

MEETING MINUTES

**Whitewater University Technology Park Board Meeting
Thursday 17 October 2013 at 8:00 a.m.
Whitewater University Technology Park Innovation Center
1221 Innovation Drive, Whitewater, WI 53190**

PRESENT: Stephanie Abbott, Kevin Brunner, Denise Ehlen, Jessica Menke, Cameron Clapper, Pat Cannon, Jeff Knight, Bud Gayhart, Richard Moyses, John Chenoweth, Richard Telfer, Mike Van Den Bosch, and Peter Zaballos

GUESTS: James Caldwell, Beverly Kopper, and Chuck Nass

1. **Call to Order:** Richard Telfer called the meeting to order at 8:05 am. Chenoweth/Clapper moved to modify the agenda to discuss the Code of Conduct, Conflict of Interest, Conflict of Duty, and Nondisclosures first to accommodate member schedule conflicts. The Board discussed the order of agenda items. The Chancellor called for a vote. The motion was approved by unanimous vote.
2. **Revised Code of Ethics and Conduct, Review of Other Samples (State of Ingenuity Code of Ethics and Nondisclosure Agreement):** Denise Ehlen provided a summary of the Board's last discussion and the revised documents. Peter Zaballos shared feedback on the Board's obligation to manage conflicts of duty and the draft Code of Ethics. The Board discussed the roles and organizational affiliations of Board members and best practices for managing the (perception of a) conflict of duty. Knight / Abbott moved to postpone further discussion until the November meeting. The Chancellor called for a vote. The motion was approved by unanimous vote.
3. **Whitewater Incubation Program (WhIP) Updates:** Ehlen, McGuire, and Olson provided an update on progress to date.
4. **Approval of Revised Minutes from August 15, 2013 and Minutes from September 19, 2013 Meetings:** Gayhart/Menke moved to approve the minutes. Unanimous.
5. **Review/Acceptance of September 2013 Financial Reports:** Clapper/Knight moved to accept the Financial Reports. Unanimous.
6. **City of Whitewater Seed Capital Fund Update:** Knight reported he will be meeting with a representative of WEDC to discuss the status of the Fund and the ability to replenish the fund. Cannon will provide a fund overview at the November meeting.
7. **Innovation Center Facility Updates/Issues**
 - A. Conference Room Usage/Fee Proposal / Staffing Update: Ehen provided an overview of key room reservation/event management challenges. The Board authorized hiring of a limited term or ad hoc staff member to manage key facility duties.
 - B. Facility Updates/Issues: Knight asked that Ehlen obtain a cost estimate to update/upgrade the building to accommodate wider range of businesses, business types, and/or research uses in the laboratories..
 - C. Revised Code of Ethics and Conduct, Review of Other Samples: Ehen disseminated a number of sample documents for consideration including a code of conduct, a revised conflict of interest/duties policy, and sample codes used by other groups/programs. The Board discussed key considerations and tabled the matter.

- D. Approval of Drouillard Naming Application: Brunner/Knight moved to approve naming the Innovation Center Conference Room 202 in honor of Clayton Drouillard, as outlined in the application disseminated with the agenda. The motion was approved by unanimous vote.
- E. Prairie Update: Nass provided an update on the Innovation Center's prairie. The Board expressed their appreciation to Mr. Nass and the City crew for their efforts to develop and support the Center's prairie and other landscape features.

8. Strategic Priorities and Development and Plan Updates

- A. Marketing Plan/Strategy and Web Updates—Technology Park, Business Park, and Innovation Center Gayhart provided an update on discussion with consultants (Kristen Fish and Debra Erslund) on co-branding/marketing the Technology Park and Business Park. The Board asked the group to research consulting firms that could provide consultant services and provide an update at a future meeting.
 - B. Policy and Procedure Updates: Ehlen and Clapper provided an update on the Board's tax exempt status.
9. **Fiber Update**: Cannon will host a fiber meeting at 11:00 am today to begin data collection regarding business needs. Cannon will report progress/status at the next Board meeting.
10. **Accelerator Update**: Gayhart reported there is no new information to share with the Board.
11. **Future Agenda Items**: Telfer provided a brief overview of University leadership transitions since he has accepted an appointment as Interim President of UW System and Beverly Kopper has accepted an appointment Interim Chancellor of the University of Wisconsin-Whitewater. At a future meeting, the Board must identify an Interim President.
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.”** Moyses / Chenoweth
- A. Update on Prospective Clients/Tenants: Ehlen and Gayhart provided an overview of prospect development. Chenoweth discussed the option of exploring “affiliate” space that could be remodeled to support science start-ups. Gayhart/Menke moved to return to open session. The motion was approved by unanimous.
13. **Future Meeting Dates**: Remaining fall 2013 meeting dates include: November 21 and December 19. A discussion of spring meeting dates and times will be deferred until a future meeting. Members were encouraged to send agenda topics to Ehlen.
14. **Adjournment**: The meeting was adjourned by consensus at 9:53 am.

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