipment routed through Whitewater would be unlikely to be exhausted. WIN should be able to support any business with a minimum 10 gigabyte connection. WIN will provide an overview of capacity that can be provided to prospective Park tenants and cost estimates. WIN can provide access to fiber only or a package including access and internet connection. Hoffmann also discussed installation of a Prince Street route. Cost to construct fiber through downtown Whitewater would be approximately \$50,000 to \$100,000 per mile, which may make it cost-prohibitive for many local businesses to connect.

Elena Pokot provided an overview of access/services available to University employees and other tenants. WiscNet provides services to the University users. The Board/University must decide how to handle access for start-ups and Whitewater Incubation Program clients in the future.

8. **Review and Possible Approval of Construction/Installation of a Moraine View Park Soccer Club Storage Shed:** Young provided an overview of the Soccer Club's request to install a storage shed on land within the jurisdiction of the Board. Chenoweth/Clapper moved to approve the request as presented. The motion was approved by consensus.
9. **Whitewater Incubation Program (WhIP) Updates:** Ehlen provided an overview of strategic planning that will be completed in Fall 2012. WhIP will adopt Growth Wheel to better support start-up development. Mentors will participate in training December 12 and 13, 2012 in anticipation of launching Growth Wheel beginning Spring 2013.
10. **Accelerator Update:** Ehlen and Gayhart will meet with Peter J. Szotkowski, Director of Business Development for Vogel Brothers Building Company from Madison, on Thursday October 25, 2012. Gayhart continues attempts to connect with Charlie D'Agostino at LSU for a teleconference regarding funding options. Ehlen and Gayhart will provide updates at a future meeting.
11. **Strategic Plan and Marketing Plan Discussion:** Young provided an overview of his plans (attachment routed with agenda to all members). Board members are asked to provide feedback to Young by Friday 2 November 2012. Young will provide a revised strategic plan incorporating members' feedback prior to the 14 November 2012 Board meeting.
12. **Whitewater University Technology Park Innovation Center Suite and Lab Naming Rights Discussion:** Young presented a draft overview for consideration by the Board. The Members provided feedback on edits. Young will provide an updated draft for the 14 November 2012 Board meeting.
13. **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 pursuant to Chapter 19.85(1)(c) for "considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility."

Chenoweth/Abbott moved to adjourn to closed session. The motion was approved by unanimous vote.

- a) *Innovation Center Director Performance:* Telfer presented and the Board discussed Robert Young's annual evaluation (2011 to 2012).
- b) *Update on Negotiations with Green Energy Holdings, LLC, for Locating a Facility in the City of Whitewater:* Clapper and Young provided an update on the status of Green Energy Holdings, LLC locating within Whitewater.

- c) *Discuss Entering into a Vacant Land Listing Contract with MLG Commercial, LLC, for the Sale of Whitewater University Technology Park Property:* The Board discussed the MLG's submission.
- d) *Discussion of Prospective Clients:* Young presented and discussed September/October prospect research/outreach. Young will forward a detailed call log to the Board members. Chenoweth/Gayhart moved to reconvene in open session. The motion was approved by unanimous vote.

Reconvene into Open Session

- 14. **Possible Action on Authorization to Enter into a Vacant Land Listing Contract with MLG Commercial, LLC, for the Sale of Vacant Land in the Whitewater University Technology Park:** Gayhart/Chenoweth moved to recommend the CDA approve the agreement with feedback/consultation with the City attorney on development of a final agreement.
- 15. **Future Agenda Items:** Board members should forward agenda items to Telfer.
- 16. **Future Meeting Dates:** Members discussed potential spring 2013 meeting dates. Liz Woolever from Chancellor Telfer's Office will forward proposed dates via email.
- 17. **Adjournment:** The meeting adjourned at 10:15 am on a Singer/Gayhart motion (unanimous vote).

Respectfully submitted,
Denise Ehlen