

**Wisconsin Economic Development Corporation  
Meeting of the WEDC Entrepreneurship and Innovation Committee**

**WEDC  
First Floor Conference Room  
201 West Washington Avenue  
Madison, WI 53703**

**September 16, 2019  
2:00 - 4:00 P.M.**

(These minutes should be read in conjunction with the agenda and documents prepared for the meeting.)

**COMMITTEE MEMBERS IN PERSON:**

- Joe Kirgues, gener8tor (Co-Chair)
- Rebecca Cooke, Red's Mercantile (Co-Chair)
- Carl Ruedebusch, Ruedebusch Development & Construction
- Erik Iverson, WARF
- Fern Orié, WI Native Loan Fund (arrive 2:55 PM)
- Sarah Lloyd, WI Farmers Union

**COMMITTEE MEMBERS PRESENT VIA TELECONFERENCE:**

- Eugenia Podesta, Synergy Coworking
- Jignesh M. Patel, UW-WI & DataChat (depart 2:33 PM)
- JoAnne Sabir, Sherman Phoenix (depart 2:51 PM)
- John W. Miller, Arenberg Holdings
- Kelly Ryan, Incourage (arrive 2:06 PM, depart 2:30 PM)
- Larry Evinger, Hendricks Commercial Properties (arrive 2:30 PM)
- Zach Halmstad, Pablo Group & JAMF (arrive 3:00 PM)

**COMMITTEE MEMBERS EXCUSED:**

- Craig Dickman, TitledownTech
- Nancy Hernandez, ABRAZO

## **CALL TO ORDER AND ROLL CALL**

Co-Chairs Rebecca Cooke and Joe Kirgues called the meeting to order at 2:02 PM.

## **WELCOME AND INTRODUCTIONS**

WEDC Board Chair Lisa Mauer welcomed the Entrepreneurship and Innovation (E&I) members to WEDC and expressed the organization's excitement to launch this committee. Each E&I member present, both in-person and over the phone, briefly introduced themselves to the rest of the committee.

## **OVERVIEW OF E&I CURRENT PROGRAMS**

WEDC Vice President of Entrepreneurship and Innovation Aaron Hagar presented, and the committee discussed, the overview of current E&I programs at WEDC. Aaron Hagar presented a high-level overview of the mission and programs at WEDC and described WEDC's strategies for innovation, entrepreneurs, companies, and the ecosystem in which our programs coexist.

## **ETHICS ORIENTATION**

WEDC Compliance Director Brooklyn Mashaw presented, and the committee discussed, the presentation on compliance and ethics training. Brooklyn Mashaw highlighted for the committee their responsibilities regarding WEDC representation, confidentiality, general conflicts of interests and reporting, open meetings, and public records.

## **COMMITTEE BEST PRACTICES**

WEDC Board Liaison Erika Julsrud presented, and the committee discussed, committee best practices as it relates to quorum, making a motion, and conflicts of interest.

## **TIMELINES, OBJECTIVES, AND MISSION/VISION**

Co-Chairs Rebecca Cooke and Joe Kirgues presented, and the committee discussed, the analysis of the Entrepreneurship Ecosystem. As this is the first meeting of the E&I Committee, the Co-Chairs described their intention to provide a framework that includes a perspective-based approach from committee members. In addition to the unique depth and breadth that each member provides the committee, the Co-Chairs identified the want for both short-term and long-term solutions on issues related to entrepreneurship.

## **ADJOURNMENT**

Co-Chairs Rebecca Cooke and Joe Kirgues requested a motion to adjourn the meeting. Motion was made by Erik Iverson with a second by Fern Orié. The motion to adjourn the meeting was passed unanimously. The meeting adjourned at 3:56 PM.