

## MINUTES

### Whitewater University Technology Park

#### Board of Directors Meeting

Wednesday, April 22, 2015

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

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**PRESENT:** Jessica Bonjour, Kevin Brunner, Ronald "Bud" Gayhart, Cameron Clapper, John Chenoweth, Jeff Knight, Richard Moyse, Nate Parrish, and Crystal Singer

**EXCUSED:** Richard Telfer

**GUESTS:** Sarah Bregant, Pat Cannon, Mark Johnson, Rob Olson, Doug Saubert, Kristen Burton, and Kristina Koslosky

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

2. **Guest Speaker:** Johnson introduced Rob Olson, owner of iButtonLink. Since taking up residence in the Innovation Center, iButtonLink has employed thirteen UW-W students and five have become permanent employees. The company's payroll has increased by 56%. Olson has collaborated on product development with other Whitewater Incubation Program affiliates, including Riemer Systems, Pinpoint Software, and Thermodata, is working with UW-Whitewater on a Physics project, and has submitted a Small Business Innovation Research grant. iButtonLink has worked with IBM for years, but four press releases regarding their collaboration on the implementation of new products (including wireless and corrosion sensors) have been approved, and the first was released yesterday. Olson inquired if there is anything iButtonLink can do to assist the Board in leveraging this press to promote Whitewater. Gayhart recommended distributing them through the Small Business Development Center and coordinating with other stakeholders. Chenoweth added distributing the press releases through both the university and the city of Whitewater and a follow-up press release that discusses the entrepreneurial ecosystem would be beneficial. Johnson has met with Jeff Angileri and Pat Cannon on optimizing the distribution of this information. Knight recommended an editorial board tour; ask Sara Kuhl to arrange a meeting with the Milwaukee Journal Sentinel and Milwaukee Business Journal for Johnson and Cannon to talk about the university, iButtonLink's success, and recent tenant company graduations. Knight also suggested a press release trip to editorial boards for northern Illinois papers and engaging Baker Tilly to assist with marketing us.

3. **Sara Bregant: Recognition of Service to WUTP Board:** Gayhart presented Bregant with a plaque recognizing her service to the WUTP Board.

4. **Approval of Minutes of March 25, 2015 Meeting:** Knight/Singer moved to approve the March meeting minutes as presented. The motion was approved by a unanimous vote.

5. **Review/Acceptance of March 2015 Financial Reports:** Chenoweth/Brunner moved to approve the March 2015 Financial Reports. Saubert noted there was nothing unusual. There was a question about the

office rental expense; Saubert will review it and follow up with Johnson. The city insurance was paid all at one time and the building is insured for over 7 million. The motion was approved by a unanimous vote.

## 6. Director's Report:

A. **Innovation Center Facility Updates/Issues:** The mailbox numbers of recipients with a shared office address must be differentiated. For offices with multiple tenants, the last two digits of the office number will be retained, and the initial number will be the next successive digit (e.g. 220, 320, 420). Wayfinding has improved; there are signs for the Innovation Center by Frawley Oil and on 59, but one is needed by the dog park. The GPS companies should update their maps in June. Gerndt is working with Chuck Nass about maintenance of the Innovation Center trees. Trees are on the budget for 2016.

B. **Innovation Center Operational Review and Strategic Plan:** The Innovators' Showcase is scheduled for April 29th. Additionally, planning has begun for a Tech Park Conference; potential participants include UW-Stevens Point, UW-River Falls, and UW-Platteville. It will be a small conference, a collaborative peer group. Johnson will continue to meet with Clapper and Telfer to plan the event. The other participants are particularly interested in the cooperative relationship between the city and the university in managing and supporting the Innovation Center. There was discussion for and against about adding a graduation clause to tenant contracts and developing an exit form to assess revenue growth and rate services.

C. **Notable Contacts:** Johnson updated the Board on notable contacts made since the last Board meeting. He met with the Entrepreneurship Advisory Board, with Kate Walker from Gateway, and gave a tour to Tim Griffin and prospective UW-Whitewater student Meghan Griffin. Paul Boland provided the Griffins with a demonstration of the 3D Ingenuity Lab, and they also met with Jim Brandon. Johnson met with Paul Decker of the Maverick Innovation Lab; the lab works with large companies to implement new projects. Johnson gave a tour to alum Ross Porter; he works with the Chamberlain Group. Innovation Services sponsored the April 14<sup>th</sup> Entrepreneurship Over Easy. Johnson attended the Chambers Business Breakfast on April 15<sup>th</sup> and will meet with Rob Boostrom regarding developing a regional branding strategy and strengthening the collaboration with regional economic development leaders like Genevieve Borich. Kaliber Imaging wants to rent space in Whitewater, but their relocation is dependent on the outcome of the CDA Meeting. Johnson also met with Thomas Solheim, the attorney for Madison's University Research Park.

## 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 that Workforce Development is soon to kick off a new round of funding. He has given Johnson's information to Dave Anderson to coordinate an event.

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."

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

Bonjour: Aye; Brunner: Aye; Chenoweth: Aye; Clapper: Aye; Gayhart: Aye; Knight: Aye; Moyse: Aye; Parrish: 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. **Strategy for Surge Capacity for Additional Business Incubation:**  
Cannon, Gayhart, and Johnson gave updates on the surge capacity plans.
- C. **Accelerator Update Exploratory Committee Recommendation:**  
Cannon, Gayhart, and Johnson gave recommendations on the new Accelerator building.
- D. **Permanent Tech Park Director Search:**  
Board members discussed the Tech Park Director search.

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

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

10. **Future Agenda Items:** To expedite the Director's Report, it will be presented as a written report with the attachments, rather than as an oral report. Knight will discuss a DOT Meeting regarding Highway 12.

11. **Future Meeting Dates:** May 27<sup>th</sup>, June 24<sup>th</sup>, July 29<sup>th</sup>, August 26<sup>th</sup>, September 30<sup>th</sup>, October 28<sup>th</sup>, November 18<sup>th</sup>, and December 23<sup>rd</sup>.

12. **Adjournment:** Knight/Parrish moved to adjourn. The meeting was adjourned at 9:27 am.

Respectively submitted,  
Kristen Burton for Cameron Clapper  
Secretary of the Whitewater University Technology Park Board