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Community Development Council (Blue Flight) Agenda

Wednesday, October 22, 2014

TRIBECA GRILL

375 Greenwich Street
New York, NY 10013
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Chair: Cynthia Spall, Esq.

Email: cspall@gunster.com

Phone: (561) 650-0563

Assistant Chair: Heidi Majerik

Email: hmajerik@forestcity.net

Phone: (303) 888-3866

Vice Chair: Claudia Gerster

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Phone: (480) 777-3687

Vice Chair: Susan Watts

Email: susan.watts@mwv.com

Phone: (843) 851-4691

Membership Vice Chair: David Waite, Esq.

Email: dwaite@coxcastle.com

Phone: (310) 284-2218

Council Reception – Tuesday October 21, 2014

Council Reception Location: Houndstooth Pub, 520 8th Avenue, Fashion Center, NY 10018

Time: 6:30pm – 8:00pm

Transportation: None provided

Guest Reception Fee: \$125 payable to ULI (CDC Members No Charge)

RSVP: Green Envelope Invitation via Email

Council Day Agenda – Wednesday October 22, 2014

7:00 Travel to Tribeca Grill (transportation not provided)

7:30-8:00 Networking Breakfast

8:00-8:30 Chair's Welcoming Remarks/Introductions/General Announcements/Business Session

- Introduction of Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULIF Announcement
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Announce Next Meeting:
 - ULI Spring Meeting – Houston, TX
 - Receptions on Tuesday _____
 - Council Meetings on Wednesday _____

- 8:30-9:30 **Membership Lightning Round – Introduce New Members and Guests**
60 seconds or less
- Moderator:** Claudia Gerster
- 9:30 – 9:45 **Break**
- 9:45 – 11:00 **First Session: New York by Gehry/Atlantic Yards (Barclay's Center) – Forest City Ratner Companies**
- Moderator:** Heidi Majerik
- Speaker:** Melissa Burch, Executive Vice President, Director of Commercial and Residential Development: Forest City Ratner Companies
- 11:00 - 12:00 **Second Session: Bringing Next Generation Technology and Network Services Home**
- Moderator:** Tom Reiman
- Speaker:** Blair Levin: Former Executive Director of the Omnibus Broadband Initiative
Michael Render: President – RVA
Dr. Jay Sanders: Professor of Medicine – John Hopkins
- 12:00- 1:15 **Lunch Session: Shared autonomous vehicles: anticipated impacts on travel, land use and urban planning**
- Moderator:** David Waite
- Speaker:** Daniel J. Fagnant, Ph.D., Assistant Professor, University of Utah
- 1:15 – 2:00 **Fourth Session: DUMBO**
- Moderator:** Susan Watts
- Speakers:** Alexandria Sica – DUMBO Improvement District
- 2:00 – 2:15 **Break**
- 2:30 – 3:15 **Final Session: ULI 10 Principles For Sustainable Approach to New Development/ Update on Hong Kong Development and How it Relates to the United States**
- Moderator:** Heidi Majerik
- Speaker:** Sujata Govada: Founding and Managing Director: UDP International, Global Trustee, Urban Land Institute
- 3:15-4:15 **Cocktail Mixer**
- 4:15-4:30 **Return to General Session**
Jacob K. Javits Convention Center

4:30-6:00

General Session: Capital Markets: A Global Perspective

Capital users and providers from across the globe will engage in a provocative conversation on where the money is coming from and how it is being used.

Speakers:

Jeff T. Blau
Chief Executive Officer
Related Companies

Kok Huat Goh
Chief Operating Officer and President
GIC Real Estate

6:00-7:30

Cocktail Reception, Jacob K. Javits Convention Center

Master Planned Communities Session

Thursday October 23rd 2014 from 10:30 AM to 12:00 PM

10:30 AM – 12:00 PM

“Best New Communities in 2014”

This interactive “real deals, real numbers” session will feature three new MPCs that have recently been successfully launched. Cutting-edge developers will share details and numbers regarding design, development, amenities, marketing, financing, and partnership strategies that led to their projects’ success. They will also address how they positioned their state-of-the-art MPCs vis-à-vis existing ones, how they are differentiating their communities through the creation of an innovative “lifestyle”, and how they are making money in the MPC development business in the post-recession era.

Moderator: Gadi Kaufman, RSLCO
Speaker: Laura Cole, Willowsford LLC

Speaker: Tom Martin, Five Points Communities
Speaker: Toni Ruggeri, Republic Property Group

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ULI's Priorities

1. Promoting Intelligent Densification and Urbanization

- What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
- How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
- What is the relationship between a thriving economy and a thriving city (and vice versa)-the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities

- What are the best new business models in the real estate and land use industry and how can we support their development?
- How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
- How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces

- How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term
- How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
- How will changing technology influence building and buildings, and how will people's use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value

- How can we best generate value in the built environment that is greater than its cost?
- What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
- What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses

- How can we best reduce the negative impact of the built environment on our natural resources and climate?
- What are the best ways to use the world's energy resources and protect the built environment from volatile and unpredictable conditions?
- How will trends in energy and resources impact the future best use of land?

ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Councils members are all highly successful real estate professionals. Self promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry, ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member's area.