



DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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Community Development Council (Green Flight) Agenda

Chair: Jeffrey Meyers

Phone: 714-319-3888

Email: jmeyers@meyersllc.com

Membership Vice Chair: Connie Emmit-Stern

Phone: 858-225-1611

Email: cstern@resmark.com

Sponsorship Vice Chair: Chris Cacheris

Phone: 480-348-1118

Email: ccacheris@harvardinvestments.com

ULIF Vice Chair: Jeremy Sharpe

Phone: 520-440-5752

Email: jsharpe@sharpeandassociates.com

CDC Council Reception, Tuesday October 21st, 2014

Council Reception Location: [The Houndstooth Club](#)

Address: 520 8th Avenue at 37th Street (Fashion Center)

Time: 6:30-8:00pm

Transportation: No scheduled transportation from any hotel or venues. Taxi or public transportation.

RSVP contact and cost: \$125 for guests. Confirm guests with Richard Whiteley: rwhiteley@frontdoorcommunities.com

Council Day Agenda – Wednesday, October 22nd, 2014

Soho House New York

29-35 9th Ave, New York, NY 10014

7:30-8:00 Networking Breakfast

8:00-8:15 Chair's Welcoming Remarks/Introductions/General Announcements/Business Session

- Welcome Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULIF Announcement (Jeremy to discuss the importance of this contribution.)
- Review of ULI Priorities (see back page of your agenda)
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Announce Next Meeting:
 - ULI Spring Meeting – Houston, Texas
- Introduction of New Members and Guests

8.15 – 9.15

The New American Consumer – Changing Demographics and Attitudinal Trends

Changing demographics, shifting consumer attitudes, and an infusion of new technologies are redefining the American consumer. Armed with a new perspective and a new set of skills gained during the downturn, consumers have altered their view of risk and are weighing the key trade-offs in their purchase decisions. These changes will have ripple effects in what we build and how we design home and community, as well as beyond. Two demographic and consumer trends experts will share their research and findings about the new American consumer and what it means for the future of home and community.

Speakers:

Martha Farnsworth Riche, Ph.D. (f)(c)
Former Director, U.S. Census Bureau
Founding Editor American Demographics

Colleen Sharp (f) (c)
Vice President
Advisory Services, The Futures Company

Moderators:

Belinda Sward (f)(c)
Managing Director
Strategic Solutions Alliance

Malee Tobias (f)(c)
Vice President, Research
Newland Real Estate Group

9.15 – 10.45

Roundtable Session where council members need to be prepared to share real examples or one idea from a current project that relate to the topics below. Examples can include real deals/real numbers, new innovative ideas, and takeaways on what's working and what's not. Please bring your examples and be prepared to discuss them at the roundtable session. Members will be switching tables so please be prepared for all five topic areas. (Jeremy Sharpe and Chris Cacheris will lead this session.)

Capital/Deal Structure

Moderator: Randy Johnson(f)(c); Reporter: Craig Robbins(f)(c)

Public or Private Partnerships

Moderator: Don Whyte(f)(c); Reporter: Greg Weaver(f)(c)

Inter-generationalism and/or Age-qualified developments/programs

Moderator: Jeff McQueen(f)(c); Reporter: Jeff Handlin (f)(c)

Marketing

Moderator: Randall Lewis(f)(c); Reporter: Emily Leppert(f)(c)

Amenities

Moderator: Bob Sharpe(f)(c); Reporter: Tom Woliver (f)(c)

10.45 – 11:00

Break

11:00 – 12:00 Land Capital Panel - strategy discussion with capital providers that are purchasing land today.

Moderator:
Connie Emitt-Stern (f)(c)
Senior Vice President
The Resmark Companies

Speaker:
Jeremy Scheetz (f)(c)
Vice President
Tricon Capital Group

Speaker:
Neal Johnson (f)(c)
Managing Partner
Isles Ranch Partners

Speaker:
Robert Vahradian (f)(c)
Senior Managing Director
GTIS Partners

12:00 – 1:00 Networking Lunch

1:00 – 3:00 Related Company Presentation of its Urban Master Plan Community in New York

3:00 – 4:00 Walking Tour of the High line

The High Line is a 1.45 mile-long linear park built on a section of disused elevated freight rail line initially constructed in 1934 that has fostered development, community interest, and the transformation of formerly industrial neighborhoods along the Hudson River.

4:30-6:00 Jacob K. Javits Convention Center

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

KEY:

(f)=Full Member

(m)=Member

(nm)=Nonmember

(i)=Invited Speaker/Moderator/Panelist

(p)=Proposed Speaker/Moderator/Panelist

(c)=Confirmed Speaker/Moderator/Panelist

For more information about ULI please visit www.uli.org

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.