

## MINUTES

### Whitewater University Technology Park

#### Board of Directors Meeting

Wednesday, February 15, 2017

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

---

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

**GUESTS:** Pat Cannon, Devon Rowley, Kristen Burton

1. **Call to Order:** With a quorum present, Kopper called the meeting to order at 8:00 am. Johnson announced that Kristen Burton was leaving for another position on campus, and Devon Rowley would be covering her responsibilities, to include supporting the Technology Park Board, at least through June 30, 2017.

2. **Approval of Minutes of January 12, 2017:** Knight/Goettl moved to approve the January 2017 meeting minutes. The motion was approved by a unanimous vote.

3. **Review/Acceptance of January 2017 Financial Reports:** Clapper/Chenoweth moved to accept the January 2017 financial reports. Johnson reported the Tech Park is at 8.3% of the budget for 2017, at 8% of projected income, and 5% of projected expenses. There is a small revenue gap to close for January. The motion was approved by a unanimous vote.

4. **Review/Acceptance of Director's Report:** Knight/Moyse moved to accept the February 2017 Director's reports. Johnson noted the Innovation Center has one submission to the Wisconsin Governor's Business Plan Contest (GBPC) this year, Dustin Herte for Blue Line Battery, the long-charge batteries he uses to power his Odyssey Trikes. The award ceremony for the GBPC usually takes place during the Wisconsin Entrepreneurs' Conference in Madison in June, but the Wisconsin Technology Council would like to host it at the WUTP Innovation Center on July 18<sup>th</sup>, 5:30 pm – 7:30 pm. The event will bring people here from Milwaukee and Madison. Johnson suggested an arrangement similar to the one used for the Board of Regents Reception at the Innovation Center; tall cocktail tables in the Atrium/lobby, and round tables in Room 105. The costs can be charged to the Tech Park marketing budget, and the Innovation Center will purchase a \$10.00 liquor license from the city for the event. Judges, investors, award winners, and venture capitalists will attend, as will Tom Still, Director of the Wisconsin Technology Council, and Lieutenant Governor Rebecca Kleefisch. The Director's report was accepted by unanimous vote.

5. **Signature of Bylaws Approved at September 28, 2016 Tech Park Board Meeting:** A minor change to the Tech Park Board Bylaws ensuring that the President and Vice President of the Board are not from the same organization was approved at the September 28 meeting of the Tech Park Board. Formal documentation of the change will be signed in triplicate by the City, University, and CDA representatives directly after this meeting.

6. **Update: iCIT Support of WUTP Innovation Center:** Johnson and Kopper followed up with Elena Pokot, the Assistant Vice Chancellor for Information Technology, regarding the legality of iCIT providing support for the Innovation Center. A university's IT department can support facilities that directly support the educational mission of the university, and facilities with remotely located employees of the university. Matt Lind from UW System Legal has documentation that supports the current arrangement. Blackthorne is on a separate network, but the rest of the facility is supported by iCIT. When tenant companies graduate, they should move to their own network. Johnson and Pokot are reviewing all of the IC companies to ensure that they are on the appropriate network, and will continue to work together to be compliant with the statute.

7. **Tech Park and Innovation Center Marketing Update:** Johnson reported that they chose not to go forward with the MadREP advertisement. The Site Selection magazine offered a good deal for a 2/3 page ad in their certified sites issue; the Tech Park will split the \$2300 cost with the CDA. A discussion of the marketing of space in the Innovation Center followed and the need to broadcast the message that space is available for the right companies. The IC has one suite, lab space and individual cubicles available for rent, but it was agreed that a sign out front advertising space available would not be the right approach. Knight suggested an awards program for referrals. Johnson will discuss the issue with local chamber directors.

8. **Tech Park Development Update:** Cannon reported the CDA has put up eight signs throughout the area advertising availability of land in the Tech Park. Knight noted that there is a Capital Catalyst meeting coming up, and that they have a grant request from Dustin Herte. Clapper will forward contact information for a Public Relations specialist to Johnson.

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."

Moyses/Chenoweth moved to enter into closed session. Kopper called for a roll call vote to enter into closed session. Bonjour: Aye; Chenoweth: Aye; Clapper: Aye; Goettl: Aye; Kaufman: Aye; Knight: Aye; Kopper: Aye; Moyses: Aye; Parrish: Aye; Singer: Aye. The motion passed unanimously, and the Board went into Closed Session. Items discussed:

A. WUTP Director Annual Performance Evaluation

Clapper/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.

10. **Future Agenda Items:** Future agenda items: Knight recommended a discussion of the Strategic Planning Process with Johnson as facilitator. There was an additional comment that the Board appreciates the Director's Reports and wants to keep receiving them.

11. **Future Meeting Dates:** There will be no meeting next month. **The remaining confirmed meetings for 2017 are April 26<sup>th</sup>, June 28<sup>th</sup>, August 23<sup>rd</sup>, October 25<sup>th</sup>, and December 13<sup>th</sup>.** The following tentative meetings will only be held if there is urgent business: May 24<sup>th</sup>, July 26<sup>th</sup>, September 27<sup>th</sup>, and November 15<sup>th</sup>.

12. **Adjournment:** Kaufman/Moyes moved to adjourn. The meeting was adjourned at 8:58 am.

Respectfully submitted,

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