

## MEETING MINUTES

**Whitewater University Technology Park Board Meeting  
Wednesday, March 20, 2013 at 8:00 a.m.  
Whitewater University Technology Park Innovation Center  
1221 Innovation Drive, Whitewater, WI 53190**

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**PRESENT:** Stephanie Abbott, Kevin Brunner, Patrick Cannon, Cameron Clapper, John Chenoweth (by WebEx), Denise Ehlen, Bud Gayhart, Jeff Knight (by WebEx), Jessica Menke, Richard Moyse, Crystal Singer, Richard Telfer, and Pete Zaballos (by WebEx).

1. **Call to Order:** R. Telfer called the meeting to order at 8:02 am.
2. **Approval of Minutes from Feb. 16, 2013 Meeting:** Gayhart/Brunner moved approval of the minutes. The motion was approved by unanimous vote.
3. **Review/Acceptance of Feb. 2013 Financial Reports:** Clapper presented the financial reports. Gayhart/Clapper moved to pay \$21,000 toward the PILOT. The motion was approved by unanimous vote. Gayhart / Telfer moved to accept the Financial Reports. The reports were accepted by unanimous vote.
4. **WUTP Architectural Review Committee Discussion:** Clapper presented the draft "Ordinance Amending Chapter 19.38 of the Whitewater University Technology Park District Concerning the Architectural Review Committee." Major changes include reducing the size of the Committee to permit expedited review and eliminating the exclusive authority of the City to act on conditional use permits. Clapper also presented the "Whitewater University Technology Park District Architectural Review Committee Rules of Governance." Clapper provided an overview of key changes. Brunner pointed out that in the current draft it is conceivable that the Committee would not have representation from the Whitewater University Technology Park Board. Zaballos initiated a discussion of the best size for the Committee. Knight shared his feedback on the necessity to streamline the Committee. Cannon initiated a discussion to clarify the goal of reducing the size of the Committee. Menke suggested modifying Section 1 of Article III to stipulate at least one member of the Committee be a representative of the Technology Park Board. Menke / Brunner moved approval of the Rules contingent upon the modification of Article III Section 1 to stipulate one member must be a representative of the Board. Chenoweth proposed an amendment to the motion to expand Committee membership to five members—two appointments by the Chancellor (one of which is a member of the Technology Park Board) and two appointments by the City (one of which is a member of the Technology Park Board). Menke/Brunner accepted the amendment and the revised motion proceed to a vote. The motion was approved by unanimous vote. Clapper was asked to work with the City Attorney to modify the Rules as discussed by the Board.
5. **City of Whitewater Seed Capital Fund Update:** Cannon provided an update on the Fund, indicating two awards have been made and they have received a number of inquiries. Cannon indicated the majority of the requests to date have been for grant funds (rather than seed funds involving equity). The WEDC has approved the Fund's manual. Cannon is finalizing implementation plans. Cannon will route the Fund manual to the Chancellor's office for dissemination to the Board members.
6. **Review of WUTP Covenants:** Clapper initiated a discussion of the Whitewater University Technology Park Covenants. Brunner asked if the City had received any feedback from potential developers that would guide review of the Covenants (and potential modification/amendment). Gayhart, Cannon, and Zaballos shared feedback on areas that may be too restrictive (i.e. height of building, façade, and street environment). Chenoweth suggested the Board compare the Technology Park Covenants to the Business Park Covenants to ensure that the widest variety of businesses could be attracted to the community. Chenoweth further suggested we seek an external review of the covenants by a builder or real estate agent. Gayhart/Ehlen suggested that JP Cullen, MLG, or other contractors could be invited to review the document and provide feedback.

7. **Whitewater Incubation Program (WhIP) Updates:** Ehlen provided an overview of key initiatives highlighting services offered during January and the April Launch Pad orientation. Linda Reid, WhIP iMentor, and students presented a proposal for locating an aquaponics project in the Whitewater University Technology Park. Ehlen will route the executive summary to the Board members via email.
8. **Strategic Priorities and Development and Plan Updates:** Ehlen provided an overview of progress to date on strategic priorities and development. The Board requested more frequent updates and the opportunity to review preliminary drafts. Ehlen will provide draft marketing plans at the April meeting.
9. **Adjourn to Closed Session Not To Reconvene 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. Telfer/Gayhart moved to convene in closed session. The motion was approved by unanimous vote.
  - A. **Blackthorne Lease and Rates/Pricing:** Members discussed the proposed new lease and general negotiation parameters/strategies. The Board asked Gayhart to develop a summary of triple-net local rates compared to the all-inclusive Innovation Center rate. Moyses/Menke moved to reconvene in open session. The motion was approved by unanimous vote.
10. **Future Agenda Items:** Board members should forward future agenda items to Ehlen (copy to Woolever and Telfer).
11. **Future Meeting Dates:** Apr. 10, May 8, and June 19
12. **Adjournment:** The meeting was adjourned at 10:12 am by acclamation.

Denise Ehlen for Cameron Clapper  
Secretary of the Whitewater University Technology Park Board