



## DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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### Urban Development/Mixed-Use Council - Purple

<b>Chair:</b>	Charles Brecker	<b>Phone:</b> 952-462-9564	<b>Email:</b> cbrecker@stearnsweaver.com
<b>Assistant Chair:</b>	Collete English Dixon	<b>Phone:</b> 312-861-4440	<b>Email:</b> collete.english-dixon@prudential.com
<b>Membership Vice Chair:</b>	Lynn Jerath	<b>Phone:</b> 312-348-1826	<b>Email:</b> ljerath@citrineima.com
<b>Vice Chair:</b>	David Isreal	<b>Phone:</b> 415-293-5775	<b>Email:</b> disreal@bararch.com
<b>Vice Chair:</b>	Adam Ducker	<b>Phone:</b> 240-644-0980	<b>Email:</b> aducker@rolco.com

### Council Reception – October 21st 2014

**Council Reception Location:** 4 World Trade Center, 57<sup>th</sup> Floor

**Address:** 150 Greenwich Street, NYC, NY

**Time:** 6:30 - 9:30 PM

**Transportation:** Walkable from hotel

**RSVP contact and cost:** The cost of the dinner is included in your Council Dinner Fees (guests will be charged \$250). Please RSVP to [Serena.Wolfe@ey.com](mailto:Serena.Wolfe@ey.com)

### Pre-Council Day – October 21st 2014

#### Location – Tour of Brooklyn, NY

**1:00 PM**      **Bus Leaves Conrad Hotel, Lower Manhattan**  
Moderators: Adam Ducker and Larry Rose

Brooklyn Bridge Park Redevelopment <http://www.brooklynbridgepark.org/>  
Tour of DUMBO (Down Under Manhattan Bridge Overpass) neighborhood

Tour Pacific Park (formerly "Atlantic Yards") ([www.pacificparkbrooklyn.com](http://www.pacificparkbrooklyn.com))  
1000 Dean (creative/open office mixed use) ([www.1000dean.com](http://www.1000dean.com))

5:00 PM **Return to Hotel**

6:30 PM **UDMUC Reception**

**Council Day Agenda – October 22nd 2014**  
**Location –Various, New York, NY**

7:30-8:15 AM **Networking Breakfast - North End Grill (located next to the Conrad Hotel)**

8:15-8:30 **Welcoming Remarks/Introductions/General Announcements/Business Session – Charles Brecker/Collete English Dixon**

8:30-9:00 **Things you need to know....**

Quick updates on things that you may find useful....

Capital Markets – Nick Buss, Invesco (f)(c)

Real Estate Roundtable – Chip Rodgers, SVP, Real Estate Roundtable (c)(nm)

Spring Council meeting in Houston – Alan Colyer, Gensler (f)(c)

9:00-10:00 **Panel Presentation: Global Capital is changing the way the world works**

The world is flat, as evidenced by the plethora of international capital that is migrating across the globe. Inbound capital targeting the US are motivated in different ways, and US based opportunistic investors, i.e. hedge funds and PE firms, are targeting southern Europe in general and European banks in particular in search of yield. Clearly the additional capital is putting upward pressure on pricing, and downward pressure on returns, but that's just one side of the Rubik's Cube. This panel will discuss the multitude of ways in which global capital flows are impacting CRE holistically: design, construction, and marketing. Irrespective of the reason(s) these global investors are targeting the US they are having a material impact on commercial real estate in the US.

Organizers: Shelley Santulli, Berkshire Group (f)  
Mark Marasciullo, JLL (f)

Speakers: Mark Marasciullo, JLL, Moderator (f)(c)  
Joanne Douvas, LGT Clerestory, LLC (m)(c)  
David Hodes, Hodes Weill & Associates (nm)(c)  
Olivia Wand, East West Ventures, LLC (nm)(c)  
David Green-Morgan, JLL (m)(c)

10:15 **Walk to Brookfield Place**

10:30 – 11:45 **Review of development and redevelopment of Brookfield Place (formerly World Financial Center)**

Presentation on the \$250MM redevelopment of the formerly World Financial Center and the reinvention of the complex's public spaces, retail and restaurants that previously occupied the corridors and courtyards of the Winter Garden with walking tour of the project

Organizer: Collete English Dixon, Prudential Real Estate Investors (f)

Speakers:

Melissa Coley, Vice President of Investor Relations and Communications, Brookfield Office Properties (nm) (c)  
Pierre Bergevin, Executive Managing Director and Global Coverage Lead, Brookfield Financial (nm)(c)

- 11:45-Noon**     **Return to North End Grill for lunch with UDMUC-Silver**
- 1:30 PM**        **Walk to 4 World Trade Center, 54<sup>th</sup> Floor for afternoon sessions**  
**4WTC, 150 Greenwich St., 54th floor (Entrance on Liberty)**  
**YOU MUST HAVE ID FOR ACCESS TO THE BUILDING**
- 1:45-2:30**      **Lower Manhattan – a neighborhood rediscovered/redeveloped/recreated**  
Presentation on the redevelopment activity going on in Lower Manhattan
- Organizer: Larry Rose (f)  
Speaker: Jeremy I. Moss, Senior Vice President & Director of Leasing, Silverstein Properties Inc. (nm)(c)
- 2:30-2:45**      **Closing Comments from Chair**
- 2:45-3:00**      **4WTC, 150 Greenwich St.**  
**Bus transport to 16<sup>th</sup> St. Entrance of High Line (weather permitting)**  
**(If weather is inclement, we will have the High Line presentations at WTC4, moving Chair comments to the end of the day)**
- 3:00-4:00**      **Walking Tour of the High Line and Related Group projects (weather permitting)**
- 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](http://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.