MEETING MINUTES

Whitewater University Technology Park Board Meeting
Wednesday, April 10, 2013 at 8:00 a.m.
Whitewater University Technology Park Innovation Center
1221 Innovation Drive, Whitewater, WI   53190

PRESENT: Stephanie Abbott, Kevin Brunner, Patrick Cannon, Cameron Clapper, John Chenoweth,, Denise Ehlen, Bud Gayhart, Jeff Knight (by WebEx), Jessica Menke, Richard Moyse, Doug Saubert, Richard Telfer, and.

GUESTS: Mark Bannon, Jessica Loizzo, Michael Montanye, Nate Parrish, Debra Pond, Mike Van Den Bosch, and Jeff Vanevenhoven.

1. **Call to Order:** Telfer called the meeting to order at 8:01 am. Ehlen proposed modifying the order of agenda items to allow two presentations by students (Michael Montanye and Jessica Loizzo) who have class commitments. The proposal was approved by acclamation. Montanye provided an overview of two marketing strategies—a direct mailing and Google ad words campaign. Loizzo provided an overview of current social media strategies focused on Twitter, Facebook, and LinkedIn.

2. **Approval of Minutes from Mar. 20, 2013 Meeting**: Chenoweth/Gayhart moved to approve the minutes. The minutes were approved by unanimous vote.

3. **Review/Acceptance of Mar. 2013 Financial Reports:** Saubert presented the financials. Brunner/Moyse moved to accept the Financial Reports. The Reports were accepted by unanimous vote.

4. **WUTP Architectural Review Committee / Rules Update:** Clapper presented the revised Rules of Governance. Committee membership has been modified as reflected in Article III, Section 1 on page two of 4 April 2013 draft. The Rules were further updated to make Committee references consistent throughout the draft. Clapper will revise the membership to clarify the language for City and University appointees to ensure more than one appointee would be a member of the Technology Park Board. Brunner/Telfer suggested the Community Development Authority representative be the representative to/member of the Technology Park Board. Knight suggested the Board consider revising the membership to clarify that all members must be affiliated with the Technology Park Board. Clapper also discussed the revised ordinance for the Architectural Review Committee. Gayhart recommended the language in the ordnance be clarified to include references to a Committee (rather than a Commission). Chenoweth / Brunner moved to approve the Rules of Governance with the following changes (underlined) listed below:

   - Two members to be appointed by the City of Whitewater with <u>at least</u> one being a member of the Technology Park Board.
   - Two members to be appointed by the Chancellor of the University of Wisconsin-Whitewater with <u>at least</u> one being a member of the Technology Park Board.
   - One member of the Community Development of Authority of the City of Whitewater, <u>who serves as the representative to the Technology Park Board,</u> to be appointed by the CDA.

   The motion was approved by unanimous vote.

   The Ordinance will be revised to reflect the approved changes to the Rules.

5. **City of Whitewater Seed Capital Fund Update:** Knight and Cannon indicated they are receiving a number of inquiries related to the grant component of the Fund. The WEDC has approved the revised Manual, which will be reviewed by the CDA on 11 April 2013. Cannon also provided an update on work to develop a structure for

the investment equity process. Knight and Cannon indicated a broader goal of the fund is to attract additional private investment.

6. **Review of WUTP Covenants and Business Park Covenants:** Clapper presented the covenants and provided an update on the City/CDA review of the Covenants and zoning. Telfer and Clapper proposed that the Board postpone the discussion until after the Zoning Rewrite Committee on 8 May 2013. Knight asked Board members to carefully review the Covenants and provide feedback at the 8 May meeting.

7. Whitewater Incubation Program (WhIP) Updates

    A.   Entrepreneurial Programs for Students

        i.   **Launch Pad:** Vanevenhoven provided an overview of the current Launch Pad model and plans for the new summer initiative (concentrated "boot camp" approach). Vanevenhoven also discussed options for a more traditional accelerator (to be explored in the future). Brunner requested a status update on the Launch Pad graduates. Telfer suggested William Dougan present his legislative breakfast pitch to the Board at a future meeting. Ehlen will invite Dougan.

        ii.   **New Initiative:** Ehlen provided an overview of the new program focused on science/art/manufacturing and the plan to develop prototyping/product developments services. McGuire will provide additional information at a future meeting.

8.   Strategic Priorities and Development and Plan Updates

    A.   iCorps—LEAP Initiative and Project Updates

        i.   **iCorps/LEAP:** Ehlen provided an overview of the current iCorps program and LEAP initiative as well as planning for 2013-2014. Ehlen also asked Board members to serve as evaluators of iCorps writing assignments, as convenient.

        ii.   **Web Redesign Plan/Progress:** Bannon provided an overview of the current WhIP structure and content. Gullickson presented her draft proposal to redesign/repurpose the Whitewater Technology Park website. Ehlen and the iCorps will provide an update / mock up for review.

        iii.   **Facility Management/Maintenance:** Ehlen provided a brief overview of current facility management and maintenance priorities. Brunner asked for an update on the prairie project. Clapper will research and provide an update.

9.   **Lease Negotiations—Parameters and Authority:** Telfer provided an overview of the plan for negotiating leases. Ehlen will handle Innovation Center prospects/University affiliates. Cannon will handle Technology Park inquiries.

10.   "**Adjourn to Closed Session** Not To Reconvene per Wisconsin Statute 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." Knight/Moyse moved to enter closed session. The motion was passed by unanimous vote.

    A.   **Prospective Clients:** Gayhart, Ehlen, and Cannon provided an overview of meetings/interactions with prospective clients. Gayhart also provided an update on his research on current leasing rates. Knight also requested changes to the Financial Report to facilitate future negotiations with prospective clients.

    Abbott/Menke moved to come out of closed session. The motion was approved by unanimous vote.

11.   **Future Agenda Items:**

   • Facility update

- Prairie plan
- Revised Whitewater Technology Park Board website
- Revised Whitewater Incubation Program website
- Creative enterprises update
- Dougan presentation on "success stories"
- Update on plans for client/tenant access to science equipment
- Accelerator discussion

12. **Future Meeting Dates** May 8, June 19 / Schedule Summer 2013 Meetings

13. **Adjournment:** The meeting was adjourned at 10:00 am by acclimation.

Respectfully submitted,

Denise Ehlen for Cameron Clapper
Secretary of the Whitewater University Technology Park Board