

MEETING MINUTES

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

PRESENT: Kevin Brunner, Denise Ehlen, Jessica Menke, Cameron Clapper, Pat Cannon, Jeff Knight, Bud Gayhart, Richard Moyse, John Chenoweth, Richard Telfer

GUESTS: Beverly Kopper, Nate Parrish, Wayne Whiting, Gary Becker

1. Call to Order: Richard Telfer called the meeting to order at 8:05 am.
2. **Approval of Minutes from August 15, 2013 Meeting:** Telfer presented the minutes of the 15 August 2013 meeting. Brunner/Moyse moved approval of the minutes as written. The minutes were approved by unanimous vote.
3. **Review/Acceptance of August 2013 Financial Reports:** Cameron Clapper presented the August 2013 Financial Reports. John Chenoweth / Jeff Knight 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:** Pat Cannon provided an update on fund/loan applications and awards. Cannon also provided updates on CDA research to develop a process for equity investments. Knight provided an overview of the goals of the Fund.
5. **Innovation Center Facility Updates / Issues:**
 - A. Draft Conference Room Usage / Fee Proposal: Denise Ehlen reported that she continues to make progress on a revised conference room usage and fee policy. Ehlen plans to present the draft for Board consideration prior to the end of the 2013 fiscal year. Ehlen described current facilities challenges and opportunities and requested feedback/guidance. Kevin Brunner / John Chenoweth recommended a short-term (through fall 2013) staffing plan to manage conference room usage. Brunner and Chenoweth further instructed Ehlen to include staffing in the 2014 budget and/or revised conference room usage policy. The recommendations were approved by unanimous vote.
 - B. Facility Updates/Issues: Ehlen and Clapper provided an overview of key facility updates. Clapper advised the Board that a City representative will provide a prairie grass update at the October meeting.
 - C. Revised Draft Conflict of Interest/Duty Policy: Ehlen presented draft policies for consideration. The Board discussed the goals of the policies and the needs of the Board. Telfer suggested that Board members review the drafts in preparation for the October meeting. Ehlen will also review the EDA requirements and/or guidance on conflict of interest/duty to inform the Board's policy.
 - D. Naming Policy/Guiding Principles and Proposal for Naming of Conference Room (202) for Clayton Drouillard: Ehlen presented the revised naming policy and guiding principles for review/discussion. Chenoweth / Brunner moved to adopt these guidelines and approve the Drouillard naming. The motion was approved by unanimous vote.
6. **Strategic Priorities and Development and Plan Updates:** In the interests of time, Ehlen presented an abbreviated overview of Marketing Plan/Strategy and Web Updates—Technology Park, Business Park, and Innovation Center and Policy and Procedure Updates.
7. **Whitewater Incubation Program (WhiP) Updates:** Ehlen provided an overview of Applied Research Grant Awards to WhiP clients/Innovation Center tenants (Optrisolv and Foundry Solutions). Menke provided an

overview of work to connect the Center/WhiP clients to science resources (equipment, students, faculty/staff). Additional information will be shared at a future meeting. Ehlen notified the Board that the 3D Ingenuity Lab would be opening soon; tours will be provided in October.

8. **Fiber Update:** Cannon and Clapper provided an overview of plans to convene relevant stakeholders to review fiber needs and options.
9. **Accelerator Update:** Gayhart introduced Wayne Whiting and Gary Becker from Strang and Associates, Inc. Whiting and Becker provided an overview of handouts related to technology parks and 21st century design and funding for business incubators.
10. **Future Agenda Items:**
 - A. Conflict of Interest and Duty/Code of Ethics: Telfer requested all Board members review the conflict of interest and duty policy draft and the code of ethics draft prior to the October meeting.
 - B. New Markets Tax Credit: Knight suggested a speaker be invited to provide the Board with an overview of New Markets Tax Credit from WEDA. Given time constraints, Telfer suggested the CDA host a joint meeting with the Board focused on this topic.
 - C. Accelerator: Telfer suggested the Accelerator topic continue to be explored.
 - D. Presentation(s) at Future Meeting(s): Cannon will offer a Capital Catalyst Fund presentation at the October meeting.
 - E. Other Funding Information: Ehlen and Gayhart will provide information on funding information presented by Becker at a fall 2013 meeting
 - F. Other Topics: Telfer instructed Board members to forward suggestions for other topics to him, Liz Woolever, and/or Denise Ehlen.
11. **“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/Chenoweth moved to convene in closed session. Telfer called for a vote. The Board reconvened in closed session by unanimous vote.
 - A. Update on Prospective Clients/Tenants: Ehlen, Gayhart, and Cannon provided a brief summary of prospects. Moyse/Menke moved to return to reconvene in open session. Telfer called for a vote. The Board reconvened in open session by unanimous vote.
12. **Future Meeting Dates:** Remaining Fall meeting dates include October 17, November 21 and December 19.
13. **Adjournment:** The meeting was adjourned at 10:09 am by acclamation.

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