

ULI MN Market Council

April 27th, 2016
12:00pm – 5:00pm
Mall of America, Business Center
60 East Broadway, Bloomington, Minnesota 55425

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12:00pm *Lunch and networking*

12:15pm *Welcome and introductions - Co-Chair Doug Seylar*

Presentations

12:30pm **Case Study: Mall of America and Economic Development**

Mayor Gene Winstead, City of Bloomington

Gene Winstead has been a resident of Bloomington since 1975 and is married with three grown daughters and seven grandchildren. He is the owner of Ike's restaurants in downtown Minneapolis, Bloomington, and at the MSP International Airport. He was elected to his first term as mayor of Bloomington, Minnesota on November 2, 1999, and was re-elected to his fifth term on November 3, 2015. He's been a member of the Bloomington City Council since his appointment in 1995. In addition to his work on the City Council, Mayor Winstead is currently serving as a Board Member on Bloomington's Port Authority, Bloomington United for Youth, the Bloomington Convention and Visitors Bureau, and Metro Cities. He is a past member of the City's Planning Commission, serving as its Chairperson through the development of the Mall of America, and has served on several other community boards and foundations including the Bloomington Housing and Redevelopment Authority, the Bloomington Chamber of Commerce, the Bloomington Crime Prevention Association (BCPA), and the Senior Community Services Board.

Schane Rudlang, Port Authority Administrator, City of Bloomington

Schane Rudlang holds a Bachelor of Science degree in Civil Engineering from North Dakota State University. As the Port Authority Administrator for the City of Bloomington he plans infrastructure and helps finance sustainable, mixed-use, transit-oriented development primarily in Bloomington's South Loop District. His recent projects in South Loop include the Mall of America expansions and Bloomington Central Station, both along the Blue LRT line.

1:15pm **Break**

1:30pm Case Study: Mall of America and Mall Expansion

Kurt Hagen, Senior Vice President of Development, Triple Five Worldwide

Kurt Hagen's career spans 23 years of commercial construction and development experience. He currently heads Mall of America Phase II development for Triple Five Corporation. Phase II is projected to be up to 5.6 million square feet and will make Mall of America the largest retail and entertainment complex in the world. Kurt is responsible for all design and construction activities associated with this \$2 billion expansion including developing the master plan design, securing all City and State entitlements, securing all required public funding, and overseeing all anchor leasing.

2:00pm Break

2:15pm Tour: Behind the Scenes at the Mall of America

3:00pm Consumer Trends and Mall Development

Dennis Ryan, Fetrow Ryan & Partners

Over a thirty-year career, Dennis Ryan has created Super Bowl ads and viral videos, driven regional and multi-national accounts and led creative departments numbering from 200 to 2. With the launch of Fetrow Ryan & Partners, he brings to bear his deep knowledge of the creative industry, the consumer behavioral changes driven by technology, and the new opportunities his evolving industry presents. After spending over twenty-five years in Chicago, Dennis moved to Minneapolis to become the first Chief Creative Officer of Olson, hiring his now partner Mike Fetrow as ECD. Together, they quickly raised that agency's profile, upgrading talent, winning seven new national accounts and getting it sold for their private equity owners. Dennis started his career as a copywriter for Needham Harper & Steers, staying with that agency through thirteen years and three name changes. He moved on to become ECD of J. Walter Thompson, expanding his experience internationally as Chair of their Worldwide Creative Council. He later helped launch Element 79 as their Chief Creative Officer. Along the way, he has dreamed up ideas for the world's best-known brands, including Budweiser, Target, Northwestern Mutual, Gatorade, Frito-Lay, Discover Card, the NFL, Miller Brewing, McDonald's, Kraft, Nestlé, Nabisco, BMO, Supercuts and dozens of others. As a creative leader, Dennis draws on his own extensive storytelling experience in top-tier radio and television production—including more than two dozen Super Bowl appearances.

4:00pm Cocktail Hour

5:00pm Adjourn

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