

Whitewater University Technology Park Board
Whitewater Innovation Center
1221 Innovation Drive
Whitewater, WI 53190
Minutes for April 11, 2012

1. Call to Order.

The meeting was called to order at 8:00 a.m. by President Telfer. Members present: Jeff Knight, Kevin Brunner, Ronald Gayhart, Jim Stewart, John Chenoweth and Richard Telfer. Absent: Peter Zaballos. Others present: Denise Ehlen, Gary Albrecht (CESA 2) and Robert Young.

2. Approval of Minutes from February 8, 2012 Meeting.

It was moved by Knight and seconded by Gayhart to approve these minutes as read. Approved.

3. Report from CESA 2 Director Gary Albrecht.

Gary Albrecht gave a brief report on current CESA 2 activities. Albrecht highlighted that CESA has continued to make great connections with various faculty and staff at UW-Whitewater. Albrecht reported that the annual meeting of CESA 2 will be held on May 15th at the Innovation Center.

Telfer requested that CESA 2 provide some information to the Board on the amount of meals and catering that they are purchasing in the community.

4. Report from Executive Director Robert Young.

Young reported that the first year anniversary event was highly successful with over 115 participants. He reviewed the marketing materials that have been produced. He also confirmed that there is a two year warranty on the building and that a three year HVAC contract has been executed with NAMI producing approximately \$1,200 in savings.

Young also highlighted that the Innovation Center and Technology Park will be participating in Earth Day activities on April 26th and that the strategic marketing plan will be presented at the May meeting of the Board.

5. Discussion of Direction of Tech Park.

Young and Ehlen discussed the current Whitewater University Technology Park Mission Statement as well as presented a situation analysis and asked critical near term questions. The questions were as follows:

1) Is everyone aligned with the Park's mission and the practical goal or objective for achieving that mission, the attraction of additional tenants to the Technology Park and the Innovation Center?

2) Is everyone aligned with our common mission objective or all the resources that are

available to us focused on attracting new Technology Park and Innovation Center clients?

- 3) If all available resources are not focused on tenant attraction, what must be done to quickly put those resources to work advancing our tenant attraction efforts?

The discussion on this item concluded with the request that Young and Ehlen finalize a draft of the strategic marketing plan to address these critical near term questions and present it to the Board at its next meeting.

6. Review/Approval of March Financial Reports.

It was moved by Chenoweth, seconded by Stewart to approve the March financial reports as presented. Approved.

7. Economic Development Seed Fund.

There was a brief discussion on this item. Ehlen reported that the University was conducting a brief survey of interest in establishing a seed capital fund for the Walworth County Economic Development Alliance (WCEDA) and that there would be continued discussion with WCEDA on establishment of such a fund.

8. Janesville/Milton/Whitewater Commuter Transit.

Brunner reported to the Board that the Whitewater "Innovation Express" commuter bus line from Janesville through Milton will begin on April 30th. This commuter line will run three times per day and is based on Generac Power System's three daily operating shifts. There will be a stop at the Innovation Center and it is hoped that commuters to Whitewater in addition to those going to Generac will benefit from the service. Telfer noted that the University is putting in \$7,500 towards the local sponsorship cost of this pilot project along with a similar amount being provided by the City of Whitewater. The majority of the local sponsorship (about 70%) is being borne by Generac Power Systems. Brunner concluded by stating that this was a pilot project that will be evaluated in fall for possible continuance beyond 2012.

9. Board Membership.

Telfer led a brief discussion on possible expansion of the Board to include additional members in the future. Pros and cons of expanding the Board up to fifteen members was discussed and the general consensus was that it would be wise to expand the Board to eleven members at this time; six to be appointed by the City and five to be appointed by the University Chancellor. Brunner was directed to draft a bylaw amendment that would increase the Board membership to eleven for consideration at the May meeting of the Board.

10. Whitewater Incubation Program (WhIP) Updates.

Ehlen gave an overview of the Whitewater Incubation Program. There are four goals of the WhIP Program.

- 1) To enhance the University entrepreneurship culture.
- 2) To expand the pool of qualified leads.
- 3) To expand diversity of participants.
- 4) To improve the visibility of the program.

Ehlen went into some depth regarding each of these four goals. Ehlen indicated that a draft strategic plan for WhIP will be presented at the June Board meeting.

11. US Highway 12 Expansion Project – Elkhorn to Whitewater.

Knight reported on the various activities that have been taking place to encourage the Wisconsin Department of Transportation to initiate an environmental impact analysis for the US Highway 12 Elkhorn-Whitewater expansion as soon as possible. Knight stated that on April 3rd a meeting with Wisconsin Department of Transportation Secretary Mark Gottlieb took place that he attended along with various representatives of the City and the University as well as the Elkhorn Redline group. WisDOT discussed what criteria went into the last list of studies recommended to the State Transportation Commission. The Highway 12 EIS was ranked #12 on the list of 100 potential projects during that last round. Those present had a frank discussion about next steps in how to assist DOT to make a satisfactory recommendation for the fall of 2013.

Knight concluded by saying that local groups would continue to send letters of support and gather necessary economic data to demonstrate the business and jobs growth potential for the area once Highway 12 between Elkhorn and Whitewater has been expanded.

12. Closed Executive Session

It was then moved by Stewart, seconded by Gayhart to convene to Closed Executive Session pursuant to Wisconsin State Statute 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or other specified public business whenever competitive or bargaining reasons require. Ayes: Knight, Brunner, Telfer, Chenoweth, Gayhart and Stewart. Noes: None. Absent: Zaballos.

The meeting was convened to closed session at 9:35 a.m.

During the Closed Executive Session potential tenants in the Innovation Center were discussed as well as lease terms and conditions.

It was then moved by Knight, seconded by Brunner to reconvene to open session. Ayes: Knight, Brunner, Telfer, Chenoweth, Gayhart and Stewart. Noes: None. Absent: Zaballos.

The meeting was reconvened to open session at 9:55 a.m.

13. Future Agenda Items.

There were none.

14. Next Meeting.

It was noted by Telfer that the next regularly scheduled meeting of the Board is scheduled for May 9, 2012, 8:00 a.m., at the Innovation Center.

15. Adjournment.

It was then moved by Knight, seconded by Gayhart to adjourn. The meeting adjourned at 10:00 a.m.

Respectfully Submitted,

Kevin Brunner, Secretary