



Innovation Center Advisory Panel

Meeting Date:	April 14, 2026
Agenda Item:	Memo re Advisory Panel Role
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.443.4458

BACKGROUND

(Enter the who, what when, where, why)

Expanding the panel allows inclusion of diverse skill sets—entrepreneurship, venture capital, higher education, industry, workforce development, and government. This diversity leads to more informed decision-making and stronger strategic guidance.

A larger, more representative panel ensures that the Innovation Center remains responsive to evolving industry needs, particularly in high-growth sectors such as technology, advanced manufacturing, and startups.

Including members from regional partners (universities, businesses, economic development organizations) strengthens collaboration and positions Whitewater more competitively within the broader innovation ecosystem.

A well-rounded advisory panel with recognized leaders enhances the Innovation Center's reputation, helping attract tenants, partners, and potential funding opportunities.

The current MoU between the City of Whitewater and the UWW will need to be amended if the advisory panel expands.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT

(If none, state N/A)

-

STAFF RECOMMENDATION

- Discussion and possible action

ATTACHMENT(S) INCLUDED

(If none, state N/A)