

MEETING MINUTES

**Whitewater University Technology Park Board Meeting
Wednesday, June 19, 2013 at 8:00 a.m.
Whitewater University Technology Park Innovation Center
1221 Innovation Drive, Whitewater, WI 53190**

PRESENT: Stephanie Abbott, Pat Cannon (by phone), John Chenoweth, Cameron Clapper, Denise Ehlen, Ron Fleischmann (guest), Bud Gayhart, Jeff Knight, Jessica Menke, Michael Montanye (guest), Richard Moyse, Nate Parrish, Mike Van Den Bosch, Richard Telfer, and Pete Zaballos (by phone)

AGENDA

1. **Call to Order:** Telfer called the meeting to order at 8:08 am.
2. **Approval of Minutes from May 8, 2013 Meeting:** Telfer presented the minutes. Gayhart/Clapper moved to approve the minutes. The Board reviewed the minutes. The Chancellor called for a vote. The minutes were approved by unanimous vote.
3. **Review/Acceptance of May 2013 Financial Reports:** Clapper presented the financial reports. Chenoweth/Gayhart moved to accept the Reports. The Board reviewed and discussed the minutes. The Chancellor called for a vote. The minutes were approved by unanimous vote.
4. **City of Whitewater Seed Capital Fund Update:** Knight and Cannon provided an overview of recent grant requests/award. Cannon provided additional information on efforts to manage loans that involve an equity stake. Zaballos inquired about the Community Development Authority's timeline for recovering the initial \$100,000 investment. Cannon indicated the target for return was ten years. Zaballos indicated the current average timeline for return nationwide is ten years (minimum).
5. **Final Review of WUTP Covenants:** Clapper informed the Board that he is working on scheduling the first joint meeting of the Planning and Architectural Review Commission and the City Council to review zoning. Neither Clapper nor Ehlen received feedback from the Board members on the covenants. Clapper suggested the Board defer further discussion until the Planning Commission and City Council complete zoning reviews. Telfer suggested the discussion of the covenants be deferred until September 2013.
6. **Strategic Priorities and Development and Plan Updates:**
 - A. **Marketing Plan/Strategy [Technology Park]:** Ehlen, Gayhart, and Van Den Bosch provided an update on plans to market the Technology Park (real estate). Ehlen will take the lead in updating the tri-fold brochure for the Park and Innovation Center and the marketing materials for the Park (previously developed by eu:a). New marketing strategies and material will focus on the value proposition of proximity to, talent at, and services/support provided by the University and the Whitewater Incubation Program.

Access to and cost to access fiber remains a critical issue. Clapper indicated he and Cannon have been researching costs for trenching and location of hubs. The City will develop a plan for fiber development in 2014. Knight indicated the CDA is also researching how to trench fiber to TIFs 5, 6, and 7 (and potentially 4). The City and the CDA will continue to research this issue; resolving fiber access/hub location will be a priority in 2013.

Chenoweth asked if it might be prudent to target a realtor who would be interested in building an accelerator in the park and collaborating with the Board to develop prospects/fill the building. Knight indicated this approach could be challenging given the number of vacancies downtown and the cost savings of leasing rather than building. Gayhart indicated that Strang would be

interested in this type of development and suggested a small group or the Board (Telfer, Chenoweth, Gayhart, Cannon, and Ehlen) meet with Strang to learn more about their Madison Research Park experience.

- B. **Marketing Plan/Strategy [Innovation Center and WhiP]:** Ehlen provided an overview of strategies to increase the visibility of the Innovation Center and Whitewater Incubation Program including attending MeetUps (i.e., Stateline Small Business Network, Small Business Expo in Racine County, Grow Your Business Networking Group), having a booth at regional events (WEDA conference in fall) and interacting via social media (increased Twitter followers and Facebook “Likes” by 25% in May/June).
- C. **Prezi:** Montanye shared the draft Prezi to showcase the general framework for the presentation. The final image, text (message), and organization will be developed in collaboration with the experts in public relations, sales, and graphic design.
- D. **Web Updates:** Ehlen presented a mockup of the revised Whitewater University Technology Park website. Feedback on the new web design should be sent to Ehlen.

7. **Whitewater Incubation Program (WhiP):** Ehlen shared a copy of the WhiP summary. Details on WhiP participants’ challenges, opportunities, and successes will be presented at the next meeting.

8. **Future Agenda Items:**

- WUTP Covenants will be discussed at the September meeting
- Chenoweth and Gayhart suggested that Strang be invited to meet with a small group to discuss Technology Park mission/vision so that they could lead a discussion with the full Board on options/experiences.

9. “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/Cameron moved to enter closed session. The Chancellor called for a vote. The Board convened in closed session by unanimous vote.

- A. **Update on Prospective Clients/Tenants:** Ehlen, Gayhart, and Cannon provided an overview on the status of negotiations with clients/tenants.

Knight suggested that a Technology Park Board member should attend the next CDA meeting to provide updates. Zaballos suggested we convene for an annual briefing with/for the CDA and City Council to provide updates on goals, objectives, and market conditions impacting the Board plans/strategies. The next CDA meeting will be held at 4:30 pm in the Innovation Center (105A/105B) on Thursday 27 June 2013.

Clapper moved to allow Gayhart, Cannon, and Ehlen to continue negotiations with prospect A. Local funds would be identified to support facility improvements only. Tenant improvements would be the responsibility of the tenant. The Chancellor called for a vote. The motion was approved by unanimous vote.

- B. **Discuss Strategies for Potential Lease Negotiation—parameters, person(s) responsible, etc.:** Ehlen, Gayhart, and Cannon will develop a proposal for the Board that includes rate parameters requiring Board review.

Abbott/Gayhart moved to reconvene in open session. The Chancellor called for a vote. The motion was approved by unanimous vote.

10. **Future Meeting Dates:** July 25, August 15, September 19, October 17, November 21, and December 19

11. **Adjournment:** The meeting was adjourned at 10:07 am by acclamation.

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