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## Fall 2009 Newsletter

**We need to build a new economy:  
not resurrect the old one.  
Be part of the change!**

**Great Challenges = Great Opportunities**

### [Initiatives](#)

[Upcoming Events](#)

[ULI MN Program Recaps](#)

[Young Leaders Group \(YLG\)](#)

[People & Ideas](#)

[Meet the Mayor](#)

[Good Works](#)

[Poetic Moment](#)

[Welcome New Members](#)

[ULI Bookstore](#)

[Contact Us](#)

Groundbreaking resources, programs, and partnerships continue to be at the forefront of the dynamic ULI MN/RCM Partnership. We are continually updating our website to keep you informed of all of the latest ULI MN developments. We have added a "News and Announcements" section to the homepage and we are regularly posting presentations, reports, press releases, and meeting notes to the site. Visit [minnesota.uli.org](http://minnesota.uli.org) today and check back often!

### **INITIATIVES**

**Environment: Promoting Action Strategies that reduce greenhouse gas emissions, protect natural resources and support healthy living.**

In October, ULI MN/RCM and the Minnesota Pollution Control Agency announced the selection of Bloomington, Edina, Falcon Heights, St. Louis Park, and Victoria as the first pilot communities in the GreenStep Cities program. GreenStep Cities is an action-oriented voluntary program offering a cost-effective, simple pathway for implementing

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best practices that lead to greenhouse gas reductions. This work will help to inform future state efforts to reduce greenhouse gas emissions. [Visit the Environment page](#) of the ULI MN website to learn more about the program.

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### **Housing: Partnering to implement tools and strategies that support a full range of housing choices in connected, livable communities.**

ULI MN/RCM launched the Housing Policy Tool Box, reflecting the work of the Housing Initiative over the past 18 months. In partnership with the Center for Housing Policy and with financial support from the Family Housing Fund, the online tool box includes local and national policies and best practices that support a full range of housing choices. [Click here](#) to access the tool box.

### **Jobs/Economic Development—Regional Competitiveness Project Underway**

On October 21st, ULI/RCM, the University of Minnesota-Humphrey Institute and the Minnesota Department of Employment and Economic Development, launched the Regional Competitiveness Project with a workshop to select three of the top ten industry clusters.

Economist Joe Cortright provided attendees with a presentation about the importance of regional clusters (i.e. geographic concentrations of interconnected companies and institutions in a particular field) and U of M analysts shared information about the region's ten most active clusters. At the end of the session, participants selected the three clusters: medical devices, financial services, and distribution services (such as "Branded Distributed Products" and for example, Target, Best Buy, Supervalu, General Mills, 3M Consumer Products, Thompson/Reuters).

The three chosen clusters will be used to create a model for regional economic and employment growth via private –public collaboration, which will be expanded to develop strategies for additional clusters in the future.

In the coming months, mayors will be meeting with CEOs of targeted companies in each cluster to gather information about challenges and opportunities facing the industries. Beginning in January, graduate students in the University of Minnesota's MBA and Public Policy program will be producing cluster studies that include a diagnosis, vision, and action plan as part of their Capstone Workshop.

[Click here](#) for details about the cluster selection process and copies of the presentations from the October workshop.

### **UPCOMING EVENTS**

*For details about calendar items, click on the "learn more" links below.*

#### **Inside the Leadership Studio/Members Only--Rep. Margaret Anderson Kelliher, Speaker of the House**

**Thursday, December 10, 3:45 – 5:00 pm**

**McKnight Foundation Board Room**

ILS events are small, informal and intimate, designed to connect YLG members with prominent, senior leaders in real estate, policy and related fields. Our moderator,

Eliza Clark, leads our guest through a list of standard, penetrating questions producing a fun and informative interview. The fourth session in this years' series features Rep. Margaret Anderson Kelliher, who represents District 60A in Minneapolis. She was first elected to the Minnesota House of Representatives in 1998, becoming Speaker of the House in January 2007. During her tenure as Speaker, Rep. Kelliher guided the passage of a nation-leading renewable energy standard, built a coalition to pass transportation legislation in 2008, and created a Jobs Task Force focused on job creation and training. In addition to being Speaker, Rep. Kelliher teaches at the University of Minnesota's Humphrey Institute. Rep. Kelliher is a candidate for governor in 2010. [Learn more...](#)

