

## MEETING MINUTES

**Whitewater University Technology Park Board Meeting  
Thursday, July 25, 2013 at 8:00 a.m.  
Whitewater University Technology Park Innovation Center  
1221 Innovation Drive, Whitewater, WI 53190**

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**PRESENT:** Patrick Cannon, John Chenoweth, Cameron Clapper, Denise Ehlen, Ronald "Bud" Gayhart, Jessica Menke, Crystal Singer, Richard Telfer, Pete Zaballos (virtually)

**GUESTS:** Nate Parrish, Debra Pond, and Mike Van Den Bosch

1. **Call to Order:** Richard Telfer called the meeting to order at 8:05 am.
2. **Approval of Minutes from June 19, 2013 Meeting:** Telfer presented the minutes. Singer/Gayhart moved approval of the minutes as written. The minutes were approved by unanimous vote.
3. **Review/Acceptance of June 2013 Financial Reports:** Cameron Clapper presented the June 2013 Financial Reports. John Chenoweth/Crystal Singer moved to accept the Financial Reports. The Board discussed revenues and expenditures. The Reports were accepted by unanimous vote.
4. **City of Whitewater Seed Capital Fund Update:** Patrick Cannon provided an overview of CDA work to allow the fund/organization to obtain an equity stake in a company as part of the grants/loans. Cannon indicated that he and the CDA are working with a lawyer to identify a legal mechanism for the assignment of equity (to a separate organization/entity, for example). Pete Zaballos inquired about the goals of the fund (economic development or financial gain). The Board discussed options and goals.
5. **Innovation Center Facility Updates / Issues:**
  - A. Conference Room Usage: Ehlen presented the Conference Room Usage Report and provided an overview of challenges and opportunities. Ehlen will prepare and present a 2014 conference room usage and rate proposal at an upcoming meeting. Ehlen will provide the Board with bi-annual conference room usage data/reports.
  - B. 2012 Catering Report: Ehlen presented the 2012 catering report. Ehlen will revise the Innovation Center reservation form to collect catering data from all users. The Board requested that the management team provide annual catering data including University, CESA #2, and other users.
  - C. Facility Updates/Issues: Ehlen and Clapper provided an overview of topics that were discussed at the recent Innovation Center Management meeting. Key action items include:
    - i. Ehlen will provide proposal(s) for facility use, conference room rental rates, and serving alcohol at a future meeting.
    - ii. Ehlen will work with the architect and City to address the dumpster wall.
    - iii. Matt Amundson will work with the City crew and/or contractor to repair roof flashing and finalize the elevator contract.
    - iv. Ehlen will facilitate ClimaCool training for City staff to ensure seamless management of the Innovation Center's HVAC.

- v. Amundson and Clapper will facilitate a presentation to the Board regarding the prairie project/maintenance.

- D. Conflict of Interest/Duty: Ehlen presented a draft conflict of interest report and policy. Zaballos shared his concerns. Clapper provided an overview of legal requirement to manage conflict of interest. Telfer provided an overview of inherent opportunities for conflict of duty given the nature of the Board membership. Ehlen will provide a draft policy to all members (including samples from other Board's) prior to the next meeting.

**6. Strategic Priorities and Development and Plan Updates:**

- A. Marketing Plan/Strategy and Web Updates: Ehlen, Gayhart, and Mike Van Den Bosch provided a report on recommendations for development of a marketing strategy for the Whitewater University Technology Park. Gayhart and Van Den Bosch led a discussion of the recommendations and key questions. Chenoweth suggested that the Park and Business Park should be co-branded/marketed. Cannon suggested the Board consider a comprehensive community marketing plan. The Board charged Cannon, Gayhart, and Van Den Bosch to develop an action plan for marketing/selling property(ies).
- B. Policy and Procedure Updates/Proposal(s): Ehlen provided a brief update on policy review and revisions. Ehlen will route draft policies and procedures to Board members via email. Members are asked to send feedback to Ehlen (only) via email. Final policies will be presented to the Board for approval in 2013-2014.

- 7. **Whitewater Incubation Program (WhIP) Updates**: Ehlen introduced Choton Basu, an iFellow in the Whitewater Incubation Program, to provide an update on his company/product (SlipStream/Strive). Basu provided an overview of SlipStream's progress and goals. Basu suggested the Board and WhIP explore strategies to nurture the entrepreneurial ecosystem (ensuring more entrepreneurs/talent are tenants/clients of the Innovation Center and WhIP).
- 8. **Fiber Update**: Clapper indicated no new information is available; updates will be presented at future Board meeting(s).
- 9. **Accelerator Update**: Representatives from the Board will meet with Whiting from Strang today. The goal of this meeting is to share information regarding the Board's vision/goals so that Strang can provide a contextualized presentation of options to the Board at a future meeting.
- 10. **Brokerage Agreement Update and Discussion of New Terms/Options for Marketing the Whitewater University Technology Park and/or Business Park**: Cannon provided an overview on the CDA plans to explore brokerage options for the Business Park.

**11. Future Agenda Items:**

- A. Capital Catalyst Seed Fund Process Update in August 2013 [Cannon and Knight]
- B. Conference Room Usage in December 2013 [Ehlen]
- C. Catering Expenditures in Spring 2014 [Ehlen]
- D. Facility Use/Rate Proposal in Summer/Fall 2013 [Ehlen]
- E. Prairie Project/Maintenance in Summer/Fall 2013 [Amundson]
- F. Conflict of Interest Report/Policy in August 2013 [Ehlen]
- G. Technology/Business Park Marketing and Brokerage Updates in August 2013 [Gayhart, Cannon, and Van Den Bosch]
- H. Fiber Updates in Summer/Fall 2013 [Clapper and Knight]
- I. Accelerator Update in August 2013 [Gayhart and Chenoweth]

Telfer instructed the Board to send future agenda items to him and to Ehlen.

12. 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. Clapper/Menke moved to reconvene in closed session. The motion was approved by unanimous vote.

A. **Update on Prospective Clients/Tenants:** Ehlen, Cannon and Gayhart provided an update on tenant and client prospects. Ehlen and Cannon shared a draft letter of intent for a new tenant. All costs associated with design of the suite(s) remodeling for this tenant will be the responsibility of the City/CDA and will not be assigned to the Technology Park Board.

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

13. **Future Meeting Dates:** August 15, September 19, October 17, November 21, and December 19, [Telfer]

14. **Adjournment:** Zaballos/Chenoweth moved to adjourn. The meeting adjourned at 10:00 am by acclamation.

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