

## MINUTES

### Whitewater University Technology Park

#### Board of Directors Meeting

Wednesday, March 25, 2015

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

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**PRESENT:** Richard Telfer, Ronald "Bud" Gayhart, Jessica Bonjour, John Chenoweth, Jeff Knight, Richard Moyse, and Crystal Singer

**EXCUSED:** Sarah Bregant, Kevin Brunner, Cameron Clapper, Nate Parrish

**GUESTS:** John DeGraff, Pat Cannon, Mark Johnson, Beverly Kopper, Doug Saubert, Kristen Burton, Kristina Koslosky, and Roger Gerndt

1. **Call to Order:** With a Quorum present, Telfer called the meeting to order at 8:00 am.

2. **Guest Speaker:** Johnson introduced John DeGraff, a partner with Innovatrium and an adjunct professor in the Marketing Department at the University of Wisconsin-Whitewater. He teaches Principles of Marketing and Entrepreneurial Marketing. Innovatrium was established at the University of Michigan; it employs professors, consultants, and students and uses the Competing Values Framework developed by Bob Quinn to aid companies in leading/implementing change. The goal is to generate sustainable innovation in mid-size to large companies. DeGraff has worked for the firm for eight years; he has consulted with several Fortune 500 companies, and helped launch over one-hundred and fifty products. The Innovatrium has hired five University of Wisconsin-Whitewater over the past few years, which was the impetus for DeGraff in coming here. He is hoping to create the "Julliard" of innovation. The work of the Innovatrium provides a teaching model for students; they are initially mentored through one project, then undertake a project themselves, and then teach others to do it. The Innovatrium's model provides student interns with a line of sight to the large companies for which they are consulting, so there is the potential for permanent employment, and companies have potential employees on the horizon. DeGraff noted that we have a nicely-located fantastic facility, good students, and good faculty, but he would like to run a few pilot programs to see if he can convince companies to come here for consultation. Chenoweth inquired about scope and cost and DeGraff replied that they do assessments and jump start projects, which can run anywhere from \$5000 to \$250,000. He would like to start with an office in the Innovation Center. Jeff Knight inquired if he intends to replicate the Innovatrium here. DeGraff still works with the program at the University of Michigan, but establishing the structure here would be his first proof of concept. The idea is to generate momentum. A current client, Haworth Furniture, needs training for its employees in northern Chicago and would make a good test case. A date has not yet been set, but sessions can run from half-a-day to three days. Telfer thanked him for attending and said he looked forward to talking more.

3. **Approval of Minutes of January 28, 2015 Meeting:** Moyse/Singer moved to approve the February meeting minutes as presented. The motion was approved by a unanimous vote.

4. **Review/Acceptance of January 2015 Financial Reports:** Chenoweth/Moyse moved to approve the February 2015 Financial Reports. Saubert stated that the revenues/expenditures will be up-to-date after everything clears through March. He received the bill from Permar for the MAC entry system on March 24<sup>th</sup>. Gayhart inquired about the rent for Thermodata; Saubert replied that there is a plan in place and it should be caught up by the end of April. The motion was approved by a unanimous vote.

5. **Director's Report:**

A. **Innovation Center Facility Updates/Issues:** The controlled prairie burn took place on March 21<sup>st</sup>, and seeding will follow shortly. A light has been placed on the flag pole; if the light is not sufficient, one may be obtained from the city. Roger Gerndt provided an update on wayfinding issues. New visitors to the Innovation Center often end up at the dog park. He is trying to get directions corrected with all GPS applications, including Tom Tom, Google, and Apple Maps. Microsoft and Bing are relatively close on pinpointing the location; Gerndt is working to get the map updated so that users can see the building. He is also working with NavtechGPS; they supply data quarterly, so the map should be updated within three months. There are some links that can be added to the website that will bring visitors directly here. It would also be helpful to put out more signage, but there is some discussion as to what organizational entity would be responsible for it. The updates with Google took about two months because they have to verify the updates. Gerndt and Johnson will provide an update next month.

B. **Innovation Center Operational Review and Strategic Plan:** Johnson stated that the Innovation Center will be hosting *Elements for Success: Computing Pi to the 10 Quadrillionth Digit* on March 26<sup>th</sup>. The event will feature Ed Karrels, a graduate of Fort Atkinson High School and former Google employee who currently works with Blackthorne. He holds the world record for calculating Pi to the furthest digit. The last *Elements for Success* had an attendance of seventy-three.