### **Connecting Bus Rapid Transit to the Community--Alain Miguelez, Program Manager for Development Review for the City of Ottawa and Mayors Roland (Apple Valley), Rybak (Minneapolis), and Winstead (Bloomington)**

**Tuesday, December 15, 1:15 pm**

**Dorsey & Whitney**

The Twin Cities region is investing in an exciting new transit opportunity: Bus Rapid Transit (BRT) running along 35W and Cedar Avenue. While there are few examples of BRT in North America, particularly in a cold-weather climate, Ottawa has quietly developed a remarkable BRT system that serves over 363,000 riders daily--even in the snow! How can Ottawa's best practices be integrated into the Minnesota plan? Join us for this interactive program designed to stimulate ideas and answer questions about how to achieve the most public and private benefits from BRT. This program is presented by ULI MN and the Regional Council of Mayors in partnership with the Metropolitan Council and Metro Transit. [Learn more...](#)

### **Leading Green Building Initiatives -- John Dalzell, Senior Architect, Boston Redevelopment Authority**

**Wednesday, January 13, 4:00--5:30 pm**

**Dorsey & Whitney**

### **The Complete Street Revolution--Jim Charlier**

**Thursday, February 11, 4:00-5:30 pm**

**Dorsey & Whitney**

A revolution is underway in the US that is transforming the way we plan, design and pay for urban streets. Jim Charlier will present the primary building blocks underlying this revolution, including the emerging best practices for green streets, complete streets and context-based street design.

### **Young Leaders Group (YLG) Annual Program**

**Thursday, March 4, 4:00--5:30**

Another innovative, forward thinking program.....more details soon!

### **ULI MN PROGRAM RECAPS**

[Click here](#) for the links to individual past program summaries.

### **Brian Beaulieu: 4th Annual ULI MN Economic Trends**

**November 19, 2009**

Bringing his forecasting acument back to the Twin Cities for the fourth time, enconomist Brian Beaulieu reminded participants that "this is a business cycle, not a structural shift for the economy. Better days lie ahead." [Read more...](#)

### **Joe Cortright: Walking the Walk: How Walkabilty Influences Home Values**

**October 20, 2009**

To answer the question, "do consumers put value on the relative walkability of different houses" economist [Joe Cortright](#) applied traditional real estate modeling techniques and used the free online tool [Walkscore](#) to come up with the answer. [Read](#) the program recap or [Click here](#) to read the entire study.

### **Ken Greenberg: City Building-Expanding Common Ground**

**September 14, 2009**

ULI MN was fortunate to host [Ken Greenberg](#) of Greenberg Consultants, Inc. for two days of lecture and planning guidance related to a framework for redevelopment and city building in a time of change and opportunity. [Read](#) the program recap or [Read the full notes](#) from Ken Greenberg's "City Building-Expanding Common Ground" events.

### **Tony Downs: Real Estate and the Financial Crisis**

**July 30, 2009**

The current economic situation will get better, but not necessarily soon, according to [Tony Downs](#), a senior fellow at the Brookings Institution and former member and chair of Real Estate Research Corporation, a real estate consulting firm. [Read more...](#)

## **YOUNG LEADER GROUP**

### **Inside the Leadership Studio Session-Nate Garvis**

**October 22, 2009**

Nate Garvis, VP of Government Affairs at Target described his non-linear career path, the societal changes brought by the digital age, and the importance of "practicing civility." Interviewed by Eliza Clark of Pay Dirt LLC, the dynamic Garvis noted that the way to earn influence in our increasingly networked world is to become an "expert listener" and to ask consumers what is valuable to them. [Read more...](#)

### **Inside the Leadership Studio Session-Mayor Gene Winstead**

**August 20, 2009**

You don't always have to keep striving to do worthwhile work and have a good life" was the surprising message third-term Bloomington Mayor Gene Winstead offered to a group of young urban leaders.

