

Annual Membership Meeting – Brainstorming Session Tuesday, May 15, 2007

The break-out group discussions generated the following ideas for future events, programs, and activities:

Member Events/Networking Opportunities

- Lunch-time events
- Dinner series
- Mixers with YLG and Senior ULI members
- Attend sporting events (e.g., Sacramento River Cats)
- Wine bar mixer
- Ice cream socials
- Restaurant tour – mixer at new downtown & regional bar/eateries
- Golf tournament (potential fundraiser)
- Bowling night
- Digital photo scavenger hunt – pair up YLG with Senior ULI members
- Mini Mobile Tours
- Inner Workings of ARCO
- Dinner reception on top of L Street Lofts
- Private Dinner with elected officials/key staffers
- City Manager Forum
- Aerial Tours
- “Behind the Scenes” of the airport expansion
- Light Rail Tour
- Tour of Capitol by Legislator
- Poker Tournament
- Fly fishing on Sacramento River
- Project Opening
- Charitable Fund raiser impacting a local issue
- City Development Services moving 300 Richards Blvd.

Programs/Educational Outreach

- Community outreach – ground up project
- UrbanPlan community workshop 1) minority outreach 2) planning commission 3) elected officials
- Flooding
- Transit Orientated Development (TOD) – with Regional Transit (RT)/light rail emphasis
- Re-visit TAP successful projects
- West Sacramento 1) new residential development 2) redevelopment of West Capital 3) riverfront planning

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- Green building/LEED certification – Cal EPA and PEERS buildings
- Hwy. 50 to Hwy. 80 transportation linkage
- Water supply/rights/future of water in this region
- Brownfield development
- Sacramento Area Council of Governments (SACOG) Blueprint follow-up/update
- Transportation connectivity between City of Sacramento & West Sacramento (e.g., roadways, bridges)
- Yolo County agricultural buffers – cities of Davis and Woodland
- Environmental conservation/preservation – habitat conservation plans
- Mitigation banking
- Resource agencies (e.g., U.S. Fish and Wildlife Services, California Fish and Game, U.S. Army Corps of Engineers) – permitting process
- Case study of cities/side-by-side comparison – “where does Sacramento stack up?” (ideas for cities include Denver, Portland, Seattle, Cincinnati, Charleston, San Antonio, San Diego)
- Compact development – making density tangible
- “Climate of annexations” in the Sacramento region – Memorandum of Understanding (MOU) between cities and counties
- Highlight regional development projects
- SACOG goods movement study plan i.e. port revitalization, logistics of goods movement in urban area
- Redevelopment agencies and their role
- Parks/Open Space
- Urban Forestry
- Significant Building Tours – before & after
- Exchange Tour with other district councils
- Senior Housing
- Citywide Roll out of Matrix
- Impact of Impact Fees
- Urban Infill – myths and facts
- Civic Amenities
- Corporate Headquarters
- Sustainability in Building
- Lessons learned in market downturn
- Hospitality
- Medical Facilities – expansion & impacts
- Breakout Charrette Format
- Land Use/Global Warming/Energy Use
- Small Infill Projects “infill in a box”/SACOG 3D Model

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- Planning Commission Appointed Training/Workshop
- Review/Evaluate New Growth Areas
- The balance between infill and greenfield development
- General Discussion on Econ Development – John Dangberg
- Tour of Developments i.e. CADA district, Serrano, 65th Street, TOD, CSUS Student Housing
- Length of planning horizons – development of greenfields with a long view
- “Transit planning out of the box” developing alternative mean of providing transit (e.g., electric vehicles, bicycle ridership)
- California Environmental Quality Act’s (CEQA) “unintended consequences” (perverse effects)
- Regional funding/funding available for public services – what are the drivers?
- Education/information on “public services” – how are they provided and what are the benefits to the public?
- Best Practices/Study Mission Results from Chamber trips
- Public Open Space – functional vs. size
- Airports and Land Use – development around important infrastructure inc. hospitals, power plants, etc.

New Initiatives

1. Urban Marketplace

- Bring it to Sacramento
- Send local Sacramento representative to Los Angeles to gain first-hand knowledge of the program

2. ULI Awards

- Sit-down dinner with annual awards ceremony
- Lifetime achievement
- Monitor regional projects – only choose those that are “exceptional”
- Provide awards for 1) projects post-construction 2) projects that show vision for the long term
- Member vs. Non-member recipients
- Credibility – ULI Brand
- Publicity
- Duplicating other efforts – consider partnering event with other entities
- Considering sponsoring an award within another program
- Raspberry award as part of it

3. YLG Career Fair with Universities

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- YLG mentors
- Include careers in real estate development, public agency/regulator careers

4. Other

- TOD Council – possible certification of projects
- Joint-conference/marketing with other professional urban/land use/environmental associations (e.g., American Planning Association, American Society of Landscape Architects, American Institute of Architects, Association of Environmental Professionals) – use topic based programs to attract interest
- Shadowing/mentoring opportunities
- Networking with local universities (e.g., development departments)
- Mobile workshops/site visits/walking tours
- 2-day events
- Book Club
- “Learn from the best” – the premier experts in their field provide insight
- California ULI district council summit
- Informal events (e.g., brown bag, drop-in events)
- Collaboration with universities on curriculum in appropriate fields
- Directory and one-on-one lunches with college students
- Adopt an Elected Official to pull them into ULI activities

Other Comments

- Recruit Ken Rosen (U.C. Berkeley professor of Real Estate and Urban Economics) to be an program speaker
- More break time at regular events
- Public agencies to host events (e.g., RT)
- Generally, make sure location in itself is of interest and a draw
- Hold at least one Members Only event each year