

MINUTES

Whitewater University Technology Park Board Meeting
8:00am on Thursday July 24, 2014
Whitewater University Technology Park Innovation Center
1221 Innovation Drive, Whitewater, WI 53190

PRESENT: Richard Telfer, Richard Moyses, Ronald "Bud" Gayhart, Sarah Bregant, John Chenoweth, Nate Parrish, Kevin Brunner, Jessica Menke-Bonjour, and Crystal Singer

GUESTS: Beverly Kopper, Doug Saubert, Pat Cannon, Mark Johnson, Dave Riemer, and Roger Gerndt

1. **Call to Order:** Telfer called the meeting to order at 8:00am.
2. **Riemer Systems Announcement:** (Telfer asked and received no objection to move Riemer Systems announcement to #2 from #6 on agenda) – Johnson introduced Dave Riemer from Riemer Systems. Started work with UW Hospitals, found need for lock boxes for meds on carts, offices in hospitals, with the Mayo Clinic being their largest customer. DEA regulations rules enforced stricter med controls. Also working with VA hospitals, lots more paperwork. Took feedback from customers, turned into \$210,000 in orders. Starting to be more proactive in sales. They have already hired two students, just started their website, and are becoming more active on social media sites too. Hoping to expand with more opportunities for after-hours lock box sales. Did market research with Gayhart at SBDC year ago, and more studies to follow. Asked for assistance in product development. Future work will include biometric, iris, thumbprint lock security, and phone apps. Riemer stated that they have a nice synergy with existing IC tenants such as iButtonlink.
3. **Approval of Minutes of June 26, 2014 Meeting:** Moyses/Bregant moved to approve the June meeting minutes. The motion was approved by a unanimous vote.
4. **Review/Acceptance of June 2014 Financial Reports:** Brunner/Gayhart moved to approved the June 2014 Financial Reports. Saubert reported financial information to the Board for Clapper. All stated rents received on time, with new rents coming from tenants Thermodata and iButtonlink, along with new co-lab tenants. Facility rental receipts ahead of schedule. Cannon questioned which expense account elevator expense was billed. The motion was approved by a unanimous vote.
5. **Review/Acceptance of Updated Board Membership:** Moyses/Chenoweth moved to approve the updated Board Membership. The motion was approved by a unanimous vote.
6. **Innovation Center Facility Updates/Issues:** Johnson stated that he and his staff met with Stephanie O'Brien from KAS cleaning to address recent issues, and received assurances of quality moving forward. Also met with Brad Davenport from NAMI to address recent issues, and provide updates. NAMI to work with Climacool to schedule upcoming training session and system overview, especially addressing the humidity issues. Johnson to work with the City to purchase and install "No smoking with 25' of the building" signs and cigarette butt cans due to recent issues. Guetzke Systems replaced two defective modules on alarm panel. Open work orders include fumigating spider and insect eggs in rock beds under stairwells; replacing stained carpet squares; lighting issues in mail room, maintenance room, and parking lot; and dead tree and shrub replacement on property.
7. **Whitewater Incubation Program (WhIP) Updates:** Johnson stated that the transition from Ehlen to Johnson going well. Johnson meeting with clients/tenants to learn more about them, reviewing their contracts, and reviewing the department budgets. The new morning *Elements for Success* was held July 22, featuring Michael Johnson and "Why Some Smart Money is Better than Lots of Dumb Money." This was a trial morning session, with 18 attendees. The next session is tentatively scheduled for August 19. Johnson sought Board input on the CESA request to use the last empty suite for storage; after debate, and not wanting to set a precedent, the decision was to decline the request. Johnson also updated the Board on iHub Launch Pad scholar Travis Garski's recent Midwest Game Developers Summit, which was well received, with over 400 in attendance.

