

## MINUTES

### Whitewater University Technology Park

#### Board of Directors Meeting

Wednesday, October 21, 2015

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

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**PRESENT:** Beverly Kopper, Stephanie Abbott, Jessica Bonjour, Kevin Brunner, Cameron Clapper, John Chenoweth, Bud Gayhart, Mark Johnson, Jeff Knight, Richard Moyses, Crystal Singer

**EXCUSED:** Nathaniel Parrish

**GUESTS:** Pat Cannon, Tom Harrigan, 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 September 30, 2015 Meeting:** Knight/Bonjour moved to approve the September meeting minutes as presented. The motion was approved by a unanimous vote.
3. **Review/Acceptance of September 2015 Financial Reports:** Moyses/Brunner moved to approve the September 2015 financial reports. Johnson reported that the financials are generally on track, with a few anomalies. The motion was approved by a unanimous vote.
4. **Director's Report:** Johnson reported that Roger Gerndt had resigned. Johnson will re-examine operations management and use student expertise to fill any unaddressed needs, rather than hiring a replacement. Chenoweth/Gayhart moved to approve the Director's Report. The motion was approved by a unanimous vote.
5. **GrowthWheel Implementation Presentation:** Johnson and Basu went to Houston for GrowthWheel training on October 9<sup>th</sup> and 10<sup>th</sup> and will look at implementing this tool for business incubation at the Innovation Center. The 360° screening tool is used to determine a company's performance in 20 focus areas. The company uses those results to assess for areas for improvement. The GrowthWheel mentor then provides coaching in the areas that need work. Together they build a 30-60-90 day plan and form an action plan around it. There are 100 templates that have been built on the 20 focus areas. For each of the focus areas, Basu and Johnson can identify and assign the expert to best address that area. The program can also be used as an accountability tool for the mentors.
6. **Tech Park Policy Review:** Johnson reported there are a few different versions of the transparency agreement; there will need to be a consistent agreement that promotes the best interests of the Technology Park. There were discussions on reporting requirements for the client on progress toward their business plan. Chenoweth noted that there were items in the agreement that required clients to share financial reports and other information with the Board on a regular basis. Johnson indicated that there is language in the Tenant Handbook to that effect, and a reference in the MRA, but not consistently

in the agreements. Chenoweth also remarked that the Board needs to be willing to sign non-continuing leases with clients. Knight asked Johnson to review the leases, and then return to the Board with a graph indicating the stipulations of each lease.

**7. Common Council Meeting Presentation:** Clapper complimented Johnson and Kopper on the presentation to the Common Council. He said it went well and the Council was pleased.

**8. Tech Park Marketing:**

- A. **Marketing Letter:** Jeff Angileri has a draft ready. He has requested some economic development numbers. Johnson will get energy and tax rates, and other pertinent data and forward it to Angileri. Johnson also has the report Baker-Tilly provided to WCEDA and will consult that as well.
  
- B. **Business Climate Magazine Advertisement:** The magazine reaches 8000 people, including 400 site selectors. The cost is \$5600 and includes listing on the Livability.com site, which would benefit the city. Knight and Cannon will take the advertisement proposal to the CDA and ask if they want to co-fund it. Clapper and Kopper indicated that the city and the university may also provide funding, and Brunner noted that WCEDA might also be interested in co-sponsoring. There was discussion regarding the focus of the advertisement, whether the dominant message should be the Technology Park and building an accelerator there, or if it should be multi-targeted to include other development opportunities in the area. The university, CDA, city, Tech Park, and WCEDA may also collaborate on advertising for the Lake Geneva resort publication. The Business Climate magazine comes out in May, there will be time to develop the message, but the magazine needs a commitment today for the advertising space. Brunner added that Jimmy Peltier did a direct marketing campaign for the CDA and may be very valuable to bring into the discussion; Johnson will connect with Peltier. Knight/Abbott moved to authorize \$6000 to reserve the advertising space with the understanding that the CDA, the university, the city, and WCEDA may opt to co-sponsor the ad. The motion was approved by a unanimous vote.

**9. Tech Park Development Update:** Cannon reported that the DP Electronics project is moving forward and they will present an update to the CDA tomorrow. DP Electronics would like to be open by the end of 2016. All of the EPA and DNR permits are in line. The property will be rezoned to M1 this fall. The current resident will vacate the cul-de-sac, and it will become DP Electronic's property. The bike path will be moved to run along the southern property line and will connect to the road. Cannon is recommending that no restrictive covenants apply to that parcel. DP Electronics is to create 90 new jobs. The building will cost at least eight million in keeping with aesthetic stipulations.

**10. Update on Prospective Clients/Tenants and Available Space:** Johnson reported there is no update on prospective clients and available space.

**11. 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."

Chenoweth/Singer moved to enter into closed session. Kopper called for a roll call vote to enter into closed session. Abbott: Aye; Bonjour: Aye; Brunner: Aye; Chenoweth: Aye; Clapper: Aye; Gayhart: Aye;

Knight: Aye; Kopper: Aye; Moyses: Aye; Singer: Aye. The motion passed unanimously, and the Board went into Closed Session. Items discussed:

A. Innovation Center tenant delinquent rents

Abbott/Knight moved to return to open session with the intent/option to take action. Kopper called for a roll call vote to return to open session. Abbott: Aye; Bonjour: Aye; Brunner: Aye; Chenoweth: Aye; Clapper: Aye; Gayhart: Aye; Knight: Aye; Kopper: Aye; Moyses: Aye; Singer: Aye. The motion passed unanimously. The Board returned to open session with the intent/option to take action.

Brunner/Chenoweth moved to amend Thermodata's current lease to vacate Suite 120 and move to Suite 118 with additional considerations. The motion was approved by a unanimous vote.

Additional discussion followed regarding the approval process for sublets for university space in the Innovation Center. The agreement should be signed by the subletting party and the university as represented by Chancellor Kopper. Johnson, Chenoweth, and Gayhart will meet to discuss this further.

12. **Future Agenda Items:** Future agenda items include: Marketing Campaign (Johnson) and Policy Review (Johnson)

13. **Future Meeting Dates:** Remaining fall dates are currently November 18<sup>th</sup>, and December 16<sup>th</sup>. Kopper has a conflict on December 16<sup>th</sup>; the Board agreed to move forward with meeting on December 15<sup>th</sup> instead.

14. **Adjournment:** Knight/Clapper moved to adjourn. The meeting was adjourned at 9:46 am.

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