

Whitewater University Technology Park Board
Whitewater Innovation Center
1221 Innovation Drive
Whitewater, WI 53190
Minutes for February 8, 2012

1. **Call to Order**

The meeting was called to order at 8:35 a.m. by President Telfer. Members present: Kevin Brunner (arrived at approximately 9:20 a.m.), Jeff Knight, Ronald Gayhart, John Chenoweth, Peter Zaballos, Jim Stewart, and Richard Telfer. Others present: Denise Ehlen, Mike Van den Bosch (WCEDA), Renee Melton (students from Ms. Melton's class participated for her presentation only), Gary Albrecht (CESA 2), Jim Caldwell, and Robert Young.

2. **Approval of Minutes from January 11, 2012 Meeting**

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

3. **iMentor Presentation—Renee Melton (8:00 a.m. – 8:35 am, prior to official Call to Order)**

Melton provided an overview of her work with the Whitewater Incubation Program (WhIP) related to branding/visual imaging. She provided samples of work completed for iFellows and Launch Pad Scholars. Students involved with projects shared their experiences. Board members and guests engaged in conversation with Melton and students regarding work, impact, and value of the experience.

4. **Report from Executive Director Robert Young**

Young provided an overview of current activities including meetings with campus and community stakeholders, warranty/facility updates, and planning for the 1st Anniversary event. Young further described discussions with Madison's Research Park Team related to real estate development/brokerage services, Association for University Research Parks / membership, and specialized marketing needs of research parks.

Young provided an overview of his vision for the Whitewater University Technology Park Marketing Plan. Current efforts focus on gathering information and meeting with each Board member to obtain feedback prior to implementing specific tactics.

Finally, Young provided an overview of three marketing pieces being developed—a revision to the facility overview produced by Eppstein-Uhen Architects to focus more broadly on facility amenities, Annual Report Highlights (to be authored by Ehlen), and a tri-fold brochure focused on the Park. The Whitewater University Technology Park website (www.whitewatertechpark.org) will also be redesigned and launched prior to the 1st Anniversary Event.

5. **Review/Approval of January Financial Report**

Review/approval delayed due to Brunner's absence.

6. **Review Sources and Uses Document**

The Board reviewed a condensed version of the Sources and Uses focused on annual income and expenditures. This version included a comparison of final revenue and expenses incurred during 2011 (the initial year of Innovation Center operations). Young

and Ehlen will continue to maintain this tool and update as/if necessary to reflect current assumptions, income, and expenditures. A Sources and Uses document included comparisons will be presented for Board review and approval annually for at least the next five years (2012-2016).

7. **Update from Tenancy and Entrepreneurship Committee**

Ehlen, Chenoweth, and Zaballos provided an update on the Committee's role to date and recommended the Board disband the Committee. Roles and responsibilities related to tenancy will be handled by the ad hoc management team (Young, Gayhart, and Ehlen) moving forward. The Whitewater Incubation Program will convene its own Board for consultation purposes. It was so moved by Chenoweth and seconded by Zaballos. Approved.

8. **USH 12 Expansion Project (Elkhorn to Whitewater)**

Knight provided an update on the project and efforts to connect with DOT. Brunner draft/submit City letter and Telfer draft/submit letter in capacity as President of the Whitewater University Technology Park Board. Knight will continue to provide updates.

9. **Annual Meeting – March 14th**

Young, Van den Bosch, and Ehlen provided an update on events occurring in the Innovation Center on March 14th including the WCEDA Annual Meeting, the 1st Anniversary of the Innovation Center, and the University of Wisconsin-Whitewater Foundation Board meeting. Young shared the "run of show" for the 1st Anniversary Event.

10. **Awards Display Location**

Young and Telfer discussed the possibility of installing a permanent display for Innovation Center awards. Cost and time permitting, a display will be installed prior to the 1st Anniversary Event. At a minimum, all awards will be showcased using easels and other display mechanisms at the Event.

11. **Convened to closed session at approximately 9:15 a.m. per Wisconsin Statute 19.85(1)(e), deliberating or negotiating the purchase of public properties, the investing of public funds, or other specific public business, whenever competitive or bargaining reasons require.**

It was then moved by Chenoweth and seconded by Knight to convene to closed session. Items to be discussed: consideration of naming of Innovation Center facilities and consideration of selection of firm to market Technology Park. Ayes: Brunner, Chenoweth, Gayhart, Knight, Stewart, Telfer and Zaballos. Noes: None.

It was then moved by Zaballos and seconded by Gayhart to reconvene to open session. Ayes: Brunner, Chenoweth, Gayhart, Knight, Stewart, Telfer and Zaballos. Noes: None. The meeting reconvened in open session at 9:47 am.

By consensus, the Board charged Telfer with research naming standards/protocols used by the University of Wisconsin-Whitewater Foundation that could serve as models for the Innovation Center

By consensus, the Board charged Young with providing updates on potential firms to market the Technology Park.

12. **Future Agenda Items**

Brunner requested that community broadband be included on a future agenda.

13. **Next Meeting**

The Board will not meet in March in recognition of the 1st Anniversary Celebration. The next meeting of the Board is scheduled for April 11, 2012, 8:00 a.m., at the Innovation Center.

14. **Adjournment**

It was then moved by Knight, seconded by Chenoweth to adjourn. The meeting adjourned at 10:11 a.m.

Respectfully Submitted,

Denise Ehlen for Kevin Brunner, Secretary