8. **Strategic Priorities and Development and Plan Updates:** Marketing Plan/Strategy Update - Technology Park, Business Park, and Innovation Center. Johnson presented to the Board a WUTP Marketing PowerPoint, updating the Board to the current situation, needs, and future questions. He identified target markets and strategies, to include some of the following: add property to WEDC, SiteSelector, and other commercial property sites; hold open house; review best practices with others; leverage current relationships; develop new relationships; further develop marketing strategies; and determine budget sources. Parrish suggested contacting new WCEDA director. Moyse added that Husco wanted cooperative services. Cannon asked Board for input for who the target clients should be, how to link UWW to target markets. Telfer stated that the current clientele is a good reflection of who the target market is. Chenoweth stated how resources of students and faculty may be stretched at this time. Telfer added how to search our linkages/networks to add value. Standard Process, other large customers, maybe target their suppliers, etc. Bonjour stated that faculty proactively need to be reached out to for more involvement. Telfer stated that this might be good opportunity for Johnson to introduce himself to area businesses, Kopper added new programs added at the university, will share review with Johnson, board. Other thoughts were to have a Commercial Real Estate Broker open house, also a faculty open house, as many are still unaware of the Innovation Center. Chenoweth echoed to reach out to local companies. Gayhart stated that Husco is growing. IL businesses have higher tax burdens, looking for relief, and to reach out to them. Telfer asked to revisit next month, and invited Board to send comments and suggestions to Johnson. Cannon seeking input on lot pricing, currently \$34,000. Gayhart suggested \$40-45,000/acre. Brunner asked for historical data on the development costs/acre on the 120 acres – Saubert to build report for August Board meeting, which can be used to determine costs moving forward.
9. **Future Presentation to City Council:** Will present to city council at such time when Clapper is ready and available.
10. **Development of Workforce Development Funding/Partnership:** Cannon updated the Board that the WI Department of Workforce Development is still excited to work with Blackthorne. Knight to provide update at August Board meeting.
11. **Dark Fiber/Broadband Update:** Cannon reviewed for the Board the previous Dark Fiber meeting held in June. Utility companies have right to added fiber conduit; for the City to add conduit is not effective, as others will not use, but use their own. WIN wants to run different wiring. Cannon stated there are 24 fiber optic strands to the Innovation Center left unused, may look to advertise/sell to WUTP tenants. Running fiber optic to TIF #5 (Culvers area) was more cost efficient than previously thought. He also reminded the Board that most successful broadband installations have partnered with current utilities companies.
12. **Future Agenda Items:** The following are items to be included on the August 28 WUTP Board meeting agenda: Introduction of new Innovation Center co-lab tenant Biochar Options (Johnson), discussion of the MOU (Cannon), discussion of the PILOT payment (Cannon), development of a Sinking Fund for planned/preventative maintenance (Clapper), the search for the permanent WUTP Director (Telfer), and WUTP Marketing updates (Cannon/Johnson). Johnson reminded the Board that the August 28 Board meeting will be held in room 214.
13. **Adjourn to Closed Session** 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. Items to be discussed:

Bregant/Parrish moved to convene in closed session. Telfer called for a roll call vote.

Jeff Knight: Aye, Richard Moyse: Aye, Ronald "Bud" Gayhart: Aye, Sarah Bregant: Aye, John Chenoweth: Aye, Nate Parrish: Aye, Kevin Brunner: Aye, Jessica Bonjour: Aye, Crystal Singer: Aye.

A. Update on Prospective Clients/Tenants:

Cannon reminded that closed session discussions need to stay confidential outside the Board meetings. Cannon updated the Board on prospective WUTP clients and issues. Johnson updated the Board on prospective Innovation Center clients.

B. Accelerator Update: [Gayhart, Cannon, and Johnson]

Gayhart and Cannon updated the Board on new Accelerator developments and issues.

Chenoweth/Bregant moved to reconvene in open session with the intent/option to take action. Telfer called for a roll call vote.

Jeff Knight: Aye, Richard Moyses: Aye, Ronald "Bud" Gayhart: Aye, Sarah Bregant: Aye, John Chenoweth: Aye, Nate Parrish: Aye, Kevin Brunner: Aye, Jessica Bonjour: Aye, Crystal Singer: Aye. The board reconvened in open session.

14. **Future Meeting Dates:** The final summer 2014 meeting will occur from 8:00am to 10:00am on August 28 in room 214, with the fall/winter 2014 meetings scheduled for September 25, October 30, November 19, and December 18 all being held in room 105.

15. **Adjournment:** The meeting was adjourned by consensus at 9:27am.

Respectfully submitted,
Roger Gerndt for Cameron Clapper
Secretary of the Whitewater University Technology Park Board