

MINUTES

Whitewater University Technology Park

Board of Directors Meeting

Wednesday, December 15, 2015

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

PRESENT: Beverly Kopper, Kevin Brunner, Cameron Clapper, Bud Gayhart, Stephanie Goettl, Mark Johnson, Jeff Knight, Richard Moyse, Nathaniel Parrish, Crystal Singer

EXCUSED: Jessica Bonjour, John Chenoweth

GUESTS: Pat Cannon, Derek D'Auria, John DeGraff, Tom Harrigan, Rachel Tripp, and Kristen Burton

1. **Call to Order:** With a quorum present, Kopper called the meeting to order at 8:00 am.
2. **Approval of Minutes of November 18, 2015 Meeting:** Knight/Singer moved to approve the November meeting minutes as presented. The motion was approved by a unanimous vote.
3. **Review/Acceptance of November 2015 Financial Reports:** Knight/Singer moved to approve the November 2015 financial reports. Johnson reported that the projected income from rent for 2015 was \$232,000, but he is anticipating \$216,000 will be collected. The variance is due to CESA's early payment of its January 2015 rent in December 2014, and the delayed rent from Thermodata. The motion to approve the November 2015 financial reports was approved by unanimous vote.
4. **Director's Report:** Johnson indicated there were no major issues to report. Singer/Gayhart moved to accept the Director's Report. The motion was approved by a unanimous vote.
5. **Tech Park Policy Review:** Johnson drafted a new process for intake of Innovation Center clients/tenants. The new process ties the requirements outlined in section 5 of the Client/Tenant Handbook to the MRA. The new process will ensure new clients know they are signing off on those requirements. If the prospective client agrees to the stipulations, he will proceed with having them sign the lease, ACH withdrawal, key agreement, NDA and other pertinent documents. He will consider purchasing DocuSign to streamline the process. Moyse recommended moving the signing of the NDA concurrent with the application, and Johnson will make this change to the process.
6. **Tech Park Marketing:**
 - A. **Marketing Letter:** The marketing letters went out the Monday after Thanksgiving. There were 174 letters, and Johnson has received a promising reply from a consulting company in Naperville. They will visit on Tuesday, December 22nd. Gayhart and Johnson had discussed having the WISC student workers follow-up to see if the letters had been received and general reaction.

- B. **Business Climate Magazine Advertisement Update:** Marketing and Media Relations did an excellent job pulling the advertisement together. Kopper indicated that they are happy to help with any future projects.
- C. **Joint Marketing Strategy:** Cannon and Johnson met to identify target markets and develop a general outline for the marketing strategy. They will finalize the plan outline for the January Tech Park Board Meeting and determine what other partners, like WCEDA and JCEDC, would be willing to contribute. Tom Harrigan drafted an Area of Concentration map to highlight the areas for sale. Cannon and Johnson will have more to report at the January meeting. Knight encouraged marketing in the tourism magazine for the Lake Geneva area; Cannon and Harrigan will be focusing on that today.

7. **Tech Park Development Update:** Johnson placed ads in local/regional newspapers regarding available space in the Innovation Center. He has not had any response yet. Cannon reported that Harrigan is working on the requirements for the certified site program. The site has to be shovel ready and at least 25 acres in size. The best strategy is to focus on obtaining certified site status for the property in the Tech Park, and then expanding to encompass other areas. Gayhart recommended attending some trade shows including the Wisconsin Governor's Conference in February and the Wisconsin Early Stage Symposium in November. Johnson will attend the WEDA Conference, February 3rd-5th.

8. **Update on Prospective Clients/Tenants and Available Space:** Johnson reported there is space available and there is currently no waiting list.

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."

Moyse/Brunner moved to enter into closed session. Kopper called for a roll call vote to enter into closed session. Brunner: Aye; Clapper: Aye; Gayhart: Aye; Goettl: Aye; Knight: Aye; Kopper: Aye; Moyse: Aye; Parrish: Aye; Singer: Aye. The motion passed unanimously, and the Board went into Closed Session. Items discussed:

- A. Delinquent rents progress

Goettl/Brunner moved to return to open session with the intent/option to take action. 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: Marketing Plan (Johnson/Cannon)

11. **Future Meeting Dates:** Spring dates are January 27th, February 17th, March 16th, April 27th, May 25th, and June 22nd. Kopper will not be able to attend on January 27th; Gayhart will chair the meeting.

12. **Adjournment:** Gayhart/Moyse moved to adjourn. The meeting was adjourned at 8:35 am.

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