

MINUTES

Whitewater University Technology Park

Board of Directors Meeting

Wednesday, June 17, 2015

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

PRESENT: Richard Telfer, Jessica Bonjour, Cameron Clapper, Ronald Gayhart, Mark Johnson, Jeff Knight, Richard Moyse, Nate Parrish

EXCUSED: Kevin Brunner, John Chenoweth, Christopher Grady, Crystal Singer

GUESTS: Beverly Kopper, Choton Basu, Pat Cannon, Tom Harrigan, Roger Gerndt, and Kristen Burton

1. **Call to Order:** With a Quorum present, Telfer called the meeting to order at 8:10 am.

2. **Guest Speaker:** Mark Johnson introduced Dr. Choton Basu, Innovation Hub Director and Associate Professor of IT Supply Chain Management at the University of Wisconsin-Whitewater. From July 1st forward, Incubation Services will implement a new management system for delivery of support services to the Innovation Center tenants with a focus on tracking service and feedback. In the initial stage of development, startups need assistance with business plans; the business canvas and lean startup models are useful tools for this process. In the next stage, startups require other support services to promote establishment, services such as marketing, graphic design, accounting, and management consulting. Tenants will now contact Johnson and Gerndt with requests for these services, rather than being assigned to a specific iHub co-director. The co-directors have been eliminated. Mark Johnson is the Program Director and controls the budget, and Basu is the iHub Liaison. Basu connects the tenant with the right faculty mentor for the tenant's need. The iMentors will be held accountable for the quality of the work; if the tenant isn't happy, the mentor won't get paid. If a faculty mentor can't provide what the tenant needs, an affiliate such as the Institute for Sales Excellence will be consulted. If a faculty mentor or university affiliate cannot provide the service to the tenant's satisfaction, external consultants will be employed. The revised program structure will use a studio model to ensure tenant access to needed services; faculty iMentors will hold office hours on Tuesdays during which tenants can approach them directly with questions.

The iHub Program should support the following constituencies: students, faculty and staff, clients and tenants, and corporations. Basu has received funding to address student needs. The Launch Pad program takes on 10 – 15 students per academic year, but there are 30 – 40 additional students with entrepreneurial interests who can't get into the program, especially those interested in lifestyle businesses. John DeGraff held his first Innovatrium workshop at the Innovation Center on June 16th; the Innovatrium uses the competing values framework to help corporations implement innovative solutions. He brings in one company at a time and walks them through the entire strategic plan. The Innovatrium business will grow and it brings corporations to Whitewater. Basu recommended expanding corporate support/service. To support student startups, Coby Skonord has put the student projects on crowds.io. Once there is momentum in project solution, he will open it up to crowdsourcing.

The Board will need to discuss at what point is the incubation service over and a tenant leaves the building or starts paying for services.

3. Approval of Minutes of May 27, 2015 Meeting: Moyses/Gayhart moved to approve the May meeting minutes as presented. The motion was approved by a unanimous vote.

4. Review/Acceptance of May 2015 Financial Reports: Gayhart/Knight moved to approve the May 2015 Financial Reports. Johnson indicated that the rent rolls are tracking to plan, though slightly under. Once Thermodata is current on its rent, revenue should be on track, even with the graduation of Solomo, Meeper, and Mobile Mesh. Johnson is working with Thermodata to get a payment plan in place. They are working on funding from a number of angles and he will have an update for the Board next month. Knight requested a mid-year projection and Johnson will provide a detailed analysis next month. The motion was approved by a unanimous vote.

5. Director's Report: Johnson reported that it has been a very active month in regards to tenants. Kaliber Imaging has taken a space in downtown Whitewater, and a number of contacts want a space in the Innovation Center. He made a number of contacts at the Wisconsin Entrepreneurs' Conference, including Todd Strother from UW-Extension. He assists with SBIR and STTR grants; Johnson connected him with some tenants including BioChar Options. The Innovation Center will hold an Open House on June 25th, and Rich Meeusen will present on Entrepreneurship and Growth in the Water Industry at the July 23rd Elements for Success. Telfer encouraged Board members to assist with promoting Rich Meeusen's event. He was instrumental in the development of The Water Council, chairs the COBE Advisory Board, and is an entertaining speaker. He has been a strong advocate for UW-Whitewater.

