

## MINUTES

**Whitewater University Technology Park Board Meeting  
Wednesday, Jan. 16, 2013 at 8:00 a.m.  
Whitewater Innovation Center  
1221 Innovation Drive  
Whitewater, WI 53190**

**PRESENT:** Stephanie Abbott, Cameron Clapper, John Chenoweth, Denise Ehlen, Bud Gayhart, Jeff Knight, Jessica Menke, Richard Moyse, Richard Telfer, and Robert Young.

1. **Call to Order:** Richard Telfer, President, called the meeting to order at 8:00 am.
2. **Approval of Minutes from Dec. 12, 2012 Meeting:** John Chenoweth/Bud Gayhart moved approval of the minutes as written. The minutes were approved as written by consensus.
3. **Report from Executive Director Robert Young—Current Activities/Updates:**
  - a) *Naming Rights for Conference Room:* Young provided an update on donations for naming of the second floor conference room in honor of Clayton
  - b) *Conference Room Usage:* Young provided an update on Generac's increasing use of facilities.
  - c) *Administrative Support:* Young and Denise Ehlen have been coordinating to manage the transition of facility responsibilities to Office of Research and Sponsored Programs staff.
4. **Review/Approval of Nov. 2012 Financial Reports:** Cameron Clapper presented the financial reports for acceptance by the Board. Clapper/Knight moved to accept the financial reports. The reports were accepted by unanimous vote.
5. **WUTP Architectural Review Committee Discussion:** Telfer and Clapper provided an update on Technology Park Zoning. The zoning proposal was approved by the City Council on Jan. 15, 2013. The Memorandum of Understanding indicates an Architectural Review Committee will review developer plans. Clapper led a discussion on possible options for a review committee and approval process. Knight described the current process, which involves CDA and City staff/consultants for other commercial projects. Telfer proposed that Clapper work with the City attorney to draft a brief plan outlining composition of the Committee (recommended three person Board/Committee with representation from the Board, the Planning Commission, and a member to be appointed by the President of the WUTP). Developer's plans would be submitted to the Board/Committee for review prior to dissemination to the CDA (Pat Cannon), the WUTP Executive Director (Young), and City staff (Latisha Birkeland). The plan should also include recommendations for operation/review and approval structure. The goal would be to create a streamlined process.
6. **WUTP Power Point Marketing Presentation:** Young presented his draft Power Point. An electronic copy of the slide deck will be disseminated to the Board members. Members provided feedback on the draft and requested Young continue to modify the slide deck to address the feedback. Young emphasized the need for expediency.
7. **City of Whitewater Seed Capital Fund Update:** Knight provided an overview on the status of the Fund. Discussions continue with the WEDC. Telfer will appoint two members to a finance/review committee. The City will appoint three members to the committee. Knight anticipates several grants will be targeted to "filling" space in the Innovation Center.

8. **Whitewater Incubation Program (WhIP) Updates:** Ehlen provided an overview of current WhIP initiatives (annual report, strategic plan, and relocation).
9. **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 Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility." Richard Moyses/Bud Gayhart moved to convene in closed session. The motion was approved by unanimous vote
  - a) **WUTP Marketing Direction and Uses for Leasable Space:** Ehlen provided an update on WhIP strategic planning process and recommendations for a new marketing direction and uses for leasable space. Ehlen will provide a full proposal to the Board members.
  - b) **Innovation Center Performance Evaluation:** Telfer led a discussion. [Knight left at 9:27 am due to a scheduling conflict.]
10. **Reconvene into Open Session:** Moyses/Menke moved to reconvene in open session. The motion was approved by unanimous vote.
11. **Future Agenda Items:** Telfer will add discussion of the Innovation Center occupancy / tenancy model to a future agenda. Clapper will add updates on the architectural board members. Ehlen will add the annual report and 2<sup>nd</sup> anniversary event. Members should forward additional agenda items to Young (copy to Liz Woolever and Telfer).
12. **Future Meeting Dates:** Feb. 13, Mar. 20, Apr. 10, May 8, June 19
13. **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