"When my father achieved things, it was all good stuff," Winstead said. "I watched him and learned you could reach a plateau in life--and have it be good. [Read more...](#)

### **ULI MN Young Leaders Group (YLG) Presents "Building a Foundation" Program**

In September, ULI MN launched the "Building a Foundation" program to give young leaders a comprehensive understanding of the entire spectrum of the real estate development process. The program provides an intimate setting to learn from leading industry professionals in the Twin Cities. Eight classes, one each month over lunch, cover the essentials of the development process: managing the process, public policy, design and site planning, feasibility analysis, construction, financing, marketing, and property/asset management.

Participants gain new insights from industry professionals, strengthen their professional network, and earn continuing education credits. Created by a Young Leader from Hines, the program's 30 spots sold out quickly, and a waiting list has formed. The first series has both members (\$199) and non-members (\$249) from a

variety of backgrounds, including commercial, industrial and residential developers, city planners, brokers, affordable housing project managers, asset managers and architects. The registration fee included ULI's *Real Estate Development--Principles and Process* book, and a graduation event to be held in June, 2010.

## PEOPLE AND IDEAS

### Urbanizing the Suburbs: A Key to Reducing Greenhouse Gas Emissions

At an October ULI meeting, experts such as author and professor Ellen Dunham-Jones reported "There will be an enormous market for more urban lifestyles, more urban places, within suburbia." This type of redevelopment, including more transportation options, will have a positive impact on reducing greenhouse gas emissions. [Click here](#) to read the full *Climate Wire Energy and Environment Daily* article.

### Minneapolis, one of 4 cities to participate in Daniel Rose Fellowship Program

Minneapolis Mayor R.T. Rybak and three other outstanding local community leaders were selected for the ULI Daniel Rose Center for Public Leadership in Land Use Fellowship. Rybak's team will join three others led by the mayors of Nashville, Philadelphia and Phoenix. The purpose of the fellowship program is to provide city leaders with the insights, peer-to-peer learning, and analysis they need to successfully build and sustain their cities.

### Regional Conference of Mayors Showcased in New ULI Report

The RCM is one of five projects feature in ULI's new report, "Leadership and Innovation for Change: Five Years of Community Action Grants." ULI MN launched the RCM partnership after receiving a ULI Community Action Grant in 2004 that was generously matched by the Target Corporation. [Read](#) the full report.

### What do Jane Jacobs, Le Corbusier, and Christopher Leinberger have in common?

The popular urban planning website [Planetizen](#) polled its readers to develop the list of the "Top 100 Urban Thinkers." See who makes the cut and plan your votes for next year's list!

## MEET THE MAYOR: DEBBIE GOETTEL, RICHFIELD

Debbie Goettel was elected mayor of Richfield in 2006, unseating the incumbent who had been in office for 24 years! She is also the city's first female mayor. Mayor Goettel has a civil engineering degree from the University of Minnesota and has completed graduate work in environmental studies. She is the Environmental and Health Safety Manager at Nestle where she is responsible for all of the permitting and training at Nestle's facilities. She and her husband John Gomez have one son and two grandchildren who live in Waconia. Goettel leads the Regional Council of Mayors' initiative on the environment.

### *You have been Mayor of Richfield since 2006, what prompted you to run for office?*

I was an activist, working on local, state and even federal issues. I was frustrated about the way things were going in Richfield and the fact that you couldn't get a call returned from the city's offices. I was concerned that the city wasn't weighing the value of different projects, instead accepting anything for the sake of attracting development. I was also focused on property maintenance issues—and how the city could better educate residents and enforce rules. I decided to put my hat in the ring

when there were no challengers to the incumbent. And I thought, I could do this job better.

***Richfield participated in the RCM's Opportunity Cities Pilot Program. What were the biggest things that you took away from that experience?***

We learned that we had some really good programs, in particular the Kids @ Home program, which we are now putting more resources into. This program provides a rent subsidy to residents who are not eligible for Section 8, but require assistance. It also links up families to social services, helping them to get on their feet. The goal is to promote housing stability and to keep children in the same school, making it easier for families to become more self sufficient and kids more grounded in their education.