Clapper/Parrish moved to approve the Director's Report. The motion was approved by a unanimous vote.

6. Selection of Technology Park Board President: The current Technology Park Board President is retiring, and a new one must be selected. Knight noted that there is significant value in the UW-Whitewater Chancellor being the president. Knight/Clapper nominated incoming chancellor Beverly Kopper for Technology Park Board President. The nomination was approved by a unanimous vote.

7. Recognize New Board Member Christopher Grady: Christopher Grady from Common Council was nominated to the Technology Park Board, but his work commitments make it impossible for him to serve. Another Common Council member will be appointed to the Technology Park Board. Tom Harrigan was introduced; he is the Economic Development Specialist for the Community Development Authority. The CDA Board was very pleased that he accepted the offer. Harrigan is looking forward to contributing positively to the community.

8. Board of Regents Meeting Thursday September 10th: The Board of Regents will be at UW-Whitewater on September 10th and 11th. Kopper would like to hold the Thursday, September 10th reception at the Innovation Center at 5:00 or 5:30 pm and invited the Technology Park Board to attend. The Board of Regents will be on campus all day Thursday and on Friday morning. It is an open meeting, and Thursday afternoon is the best time to attend. The Board of Regents was last in Whitewater in 2009 when the Chancellor announced the construction of the Innovation Center. The upcoming visit will be a prime opportunity to showcase what we are doing here. Legislators will also be invited.

9. **Common Council Meeting Presentation:** Clapper indicated that the Common Council presentation is set for October to dovetail with the budget process and the delivery of the financial report. Clapper is soliciting feedback and coordinating with Kopper and Johnson. The presentation will take 20 minutes. Last year's presentation took place in November.

10. **Verification of Signed By-Laws on File:** Johnson produced the current by-laws and asked if representatives of the city, university, and CDA would sign a new copy. Telfer proposed that he, Clapper, and Knight sign them now and put them on the agenda for the next meeting if any changes need to be made. They will send Johnson any proposed changes.

11. **Pursuit of EDA Grant:** Telfer noted that a parallel path to Technology Park development is still under consideration; applying for an EDA grant is an option, as is private development. He proposed having Cannon and Harrigan lead the review of these options. Knight will take the discussion to the CDA at the next meeting; there will have to be a significant match. He noted that a number of large foundations may be willing to get involved. A second building and a hotel would make the investment more attractive. Cannon talked to a hotel chain; they are primarily interested in corporate business. The study for a hotel is being recalculated.

12. **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."

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

Bonjour: Aye; Clapper: Aye; Gayhart: Aye; Knight: Aye; Moyse: Aye; Parrish: Aye Telfer: 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. **Technology Park Development Update:**
Cannon, Gayhart, and Johnson gave updates on the Technology Park development.
- C. **Permanent Tech Park Director Search:**
Board members discussed the Tech Park Director search.

Clapper/Knight 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.

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

13. **Future Agenda Items:** Future agenda items include: Research on foundations (Knight), Mid-year projections (Johnson), Common Council Representative (Clapper), September 10th Board of Regents Meeting (Kopper), Signed By-Laws (Johnson), Common Council Presentation (Clapper), and EDA Grant Option (Johnson).

14. **Future Meeting Dates:** July 29th (will be rescheduled) August 26th, September 30th, October 28th, November 18th, and December 23rd. The new Board president has a conflict with the July 29th meeting date; Liz Woolever will contact the Board members to reschedule.

15. **Recognition of President Telfer's Service to the Tech Park Board:** On behalf of the Technology Park Board, Gayhart presented a plaque to outgoing president Chancellor Richard Telfer, recognized his extraordinary service to the Board and the Technology Park project and noted that without him, the Innovation Center would not exist.

16. **Adjournment:** Moyses/Knight moved to adjourn. The meeting was adjourned at 9:10 am.

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