City of WHITEWATER	# Innovation Center Advisory Panel
Meeting Date:	November 9, 2026
Agenda Item:	Memo re Advisory Panel
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov, 262.443.4458

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

At our April meeting, we discussed the idea of expanding the Innovation Center Advisory Panel. Expansion allows for 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.

Including members from regional partners (universities, businesses, economic development organizations) strengthens collaboration and positions Whitewater more competitively within the broader innovation ecosystem. This larger group will be a sub-committee and meet after the quarterly advisory panel meetings.

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)

- N/A

STAFF RECOMMENDATION

- Discussion and recommendation to approve

ATTACHMENT(S) INCLUDED
(If none, state N/A)