

## MINUTES

### Whitewater University Technology Park

#### Board of Directors Meeting

Wednesday, April 26<sup>th</sup>, 2017

#### Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

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**PRESENT:** Beverly Kopper, Mark Johnson, Jessica Bonjour, Crystal Singer, Cameron Clapper, Patrick Singer, John Chenoweth, Jeff Knight, Nate Parrish

**GUESTS:** Kristen Mickelson, Pat Cannon, Steve Hatton, Derek D'Auria, Devon Rowley

- 1. Call to Order:** With a quorum present, Kopper called the meeting to order at 8:04 am.
- 2. Approval of Minutes of February 15, 2017:** Knight/Crystal Singer moved to approve the February 2017 meeting minutes. The motion was approved by a unanimous vote.
- 3. Review/Acceptance of March 2017 financial Report:** Clapper/Chenoweth moved to accept the March 2017 financial reports. Johnson reported that the Tech Park is at 25% of the budget for 2017, at 23% of projected income, and 18.1% of projected expenses. Johnson reported that projections show a minor deficit, but there are no anomalies. The motion was approved by a unanimous vote.
- 4. Review/Acceptance of Director's Report:** Clapper/Knight moved to accept the March 2017 Director's Report. Johnson showed the new Tech Park website. The website used to be on the Ascend Technologies platform, which charges \$500/quarter to have it sit on their system. The new platform will save \$1500/year. Johnson is working with WFAW's JOY 107.3, and has developed 2 radio commercial spots which will be airing for 13 weeks. The radio spots are intended for a more regional audience, while the ad printed in Site Selection Magazine is intended for a broader reach. Johnson was contacted by a company called Executive Global to run an ad with them for \$250/ad. Johnson discussed the co-working space in Suite 120, which includes such features as a desk donated by Fort Community Credit Union, bar stools, a small conference room, a biometric lock, and different membership levels. This space will create revenue and serve as a place for affiliate clients to go that's not the atrium. Johnson also discussed the development of emergency procedures for the Innovation Center in response to the shooting threat earlier in the month.

**5. Tech Park Development and Innovation Center Marketing Update:**

- a. Karl James & Co. strategic Planning and Market Research Proposal:** Karl James & Co. of Mukwonago contacted the Innovation Center regarding a 3-4 week Market Research Proposal plan. The proposal would cost \$15,000 for the first half and \$25,000 for the second half. People within the community would be selected to talk about the Tech Park/Innovation Center strategy, while people from outside the community would be brought in to help. Knight asked where the money would come from. Johnson stated that the Tech Park is using up its marketing money fairly quickly. Knight suggested the possibility of combining the budgets of different city agencies for the project. Clapper expressed concern with getting too many entities involved, as things could get too “watered down,” and the focus should be on the Tech Park and Innovation Center. Clapper recommended that we “shop around” for other agencies. Knight stated that all options should be looked at strategically. The options of contacting Roger Brooks or working with the University on the project were discussed. Parrish asked if there are better ways to use the money. Kristen Mickelson discussed how marketing can make a big difference, giving the example Blue Buffalo vs. Call of the Wild dog food. Johnson stated that this is more about the board being aware of the option to do this, and that there will be no action at this point. Chenoweth pointed out that we need to think about what we want at the end of the day and how much is everyone going to spend on their own? Are we ready to spend the sort of money that this is going to take and where would the money come from for the marketing plan that the consulting company recommends be implemented?

**6. Future Agenda Items:** Johnson proposed going over the procedures for board member replacements.

**7. Spring/Summer Meeting Schedule:** There will be no meeting next month. The next meeting will be June 28<sup>th</sup>.

**8. Adjournment:** Clapper introduced new city employees Kristen Mickelson and Steve Hatton. Either or both may make appearances at future meetings. Stephanie Goettl has been replaced on the board by Patrick Singer. Jeff Knight mentioned that he is month-to-month until his replacement is found. Jessica Bonjour may also be replaced due to fall scheduling. The meeting was adjourned at 8:39 am.

Respectfully submitted,

Devon Rowley for John Chenoweth, Secretary of the Whitewater University Technology Park Board