

MINUTES

Whitewater University Technology Park

Board of Directors Meeting

Wednesday, February 26, 2020

Whitewater University Technology Park Innovation Center

1221 Innovation Drive, Whitewater, WI 53190

PRESENT: Dwight Watson, Cameron Clapper, John Chenoweth, Jeff Knight, Richard Moyse, Nate Parrish, Kevin Kaufman, Al Stanek, Crystal Singer, Carol Scovotti, Mark Johnson, Steve Hatton

ABSENT: Patrick Singer

GUESTS: Steve Hatton, Kristina Koslosky

1. **Call to Order:** With a quorum present, Watson called the meeting to order at 8:00 am.
2. **Declaration of Conflict of Interest:** Watson inquired if any board members had a conflict of interest to declare with any of the items on the meeting agenda. There were no conflicts of interest declared.
3. **2019 Social Media Marketing Report:** Kristina Koslosky who manages the Innovation Center's Website, Social Media & Marketing through her company Kreative Solutions gave an update on 2019 data and Metrics.
4. **Approval of Dec 11, 2019 Meeting Minutes:** Motion made by John Chenoweth to approve December 11, 2019 Meeting Minutes seconded by Carol Scovotti. Motion carried.
5. **Review/Acceptance of EOY 2019 Financial Report:** Motion made by Jeff Knight to approve End of Year 2019 Financial Report seconded by Dick Moyse. Motion carried.
6. **Review/Acceptance of Director's Report:** Johnson provided updates on Innovation Center client changes and operations. Motion made by Kaufman to approve Director's Report seconded by Clapper. Motion carried.
7. **Executive Update:** Johnson reported updates on review of Tech Park Board member positions as compared to like organizations, board member bios, PILOT status, budget timeline and CMU project.
8. **MOU Reviews:** Johnson will send red-lined copies of the MOUs to the board for review and comment. MOUs will be updated accordingly and reviewed by legal prior to submitting for final signature at April 29, 2020 Tech Park Board Meeting.
9. **Board Rotations:** Jeff Knight and Crystal Singer are due to rotate out. Cameron Clapper will confer with Common Council President Patrick Singer and make recommendations on replacement board members to be appointed by Common Council.
10. **Formation of Committees:** Motion made by Jeff Knight to form Rents Review and Budget Sub-Committees, seconded by Carrol Scovotti. Motion carried. Committees will be formed. Tenancy & Rents Review Committee will be served by members Nate Parish, Carrol Scovotti, Dick Moyse, John

Chenoweth, and Al Stanek. Budget Review Committee will be served by members Kevin Kaufman, Crystal Singer, Al Stanek, Jeff Knight, and Patrick Singer

11. Future Agenda Items:

1. Follow up on utilizing Kreative Solutions strategies to market the Tech Park land through the use of Google Ad words and SEO.
2. Capture value of Innovation Center tenancy beyond just straight rent cost including services and incubation program.
3. Update on marketing of 99 acres.
4. CMU Presentation on findings and recommendations.

12. Meeting Schedule: Unless otherwise required, the next meeting shall be Wednesday April 29, 2020.

13. Meeting Adjourned: Clapper motioned to adjourn the meeting seconded by Kaufman. The motion carried and the meeting adjourned at 9:40 a.m.

Respectfully submitted,

Mark Johnson