

## MINUTES

**Whitwater University Technology Park Board Meeting  
Wednesday, Dec. 12, 2012 at 8:00 a.m.  
Whitwater Innovation Center  
1221 Innovation Drive  
Whitwater, WI 53190**

**PRESENT:** Stephanie Abbott, Kevin Brunner, Pat Cannon, Cameron Clapper, John Chenoweth (left at 9:00 am), Denise Ehlen, Bud Gayhart, Jessica Menke, Richard Moyse, Doug Saubert, Crystal Singer, Richard Telfer, Robert Young, and Pete Zaballos (telephone)

1. **Call to Order:** Richard Telfer, President, called the meeting to order at 8:00 am.
2. **Approval of Minutes from Nov. 14, 2012 Meeting:** John Chenoweth/Bud Gayhart moved approval of the minutes as written. The minutes were approved as written by consensus.
3. **Election of WUTP Board Officers:** Richard Telfer provided a listing of current officers and opened the discussion for nominations. Clapper/Singer nominated Telfer for the position of President. Telfer accepted. Telfer asked if there were any further nominations. Hearing none, Telfer called the vote. Telfer was elected by unanimous vote. Singer/Chenoweth nominated Gayhart for the position of Vice President. Gayhart accepted. Telfer asked if there were any further nominations. Hearing none, Telfer called the vote. Gayhart was elected by unanimous vote. Chenoweth/Singer nominated Clapper for the position of Secretary. Clapper accepted. Telfer asked if there were any further nominations. Hearing none, Telfer called the vote. Clapper was elected by unanimous vote. Telfer/Singer nominated Jeff Knight for the position of Treasurer. Knight confirmed with Telfer in advance of the meeting that he would accept the nomination. Telfer asked if there were any further nominations. Hearing none, Telfer called the vote. Knight was elected by unanimous vote.
4. **Report from Executive Director Robert Young—Current Activities/Updates:**
  - a) *Prairie:* Fire Department on site to conduct prairie grass burn.
  - b) *Janitorial Services:* The request for proposals for janitorial services has closed. R. Young will be hosting walk throughs.
  - c) *Fiber Optic:* CDA/City continue conversations regarding fiber access in the community and at the Park.
  - d) *Elevator Contract:* Innovation Center elevator maintenance service will be covered by the City contract.
5. **Review/Approval of Nov. 2012 Financial Reports:** Clapper presented the financial reports for acceptance by the Board. Gayhart/Singer moved to accept the financial reports. The reports were accepted by unanimous vote.
6. **WUTP Covenants and Zoning Discussion:** Clapper presented an overview of the status of review/approval of the covenants and zoning by the City Council. DP Electronics Recycling may require variance of the limits of the current covenants and/or zoning. Zoning is scheduled for action by the City Council on 19 December 2012.
7. **WUTP Strategic Plan:** Young presented the draft strategic plan. The Board reviewed the proposed goals and objectives and provided feedback. Young will provide a copy of the revised Strategic Plan

reflecting the discussion. Gayhart suggested the Strategic Plan be updated to represent “SMART” principles.

8. **City of Whitewater Seed Capital Fund Update:** Cannon provided an overview on the status of the Fund. A draft manual has been presented to WEDC for review. The CDA may consider establishing a seed fund without WEDC support.
9. **Whitewater Incubation Program (WhiP) Updates:** Ehlen provided an overview of current WhiP initiatives (annual report, strategic plan, and relocation request). Clapper/Singer moved to approve the WhiP relocation to a larger suite on the first floor. Ehlen and Saubert will correct the calculations for space assignment to the University to reflect that increased value of the larger suite. The relocation approval is conditioned upon availability of space. If at any time a rent-paying client expresses interest in the WhiP space, WhiP will be given 30 days to relocate. The Board also asked Ehlen to draft language to guide future requests related to the WhiP space. The motion with conditions was approved by unanimous vote.
10. **WUTP Innovation Center Suite and Lab Naming Rights Guidelines:** Brunner and Telfer provided an overview of the guidelines and a pending request. Zaballos asked for clarification on the discretionary use of funds (as delineated in the guidelines). Telfer suggested the funds should be deposited into a separate account for use by the Board for strategic purposes.
11. **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.”  
Chenoweth/Gayhart moved to convene in closed session. The motion was approved by unanimous vote
  - a) **WUTP Strategic Plan and Marketing Plan:** Young provided an overview of his marketing strategies. Young also presented his general slideshow to be used for organizations interested in learning more about the project (history, vision, land/infrastructure, etc.) The Board suggested the PowerPoint might also include additional information on the Technology Park/Innovation Center and University of Wisconsin-Whitewater partnership, the “centers of opportunity” materials, testimonials, and other items to demonstrate the Innovation Center and Park value proposition.
  - b) **Prospect Updates:** Young provided an overview of prospects contacted/visited. Young provided an overview of additional visitors to the Center.
  - c) **DP Electronics Update:** Young and Cannon provided an update.
12. **Reconvene into Open Session:** Gayhart / Abbott moved to reconvene in open session. The motion was approved by unanimous vote.
13. **Future Agenda Items:** Richard Telfer will add discussion of the Innovation Center occupancy / tenancy model to a future agenda. Board members should forward additional agenda items to Young (copy to Liz Woolever and Telfer).
14. **Future Meeting Dates:** Jan. 16, Feb. 13, Mar. 20, Apr. 10, May 8, June 19
15. **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