

## MINUTES

**Whitewater University Technology Park Board Meeting  
Wednesday 12 September at 8:00am  
Whitewater University Innovation Center  
Suite 105A/B, 1221 Innovation Drive, Whitewater, WI 53190**

**PRESENT:** Gary Albrecht, Robert Young, Cameron Clapper, Richard Telfer, Jeff Knight, Bud Gayhart, Crystal Singer, John Chenoweth, Denise Ehlen, Doug Saubert, Stephanie Abbott, Kevin Brunner, and Pete Zaballos (by phone)

1. **Call to Order:** Richard Telfer, President, called the meeting to order at 8:05am.
2. **CESA #2 Update** (Gary Albrecht): Albrecht provided an update on CESA #2 initiatives and disseminated the following resources:
  - a) CESA #2 Crisis Management Plan,
  - b) Reception Position Description,
  - c) Overview of Programs and Services (tri-fold brochure), and
  - d) Education Initiatives and CESA #2 Collaborations "Wheel."
3. **Approval of Minutes from June 20, 2012 and August 1, 2012 Meetings:** Review and approval of the minutes was deferred by consensus to the next meeting. Cameron Clapper will present/route June 20, 2012 minutes. Denise Ehlen will present/route August 1, 2012 minutes.
4. **Selection of New Vice President:** Telfer provided an overview of by-laws and officers. Bud Gayhart suggested we defer election of new officers (President, Vice President, Secretary, and Treasurer) until the "annual" meeting in November or January (to be determined at the next meeting). Suggestions for the date of the annual meeting should be sent to Robert Young or Telfer. Jeff Knight suggested a nominating committee be convened to develop a slate of candidates. Denise Ehlen will compile minutes until a new Secretary is elected.
5. **Selection of New Secretary:** See discussion outlined in item 4 above.
6. **Strategic Plan** (Robert Young): Young presented his revised strategic marketing plan (PowerPoint slides can be obtained from Young). Young's presentation focused on branding/slogan, market analysis, product (real estate/Innovation Center) description, and competitive analysis (SWOT). Telfer suggested that Young disseminate the strategic plan to the Board members for review. Telfer asked Board members to provide feedback to Young within ten business days. Young, Clapper, and Telfer will review the feedback, compile a summary, and present it to the Board at an upcoming meeting.

Members also discussed capacity issues—including dark fiber and northern Illinois competition. Kevin Brunner suggested that WIN be invited to a meeting to provide an overview of fiber capacity and cost. Telfer asked Young to contact WIN to learn more and invite them (and/or an alternative service provider) to an upcoming meeting.

7. **Report from Executive Director** (Robert Young):
  - a) *Current Activities--Prospects:* Young provided an overview of priority prospects contacted in August. Knight suggested that Mike Van den Bosch and/or a representative from WEDC be invited to a Board meeting to discuss county-wide and/or state-wide recruitment efforts.
  - b) *City Manager Search Updates:* Reception/community forum will be hosted at the Innovation Center on Friday 21 September 2012.
  - c) *HVAC:* Update on work with NAMI to resolve heat/humidity issues.

- d) *Roof*: Original contractor is no longer in business. Cullen has identified a contractor to handle repairs.
  - e) *GPS*: The Innovation Center address is available in real-time (web-based, etc.) systems. Visitors who use GPS and do not subscribe to updates may not find the Innovation Center.
  - f) *Innovation Express*: The bus contract ends on 31 December 2012. The service provider is interested in renewing the contract, extending the route, and expanding service. They also plan to seek extramural funding to off-set costs associated with proposed expansion. Clapper asked Young to obtain an update on projected annual costs (with and without grant funding).
  - g) *Gateway*: Negotiations to host LEAN Six Sigma training and/or Business Briefs are ongoing. Ehlen and Gayhart will continue to provide updates.
8. **Review/Approval of July and August Financial Reports** (Cameron Clapper): Clapper and Doug Saubert presented the July and August Financial Statements. Board discussed lease payments/process and explored the necessity to collect security deposits and invoice tenants. The Financial Report was accepted unanimously on a Gayhart/Zaballos motion.
  9. **Review and Possible Approval of Revised Draft of Sources and Use Document**: Ehlen will work with subcommittee (Bud Gayhart, Jeff Knight, John Chenoweth, and Young) to review and finalize the November 2012 snapshot and the revised 2012-2013 Source and Use documents. Ehlen will provide an update at the October meeting.
  10. **WUTP Real Estate Listing RFP Update** (Robert Young): Young distributed the draft real estate listing request for proposals (RFP). Board discussed edits [(a) ownership, (e) target geographic region/market, etc.]. Young will disseminate electronic copies of the RFP to all Board members. Telfer asked member to provide edits to young by Friday (14 September 2012). Young will revise and post the RFP. Board unanimously approved the RFP with minor modifications (as communicated by members) on a Singer/Brunner motion.
  11. **WUTP Zoning District Update** (Robert Young and Cameron Clapper): Whitewater University Technology Park zoning (covenants) has not yet been approved. Zoning maps have not been approved by the county (revised draft submitted and is under consideration). Clapper will provide an update at a future meeting.
  12. **Whitewater Incubation Program (WhIP) Updates** (Denise Ehlen): The iHUB Showcase will be held at the Innovation Center on Monday 24 September 2004. Presentations begin at 4:30 with a reception to follow. All are invited to attend.
  13. **Accelerator Report and AURP Presentation Update** (Denise Ehlen and Bud Gayhart): Young, Gayhart, and Ehlen will present at AURP.
  14. **Closed Executive Session**: Convene to Closed Executive Session Pursuant to Wisconsin State Statutes 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 and pursuant to Ch. 19.85(1)(c) for "considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility."
  15. **Reconvene to Open Session**
  16. **Future Agenda Items**:
    - a. Fiber (suggested by Knight, to be presented by WIN or other technical specialist)
    - b. Cable Broadcasting Capacity at the Center (suggested by Knight, to be presented by Clapper)
    - c. Seed Capital Fund (suggested by Knight, to be presented by Knight and Pat Cannon)
    - d. Lease Requirements and Deposits (suggested by Knight, for discussion by the Board)
    - e. EDA Grant (suggested by Brunner, to be presented by Brunner and Clapper)

f. Accelerator Report (suggested by Telfer, to be presented by Gayhart and Ehlen)

17. **Future meeting dates:** The next meeting of the Board will be held at 8:00 am on 24 October 2012.

18. **Adjournment:** The meeting adjourned at 9:35 am on a Clapper/Abbott motion (unanimous vote).

Respectfully submitted,  
Denise Ehlen