***As co-chair of the RCM's Environment Initiative, what do you see as the biggest challenges and opportunities in this area?***

We need to get information out about what sustainability is and package the best practices on a website so that cities can learn from one another. The state is looking at large municipal buildings to see how they are performing from an energy use standard. The idea is to retrofit the worst actors, but this is really difficult since many cities have less money available now to do this kind of work. In Richfield we're adding insulation and replacing the ventilation system and roof of our ice arena and we expect to see the financial payback in a short time frame.

***What is your favorite thing about living in Richfield?***

It really is everyone's small town. It is a true community where people know and care for one another.

***Where's the first place you take visitors to in Richfield?***

If it's a Saturday, the Farmers' Market—I go every week. If the weather is decent, then Wood Lake Nature Center, in the winter you can cross country ski there too. Our parks are a great resource.

***What's the last movie you saw?***

I just saw Jim Carrey's "A Christmas Carol" with my grandson.

**GOOD WORKS: The African Development Center Creates Opportunity for Immigrants**

In these challenging times, it's good to be reminded of the good works being supported by our ULI MN members. This is part of a continuing series; let us know about your stories.

In just five years, the [African Development Center](#) (ADC), founded in 2004 by ULI MN Executive Committee member Hussein Samatar, has made a profound impact on the state of Minnesota and the communities it serves.

ADC's mission is to start and sustain successful businesses, build assets and promote community reinvestment within the African communities of Minnesota. There are more than 100,000 African immigrants and refugees in Minnesota, representing 13% of Minnesota's foreign born residents—a higher percentage than any other state, according to a Minneapolis Foundation report. Many of these new arrivals struggle with cultural, religious, language, and financial barriers and Samatar, who moved to Minnesota from Somalia in 1993 during that country's civil strife, faced many of the same challenges.

Samatar writes, "My own story is living the American dream. Having been displaced at the tender age of 21, I've never given up hope, and I've found hope here in Minnesota. Trained as a banker, I left my secure job to start the African Development Center, which has become one of the leading community development organizations of the state."

ADC's staff of seven African immigrants (who together can speak eight different languages) provide the following services to clients: Financial literacy training, first time home buyer education, technical assistance and financing for small businesses, mortgage and commercial loan products with conventional and Islamic terms (i.e. Islamic law prohibits charging interest, so new models have been developed to provide a return on investment, while allowing borrowers to stay true to their faith.).

At the October opening of ADC's new service center on the former North Country Coop site in the West Bank, Samatar reported that since 2004, ADC has trained more than 350 businesses, providing financing to approximately half of them; more than 1,000 families have received home ownership training; and 350 families have had financial literacy counseling. ADC was also a founding partner of the catalytic Midtown Global Market project in Minneapolis.

ADC's success has not gone unnoticed. For the past two years the City of Minneapolis has ranked ADC the number one small business lender and Samatar was recognized as a top corporate executive at the Minneapolis/St. Paul Business Journal's 2009 Minority Business Awards.

## POETIC MOMENT

*Bob Close, landscape architect and member of the ULI MN executive committee, reminds us that there's room for artistic expression in land use circles. He is ULI MN's own "poet laureate."*

Fading light, the pools of darkness  
Swirl deep circles in the sky  
October and November switch roles  
As fall drifts into winter

Reasons for hope we hope remain  
As critics and shouters tug at the fabric  
That is just beginning to feel whole again  
And really, all we long for  
Is a season  
And a generation  
Of peace

## NEW MEMBERS:

Peter Austin, Andrew Babula, Kate Bartelt, Jack Byers, David Decker, Janne Flistrand, Michael Greco, Jeb Hagan, Paul Heuer, Thomas Link, Lynne Malknecht, Grant Martin, Andy Noble, Jeffrey Thuringer, Lisa Marie Wyard Goodwin

## ULI BOOKSTORE: SUPPORT ULI MINNESOTA

Next time you order a book from the Bookstore, be sure to use the ULI Minnesota code "8117". Your district council will receive a share of the proceeds!

**CONTACT US:**

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[\(top of page\)](#)

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