

MINUTES

Whitewater University Technology Park

Board of Directors Meeting

Wednesday, June 22, 2016

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

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

GUESTS: Pat Cannon, David Gee, Alana Platt, Kristen Burton

1. **Call to Order:** With a quorum present, Kopper called the meeting to order at 8:00 am.
2. **Guest: Classmunity:** Alana Platt provided an overview of Classmunity, one of the two companies affiliated with the Innovation Center to win in the Information Technology category of the 2016 Governor's Business Plan Competition. Classmunity is a secure online tool for fundraising for K-12 schools. Fundraising in the K-12 sector has not changed much despite technological advances, nor has state funding increased in the past several years. School districts and teachers are currently filling the gap with fundraising. There are security issues with the old means of fundraising; officials have stolen funds and this makes parents and other donors less likely to give. Some educators have tried other crowdfunding sites, but got in trouble because they did not obtain proper approval first.

With Classmunity, each participant gets a microsite over which they are given full control. The site helps them promote their campaign in a more efficient manner. It also provides one location from which to coordinate all aspects of the fundraising. It helps protect the school's reputation and streamlines the payment process. The site can accept credit payments or checks, and there is a function for multiple donations. A campaign can be set up in six minutes.

Classmunity launched a pilot in 2016 for the Elkhorn school district. The first contract was signed in May and there are now four school districts using it. Classmunity was awarded Phase II Ideadvance funding and they hope to have 100 districts online by the end of the year.

Knight inquired how the company raises revenue. Platt responded that they have a 5-tier software as a service contract and have identified other revenue streams. They are focusing primarily on public schools.

3. **Approval of Minutes of May 25, 2016 Meeting:** Moyses/Knight moved to approve the May meeting minutes with the correction of adding Chenoweth to the list of attendees. The motion was approved by a unanimous vote.
4. **Review/Acceptance of May 2016 Financial Reports:** Chenoweth/Singer moved to approve the May financial reports. The motion to approve the May 2016 financial reports was approved by unanimous vote.

5. Review/Acceptance of Director's Report: Bonjour/Singer moved to approve the Director's Report.

- Knight inquired if Classmunity will locate in the Innovation Center. Johnson offered 6 months of co-lab space rent-free as part of their award for placing third in the Governor's Business Plan Contest. After the 6 months has ended, they will discuss whether they will remain in the Innovation Center.
- Johnson will provide Polco a fourth space in the Innovation Center for placing first in the Information Technology category in the Governor's Business Plan Contest. He had signed an agreement with Polco prior to the final competition; they are now renting 3 cubicles in Suite 224 through December. The fourth cubicle is also in that suite. The CDA may provide them with a loan on the condition that they have a presence here. Polco is committed to Whitewater being a test city for their product and the city will use their services for 12 months. The CDA will finalize the agreement at the meeting this evening. Cannon will follow up with Johnson.
- Ictect has also moved in and has revenue. They have engaged student interns to assist with software development.
- Brian Holman of Blackthorne has started Lexicon Studios here and has hired his third student.

The motion to accept the Director's Report was approved by a unanimous vote.

6. Lease and Rents Review Committee and Joint Marketing Strategy Committee Update:

Lease and Rents Review Committee

Johnson implemented the recommendations made by Chenoweth at the May 25th Tech Park Board Meeting. The committee will have five members; Johnson added an Appendix A listing the committee members. Bonjour or Moyses will be the UW-Whitewater representative.

Joint Marketing Strategy Committee

Johnson met with Sara Kuhl of the Marketing and Media Relations department at the University of Wisconsin-Whitewater. Johnson and Kuhl agreed that the University, the City, and the Tech Park are three very different entities. They discussed the need for outlining the goals and proposed outcomes for each entity. The recommendation is to establish an exploratory committee to evaluate the possibility of forming a Joint Marketing Committee. The exploratory committee should include one member each from the CDA, the City, the University, and the Tech Park. Knight asked if this formal process was necessary; Johnson indicated he was trying to formalize the committee's charge. The exploratory committee would just be an ad hoc committee to determine if there should be a Joint Marketing Committee. Knight noted that if we are selling Whitewater, there should be several more people at the table. If it is the Tech Park we are marketing, this Tech Park Board is the body to make the decisions. He doesn't see the Tech Park Board as being the body to lead the effort to market Whitewater. Johnson is agreeable to the marketing efforts having a Tech Park focus. Knight noted the CDA is very interested in selling the Tech Park land and the industrial land. Clapper added we should be sure the marketed lands fit within the charge of the CDA; lands outside of the CDA's charge should be marketed by the Common Council and other city entities. The point is the Board's focus should be the Tech Park, but we should make sure we are all working together. Knight stated he thought the Business Climate ad was a good collaborative effort. He added we should focus on targeting the site selectors. Cannon reported the CDA is working with 3 commercial brokers to market the land and will set up "For Sale" signs in the Tech Park. The Site Selection Certification process is almost complete; they are waiting on the Wetland Delineation Report. Knight suggested having someone report back to the Board if it is all property in the Tech Park. Cannon replied that it is 35+ acres to the south and east of here and is all one lot now.

MadRep and WEDC are doing a tour with site selectors next week and invited some of the CDA to accompany them.

7. Tech Park Development Update:

- DP Recycling is working out the financial arrangements.

8. 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/Gayhart moved to enter into closed session. Kopper called for a roll call vote to enter into closed session. Bonjour: Aye; Brunner: Aye; Chenoweth: 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. Thermodata Status

Parrish/Goettl 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.

Future Agenda Items: Future agenda items include: high internet speed connectivity.

Announcements:

- Kopper announced the Innovation Center hosted the WCEDA Board Meeting on June 15th; the members took a tour of the facility and it was good to have them here.

9. Future Meeting Dates: Meeting dates for the remainder of 2016 are July 20th, August 24th, September 28th, October 26th, November 16th, and December 14th.

10. Adjournment: Knight/Brunner moved to adjourn. The meeting was adjourned at 9:04 am.

Respectfully submitted,

Kristen Burton for Cameron Clapper

Secretary of the Whitewater University Technology Park Board