

## MINUTES

**Whitewater University Technology Park Board Meeting 8:00 am on  
Thursday August 28, 2014  
Whitewater University Technology Park Innovation Center  
1221 Innovation Drive, Whitewater, WI 53190**

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- PRESENT:** Richard Telfer, Richard Moyse, Sarah Bregant, Nate Parrish, Jeff Knight, Cameron Clapper, Kevin Brunner, Jessica Menke-Bonjour, John Chenoweth, and Crystal Singer
- GUESTS:** Beverly Kopper, Doug Saubert, Pat Cannon, Mark Johnson, Paul Marren, Dave Andrea, Steve Nichols, and Roger Gerndt
1. **Call to Order:** Telfer called the meeting to order at 8:00 am.
  2. **Biochar Options Announcement:** Johnson introduced Paul Marren, Dave Andrea, and Steve Nichols from Biochar Options, the final tenant in the co-lab suite. Biochar Options gave an extensive presentation of what biochar is, how they plan to use it, and the future plans of Biochar Options. Samples were distributed.
  3. **Approval of Minutes of July 24, 2014 Meeting:** Bregant/Moyse moved to approve the July meeting minutes. The motion was approved by a unanimous vote.
  4. **Review/Acceptance of July 2014 Financial Reports:** Brunner/Parrish moved to approve the July 2014 Financial Reports. The motion was approved by a unanimous vote.
  5. **Innovation Center Facility Updates/Issues:** Johnson stated that he and his staff were continuing to work with NAMI, Control Works to fine tune HVAC system. The exterior lighting is in the process of being put back into working order. Many of the cleaning issues identified in previous months have been taken care of, with no new complaints from tenants. CESA plans to build out suite 214 for more office work space.
  6. **Whitewater Incubation Program (WhIP) Updates:** Johnson updated the Board concerning the pros and cons of the *Elements for Success* speaker series. He is also reviewing Innovation Center tenant MRAs to be able to provide consistency in the future. Informed the Board about Dr. Choton Basu's roundtable meetings around sensor technology. Johnson is working with Aaron Kadoch from UW-Stevens Point on business incubator research. Telfer stated that Mike Flaherty is writing a white paper on University involvement in business startups.
  7. **Operational Review and Strategic Plan:** Johnson is in the process of developing a strategic plan for the WUTP and the Innovation Center. They have developed a Business Canvas and are reviewing the following: Mission, goals and plans, SWOT analysis for WhIP, Elements for Success, WUTP, Innovation Center, metrics (financial, attendance, survey results), and roles and responsibilities. Telfer stated that it looks good, and would like Johnson to bring completed part to the September meeting for board involvement.
  8. **Strategic Priorities and Development and Plan Updates:**
    - A. **Marketing Plan/Strategy Update - Technology Park, Business Park, and Innovation Center:** Johnson and Cannon informed the Board that they had met with John Henderson and Vytai Barcas from MLG Commercial Realty and Tincher Realty regarding listing WUTP property. Property currently listed free on four sites, including WEDC site. Also working with Bud Gayhart and Steve Pfeifer at WISC to conduct research on listing the property.
    - B. **Report on WUTP Development Costs:** Saubert and Clapper gave handout which included overviews of the WUTP and improvements done over time, including costs related to development. Saubert to bring updated report at a future meeting.
  9. **Future Presentation to City Council:** Telfer to present at November 4<sup>th</sup> Whitewater City Council meeting.
  10. **Development of Workforce Development Funding/Partnership:** Knight gave update to Board with Blackthorne's progress with Workforce Development.

11. **Memorandum of Understanding:** Telfer suggested bringing #11, 12, 13, 14 topics together. Cannon found irregularities that need clarification/adjustments to MOU/PILOT. MOU mentions PILOT, but it doesn't mention how, when, how much, COLA escalation, and debt service repayment. Cannon drafted a Red-line version Partnership between City, UWW, CDA. \$92,500 going forward until TIF is paid off, then drop to what the city services cost. Knight stated that no escalator should be needed. In regards to the Sinking Fund, Cannon stated that there is no financial ceiling, and there is a need to define the role of sinking fund. Knight stated that the building should fund itself. Telfer stated that the Tech Park is on its own, but not necessary Innovation Center. Brunner, who wrote original MOU, said originally wrote generic because unsure of how venture would take off, and should be revisited/revise. Cannon informed Board that the Innovation Center should gross \$9,000+ in 2014, \$20,000+ in 2015, and in 2016 another \$20,000+. Budgeted amount in those years to be placed into repair/sinking fund, but to look at useful life, and plan to fund replacements. Brunner stated that the Innovation Center may be a loss leader, with the benefits to community being the buildings that follow, with jobs. Knight stated that money to fund the sinking fund would have to come at expense of money that would go to business development. He stated that a percentage was supposed to come back to WUTP Board of property sales. Telfer suggested that the CDA, UW-Whitewater, and City subcommittee to meet to reach consensus. Knight proposed to try and consolidate, make seamless to industry to make one-stop shopping for purchasing property. Cannon stated that currently the architectural review board meets to review site plans, but not issues under the planning commission. If new business wants to come in, doesn't want to have to gain approval from 2-3 boards. Cannon asked to bring draft to a future meeting.

12. **WUTP Restrictive Covenant and City Ordinance Plan Review Language:** Included in line #11.

13. **PILOT Payments:** Included in line #11.

14. **Sinking Fund Development:** Included in line #11.

15. **Future Agenda Items:** Johnson to update Board with Strategic Plan at September meeting.

Brunner, Knight moved to convene in closed session. Telfer called for a roll call vote.

Richard Moyse: Aye, Sarah Bregant: Aye, Nate Parrish: Aye, Jeff Knight: Aye, Cameron Clapper: Aye, Kevin Brunner: Aye, Jessica Menke-Bonjour: Aye, John Chenoweth: Aye, and Crystal Singer: Aye.

16. **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:

A. **Update on Prospective Clients/Tenants:**

Cannon and Johnson updated the Board on prospective Innovation Center tenants.

B. **Accelerator Update:**

Cannon, Knight, and Johnson updated the Board on new Accelerator developments and issues.

C. **Permanent Innovation Center Associate Search:**

Johnson updated the Board concerning the Innovation Center Associate position.

D. **Permanent WUTP Director Search:**

Telfer formed sub-committee to conduct search for WUTP Director.

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

Richard Moyse: Aye, Sarah Bregant: Aye, Nate Parrish: Aye, Jeff Knight: Aye, Cameron Clapper: Aye, Kevin Brunner: Aye, Jessica Menke-Bonjour: Aye, John Chenoweth: Aye, and Crystal Singer: Aye.

17. **Future Meeting Dates:** The fall/winter 2014 meetings will occur September 25, October 30, November 19, and December 18.

18. **Adjournment:** The meeting was adjourned by consensus at 9:50 am.