C. **Notable Contacts:** Johnson updated the Board on notable contacts made since the last Board meeting. Caliber Imaging will be applying for CDA funding. Alec and Earl Humphrey are considering virtual tenancy to plug in to Whitewater's entrepreneurial community. Johnson also met with Tami Brodnicki and Pete Hill regarding building and maintaining the relationship with Downtown Whitewater, Inc. and about distributing information on available rentals to incoming companies. He met with Crystal Singer about getting companies like hers listed as a resource on appropriate sites. Johnson met with Jessica Bonjour of UW-Whitewater's Chemistry Department regarding equipment they have in Upham Hall that would be available for use by Innovation Center tenants. Bonjour added that the Chemistry Department can run samples for the tenants for a fee, or provide direct access to the equipment at another rate. She will reach out to the other UW-Whitewater science departments regarding their interest in allowing Innovation Center tenants to use their equipment.

6. **Update on CDA Event:** Cannon provided a review of the CDA's March 12<sup>th</sup> celebration of the Innovation Center's full occupancy and the receipt of the third round of matching Capital Catalyst funds from the Wisconsin Economic Development Corporation (WEDC). There is approximately \$450,000 left in the Capital Catalyst Fund. One-third of WEDC funds have to be awarded as grants. He noted that the

event went very well and seventy-five people attended. A marketing booklet was developed for the event; extra copies are available for distribution.

## 7. **Development Plan Update**

- A. **Technology Park:** Johnson to discuss items in Closed Session.
- B. **Business Park:** Johnson deferred this item to the Closed Session.

8. **Development of Workforce Development Funding/Partnership:** Knight reported Dave Anderson is committed to hosting a training at the Innovation Center. The industries would be invited to participate. The date has not yet been determined, but it will take place this spring. WUTP Board members and the UW-Whitewater community should be involved. Fast Forward and Literacy Grants are also potential catalysts for program development. More advanced training could happen here. Madison Machining has a program embedded in their business that includes instruction in budgeting, advanced math, and other courses that are helpful to their employees. Barry Butters at Precision Plus developed an internship program that enrolled nineteen students last year and twenty-nine students this year. This type of training could be a connecting point for the incubation program and community industries. Once Knight has information about the contact person, he will work with Cannon and Johnson to arrange the event. Singer added that representatives from Gateway Technical College are meeting with Whitewater Manufacturing next week.

9. **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."

Gayhart/Moyse moved to enter into closed session. Telfer called for a roll call vote to enter into closed session.

Telfer: Aye; Bonjour: Aye; Chenoweth: Aye; Gayhart: Aye; Knight: Aye; Moyse: Aye; Singer, Aye. The motion passed unanimously, and the Board went into Closed Session. Items discussed:

- A. **Update on Prospective Clients/Tenants:**  
Cannon, Gayhart, and Johnson gave updates on prospective clients and tenants.
- B. **Innovation Center surge capacity for Business Incubation:**  
Cannon, Gayhart, and Johnson gave updates on the surge capacity plans.
- C. **Accelerator Update:**  
Cannon, Gayhart, and Johnson gave updates on the new Accelerator building. Johnson, Knight, Moyse, Gayhart, and Cannon will meet to draft a plan for the Accelerator building.

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

Telfer: Aye; Bonjour: Aye; Chenoweth: Aye; Gayhart: Aye; Knight: Aye; Moyse: Aye; Singer, Aye. The motion passed unanimously. The Board returned to open session with the intent/option to take action.

10. **Future Agenda Items:** Future agenda items include follow-up on closed session items and an update on the Innovation Center map/wayfinding issue.

11. **Future Meeting Dates:** The remainder of the 2015 spring meetings are scheduled for April 22<sup>nd</sup> and May 27<sup>th</sup>. Telfer will follow up with Elizabeth Woolever about scheduling the June-December meetings.

12. **Adjournment:** Moyses/Chenoweth moved to adjourn. The meeting was adjourned at 9:15 am.

Respectively submitted,

Kristen Burton for Cameron Clapper

Secretary of the Whitewater University Technology Park Board