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Community Development Council – Silver Flight Agenda **Money Never Sleeps**

Chair:	Debra Dremann	Contact: 407.625.3544; ddremann@kitsonpartners.com
Assistant Chair:	Mark Drumm	Contact: 214.239.2360; mdrumm@stratfordland.com
Membership Chair:	Laura Bonich	Contact: 617.307.5850; laura.bonich@nv5.com
Vice Chair:	Christopher Jackson	Contact: 214-880-8659; Christopher@wynnejackson.com
Ex-Officio Vice Chair:	Teri Frankiewicz	Contact: 630.851.5490; tfrankiewicz@crown-chicago.com
Ex-Officio Vice Chair:	Richard Gollis	Contact: 949.717.6450; rmg@theconcordgroup.com

Council Reception – October 21st 2014

Council Reception Location: Houndstooth Pub

Address: 520 8th Ave., New York, NY 10018

Time: 6:30 p.m. to 8:00 p.m.

Transportation: On your own – Subway or Taxi (No buses will be provided)

Cost: No cost for CDC Members. Guests are \$125/pp payable in cash or check made out to ULI

RSVP: See evite from CDC Blue – Members please register your invited Council Day Guests upon RSVP to event

CDC Silver Dinner – October 21st 2014

Council Reception Location: Bocca Di Bacco 7th Avenue

Address: 191 7th Ave, New York, NY

Time: 8:00 p.m. to 10:00 p.m.

Transportation: On your own – Subway or Taxi (No buses will be provided)

Cost: Members & Guests are \$78/pp payable in cash or check made out to ULI

RSVP: Paige Atkinson at patkinson@stratfordland.com

Council Day Agenda – October 22nd 2014
Location – Sheraton Hotel & Towers Time Square
811 7th Ave at 52nd Street - New York, NY
Meeting Room: Central Park West, 2nd Floor

8:00-8:30 **Networking Buffet Breakfast**

8:30-9:00 **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 – **WAHOO!!!! 100% PARTICIPATION!!!!**
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- Announce Next Meeting:
 - ULI Spring Meeting – Houston, TX
 - Receptions on Wednesday May 13th, 2015
 - Council Meetings on Thursday May 14th, 2015

9:00 – 9:45 **TRENDS - *Macro-Economic Presentation***

Where do people want to be, where are they going? MSA development ratios, gross metro production, housing trends, demographics, migration, employment, completions, absorptions, etc. A former ULI Price Waterhouse Cooper representative and speaker, Chuck DiRocco traveled throughout the U.S. presenting ULI & PwC's annual Emerging Trends publication results. Highly knowledgeable and entertaining, Chuck is a terrific way to kick-off the Day!

Speaker:

Charles J. DiRocco, CRE, CCIM, FRICS (m)(c)
Director, Research, Valuation & Advisory, Altus Group US Inc.
Jersey City, NJ

9:45 – 10:00 **Break**

10:00 – 11:00 **CDC SQUAWK BOX - *Capital Markets Panel***

Capitalizing MPC's – Real deals utilizing both private and public financing strategies.

Moderator:

Anthony (Tony) Avila (f)(c)
Managing Principal, Avila Advisors/Encore Housing Opportunity Fund
San Francisco, CA

Speakers:

Mark Drumm (f)(c)
Chief Risk Officer, Stratford Land
Dallas, TX

Eric Lipar (c)
Chief Executive Officer, LGI Homes
Woodlands, TX

11:00 – Noon Member Case Study and Panel Discussion – The New Wave of Innovation at Verrado
Learn about DMB's latest innovation that created demand amongst builders and made consumer's wait for something fresh and completely modern in the 55+ category.

Panelists:

Drew M. Brown (f)(c)
Chairman – DMB Associates
Scottsdale, AZ

Nick Taratsas (m)(c)
Senior Vice President and General Manager of Verrado ARC
Scottsdale, AZ

Kathy Cecilian (f)(c)
Chief Executive Officer, Cecilian Worldwide
Flemington, NJ

Deborah Blake (f)(c)
President – Active Adult Lifestyle & Communities, Cecilian Worldwide
Litchfield Park, AZ

Noon – 12:45 Networking Lunch

12:45 – 1:30 Local Case Study – Sleepy Hollow a SunCal/DRA Redevelopment located along the Hudson River.
Real Deal-Real Numbers - The 97-acre site and former General Motors Plant closed in 1996. GM selected SunCal and Diversified Realty Advisors in early 2014 to acquire and redevelop the site. The joint venture for this project will combine Sun Cal's and Diversified Realty Advisors expertise to create a mixed-use waterfront community featuring up to 1,177 residences, 135,000 sf of retail space, 35,000 sf of office uses and a 140-room hotel, among other planned uses.

