

MINUTES

Whitewater University Technology Park

Board of Directors Meeting

Wednesday, January 27, 2016

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

PRESENT: Jessica Bonjour, Kevin Brunner, John Chenoweth, Cameron Clapper, Bud Gayhart, Mark Johnson, Jeff Knight, Nathaniel Parrish

EXCUSED: Beverly Kopper, Stephanie Goettl, Richard Moyse, Crystal Singer

GUESTS: Pat Cannon and Kristen Burton

1. **Call to Order:** With a quorum present, Gayhart called the meeting to order at 8:00 am.
2. **Approval of Minutes of December 15, 2015 Meeting:** Knight/Chenoweth moved to approve the December meeting minutes as presented. The motion was approved by a unanimous vote.
3. **Review/Acceptance of December 2015 Financial Reports:** Brunner/Clapper moved to approve the December 2015 financial reports. Johnson reported that the preliminary financial reports were included in the meeting materials and should be finalized in approximately 2-4 weeks. He indicated that 85% of the 2015 budget was used, and requested to roll the remaining funds over to 2016. These funds would help cover the \$9000 in additional janitorial fees, support the new marketing plan to be introduced by John DeGraff and Rachel Tripp, and establish a bucket for Innovation Center maintenance. The motion to approve the December 2015 financial reports was approved by unanimous vote.
4. **Director's Report:** Johnson had no additional comments from the written report. Knight/Chenoweth moved to accept the Director's Report. The motion was approved by a unanimous vote.
5. **Tech Park Policy Review:** Per Moyse's recommendation at the December 15th Tech Park Board Meeting, Johnson moved the NDA up in the process concurrent with the tenant application. He also implemented the use of DocuSign to expedite the processing of the agreements, but will need to train clients to use it. The tenancy requirements outlined in the Client/Tenant Handbook are now tied to the MRA. Policy review will be an ongoing event.
6. **Tech Park Marketing:**
 - A. **Marketing Letter:** Johnson reported receiving no additional responses to the marketing letter. He met with the one respondent, Blackline Consulting from Naperville, on December 22nd at the Innovation Center. Blackline will be spending one day a week at the Innovation Center February through April to determine if Whitewater is a viable location for their business. Johnson will arrange meetings for them with business leaders. Kristen Burton will follow up with the other companies on the marketing letter distribution list.

- B. **Business Climate Magazine Advertisement Update:** The magazine comes out in May.
- C. **Joint Marketing Strategy:** Cannon and Johnson met to discuss verticals and considered establishing a sensor technology cluster. Johnson will arrange a meeting with Rob Olson, Liz Eversoll, and Joe Scanlin to explore this possibility. Cannon added that the CDA had developed a tri-page brochure for next week's Governor's Conference on Economic Development. It is a fairly generic brochure, and not specific to any one industry. Johnson indicated that they will tailor marketing materials as they identify verticals. Gayhart recommended reaching out to the sensor companies in the Global Water Center. Sentry Equipment, a \$50 million progressive business in Oconomowoc, was also recommended as a potential participant in the sensor technology cluster.

7. **Tech Park Development Update:** Cannon reported that Tom Harrigan is assembling the information for certified site designation for the Tech Park land. The Golden Shovel Program has similar requirements so the information can be submitted for that program instead if the Board prefers it. Cannon clarified that even if the land is certified at 20 acres, it can be broken up into smaller parcels.

Cannon announced DP Recycling is moving forward and can close after mid-February. Knight suggested a publicity campaign would be appropriate for the groundbreaking, and include media marketing in Chicago, Milwaukee, and Madison. He also recommended bringing in a professional PR person to handle the campaign. Cannon will talk to DP Recycling regarding their timetable.

8. **Update on Prospective Clients/Tenants and Available Space:** Johnson is spending more time with the Wisconsin Innovation Network (WIN) and the Wisconsin Technology Council. He has offered to host one of their events at the Innovation Center. Some sponsors of the Governor's Business Plan Contest offer in-kind services or space; we can offer a space in one of our cubicles and a certain number of hours of coaching for 1st, 2nd and 3rd place winners.

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."

This item was on the agenda as a placeholder; there were no items for discussion, and the Board did not go into closed session.

10. **Future Agenda Items:** Future agenda items include: an update from Blackthorne (March), and formal adoption of the 2016 budget (February). John DeGraff and Rachel Tripp will present their comprehensive marketing strategy for the Innovation Center at the February meeting.

11. **Future Meeting Dates:** Spring dates are February 17th, March 30th, April 27th, May 25th, and June 22nd.

12. **Adjournment:** Knight/Parrish moved to adjourn. The meeting was adjourned at 8:26 am.

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