

**HOPKINS CITY COUNCIL  
WORK SESSION  
AGENDA**

Tuesday, May 10, 2022

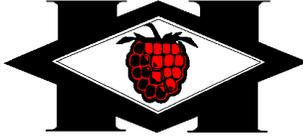
**6:30 pm**

Hopkins City Hall – Council Chambers

6:30 p.m. Urban Land Institute Navigating Your Competitive Future Discussion; Elverum

Other

Adjournment



CITY OF HOPKINS

## Memorandum

To: Honorable Mayor and Council Members  
Planning Commission  
Mike Mornson, City Manager

From: Kersten Elverum, Planning and Economic Development Director  
Jan Youngquist, Community Development Coordinator

Date: May 10, 2022

Subject: Urban Land Institute Navigating Your Competitive Future Discussion

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### PURPOSE

The Urban Land Institute (ULI) will be facilitating a Navigating Your Competitive Future (NCF) workshop, which will include an interactive discussion between the City Council, Planning Commission and volunteer real estate professionals to focus on current challenges associated with development and redevelopment.

NCF is designed to foster a meaningful dialogue to strengthen a mutual understanding of today's economic reality, market preferences and demographic shifts, with a goal for participants to better understand the importance of effective partnerships and learn strategies to position the community to be competitive and resilient, and to attract the best quality development particularly in these uncertain and evolving economic times. No action will be taken by the City Council or Planning Commission.

### INFORMATION

The meeting will include an overview of market forces and trends presented by Cathy Bennett from ULI, a facilitated panel discussion with key real estate professionals, and a question and answer session with the City Council and Planning Commission in response to the panel discussion.

The professional real estate panel will include:

- Eduardo Barrera, Neighborhood Development Center
- J. Alex Frank, Magnolia Homes
- Anne Mezzenga, Omni Talk
- Jeff Washburne, City of Lakes Land Trust