Moderator:

Richard M. Gollis (f)(c)
Principal, The Concord Group
Newport Beach, CA

Speaker:

Frank Cappello (f)(c)
President-Eastern Region, SunCal
NY, NY

Jonathan D. Stein (c)
Managing Partner, Diversified Realty Advisors LLC
Summit, NJ

1:35 – 2:50 pm Strategic Placemaking and Designing Memorable Moments

World renowned architects, Snohetta, will present their techniques and strategies in the design of the 911 Memorial and Museum and Time Square Pedestrian Mall Renovation. An opportunity for members to learn new and innovative strategies in creating "place," with a little history mixed in.

Moderator:

Ted R. Brown (f)(c)
Senior Counsel, Holland & Knight
Orlando, FL

Speaker:

Claire Fellman (c)
Director/Landscape Architect Snohetta
NY, NY

2:50 – 3:15 pm **OFF-SITE Cocktail, Pizza and Brief Networking Break - (3 Minute Walk)**
Three Monkeys Bar – 236 54th Street, New York, NY – 2nd Floor Balcony & Patio

3:15 – 4:00 pm **Member Deep Dive – Real Deals and Real Numbers:**
Table Moderators will present an innovative project, deal(s) or strategy they have implemented or been involved with since the downturn that is changing the MPC model for amenities, entitlement, land acquisition, entitlement, sustainability, commercial and market strategy.

Moderators will present key information and strategies to include: 1 - Brief description of the project; 2 - Process to determine strategy - what type of research, etc.; 3 - Trends Capitalization - How their strategy addresses current trends and consumer demands; 4 – What did it cost – build, maintain, subsidize?; 5 - Mistakes made or lessons learned along the way; and 6 - Best Practices. Following this brief presentation by the moderator, member Q&A and sharing of other strategies will ensue. 30 minute roundtable session and last 15 minutes to report out.

Program Moderator:

Christopher Jackson (f)(c)
Vice President, Wynne/Jackson
Dallas, TX

Roundtable #1 - Repositioning Strategies for a Recovering MPC: Changing times call for changing strategies. Bringing fresh ideas and new approaches to troubled projects. Turning lemons into lemonade.

Moderator:

Robert Lewis (f)(c)
President, Lewis Operating Group
Upland, CA

Reporter:

Jeremy White (f)(c)
Senior Vice President, The Grupe Company
Stockton, CA

Roundtable #2 - Strategic Entitlement: Platinum Triangle is an urban MPC on 600 acres of light industrial property surrounding Angel Stadium in Anaheim, CA. The master plan allows up to 19,000 dwelling units, 4.8 million sf of commercial space and 14.1 million sf of office space. Since the original master plan was approved in 2004, 2,000 dwelling units have been constructed but further development has been challenged by the master plan's requirement to construct expensive high-density product types. Our roundtable will discuss how one developer within the Platinum Triangle was able to downzone its property and maximize land value with a unique product solution.

Moderator:

Michael Schlesinger (f)(c)
Principal, Origins Real Estate Group
Newport Beach, CA

Reporter:

Kenneth Kecskes (f)(c)
Attorney, Fox Rothschild
San Francisco, CA

Roundtable #3 - Land Acquisition Strategies: Flexibility is Key! Case Study: Sedona Lakes a 600+ acre mini MPC located in the City of Manvel, Brazoria County, Texas south of Houston. The development was assembled by purchasing a dozen tracts of varying sizes and all of them closed Fall of 2007. Development started early 2008 and lots became available mid-2010 at the absolute bottom of the market. Strategic decisions retooling the builder lineup and several other adjustments due to market conditions will be discussed.

Moderator:

Kirk Laguarda (f)(c)
Broker, Land Advisors Group
Houston, TX

Reporter:

Rick A. Mildner (f)(c)
Principal, RAM Real Estate Advisors
Leesburg, VA

Roundtable #4 - Sustainability Strategies: What are the trends and drivers of sustainability today? Examples from Sekisui House, Ltd., a global leader in sustainability efforts, and North America Sekisui House, LLC (NASH), will be provided. Discussion will also include regulatory directions and consumer expectations.

Moderator:

Tom McKay (f)(c)
Vice President, Development, NASH Advisory Services
Arlington, VA

Reporter:

Laura Bonich, PE (f)(c)
Business Development Director, NV5
Nevada

Roundtable #5 – Rebranding Strategies:

Moderator:

Renee Lewis (f)(c)
Principal, L&P Marketing
Houston, TX

Reporter:

Edjuan D. Bailey (m)(c)
Vice President, Brookfield Residential
Texas

4:00 p.m. Adjourn

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.