

MINUTES

Whitewater University Technology Park

Board of Directors Meeting

Wednesday, January 12, 2017

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

PRESENT: Beverly Kopper, Jessica Bonjour, Cameron Clapper, Stephanie Goettl, Mark Johnson, Kevin Kaufman, Jeff Knight, Dick Moyse, Nate Parrish, Crystal Singer

GUESTS: Pat Cannon, Chris McDonnell, Kristen Burton

- 1. Call to Order:** With a quorum present, Kopper called the meeting to order at 8:03 am.
- 2. Approval of Minutes of October 26 and December 14, 2016:** Kaufman/Moyse moved to approve the October and December 2016 meeting minutes. The motion was approved by a unanimous vote.
- 3. Review/Acceptance of December 2016 Financial Reports:** Chenoweth/Moyse moved to accept the December 2016 financial reports. Johnson reported the financials are in good shape. Revenue met 100% of the targeted budget, and expenses are 15% less than projected. The motion was approved by a unanimous vote.
- 4. Review/Acceptance of Director's Report:** Parrish/Chenoweth moved to accept the October 2016, December 2016, and January 2017 Director's reports. Johnson noted that the January report includes a breakdown of occupancy by type of space and entrepreneur. Twenty-one percent are full-time at the Innovation Center, 37% are satellite offices, and 42% have full-time jobs in other places. The Innovation Center currently has 19 tenants, 9 affiliates, and there are various new prospects. Johnson also included a recap of the city financials; the line items over budget are legal, janitorial service, and maintenance/business supply. There were no major building maintenance issues this year, and no projects are currently deferred or on the wish list. The Director's report was accepted by unanimous vote.
- 5. iCIT Support of WUTP Innovation Center:** At the December meeting of the Tech Park Board, Knight had inquired if the University of Wisconsin should be supplying network access and support services to the Innovation Center in light of recent state laws. Johnson reviewed the statute in question, and discussed the issue with UW-System lawyers. In their opinion, there is no problem with WISCNet providing services to the Innovation Center. He also discussed with Nick Ciesinski whether other telecommunication companies would have a right to compete for the contract. At this point, the resolution is still in the discovery phase and a contingency plan is under development. The Chancellor will consult with Elena Pokot, the Assistant Vice Chancellor of iCIT to ensure state statutes are being followed. Johnson noted that an alternative to the current arrangement would necessitate contracting with one provider and all the companies paying that provider directly. More will be reported on this issue later.
- 6. WUTP Director Annual Performance Evaluation:** Johnson provided the initial job description he received, and outlined what he has done to support each area of responsibility. The Tech Park Board has a

month to review it, and then will discuss their evaluation during closed session at the next meeting. Kopper will distribute an email in advance of the meeting. Please send your responses only to her.

7. Tech Park and Innovation Center Marketing Update: The MadRep magazine ad cost about \$5000 last year and there is no definitive proof that any business came of it. The Site Selector magazine is 6 issues per year at \$8000 per issue. Bill Kaprellian who is renting a space at the Innovation Center and is in the advertising business has evaluated these two options and noted they are somewhat boilerplate and are in the business to sell ads. He advised a lesser spend and splitting the spend with other alternatives. Johnson suggested a more targeted campaign using the brochure developed for the site selector conference. A student could be employed to do a targeted brochure distribution, and some of the marketing funds could be spent attending the site selector conferences. Another option would be a smaller ad in either MadRep or Site Selection magazine, maybe for \$2500 and use remaining funds to attend the conferences and hand the brochures out in person. Moyses agreed it would be a much better use of the funds. Johnson will move forward with that recommendation.

8. Tech Park Development Update: Cannon reported the new signage is completed and should be up in a week or two.

9. Future Agenda Items: Future agenda items include the iCIT Support Update and Mark Johnson's performance evaluation (in closed session).

10. Future Meeting Dates: Johnson asked board members if they preferred to continue meeting monthly, or if they wished to meet every other month instead. Knight recommended putting the monthly meetings on the calendar, but note that the Board will meet monthly only if there is urgent business and will otherwise meet bimonthly. The Board will meet in February and then meet bimonthly going forward.

11. Adjournment: Clapper/Chenoweth moved to adjourn. The meeting was adjourned at 8:33 am.

Respectfully submitted,

Kristen Burton for John Chenoweth Secretary of the Whitewater University Technology Park Board