

## **END USER COUNCIL - 2022 Fall Meeting Agenda (Dallas)**

For ULI Fall Meeting registration and general information, please visit <https://fall.uli.org/>.

As a friendly reminder, council members are required to maintain Full Member status with ULI and register for the Fall Meeting. If you have any questions regarding registration, please contact Andrea Schell at [andrea.schell@uli.org](mailto:andrea.schell@uli.org).

For a general overview of the council, please visit <https://americas.uli.org/end-user-council/>.



[photo credit: The Vale Magazine]

If you have any questions about the agenda, feel free to contact Jason Romero.  
([jason.romero@platformv.com](mailto:jason.romero@platformv.com); or text/call 913-209-2532)

**Suggested Hotel:**

Council members and guests are encouraged to stay at the Kimpton Pittman hotel in the Deep Ellum neighborhood. It is near the meeting location.

<https://www.pittmanhoteldallas.com/>



**End User Council Cocktails & Dinner Details:**

**Tuesday, October 25, 2022, at 6:00pm – 9:00pm CST**

Council members and guests are invited to cocktails and dinner at **[TBD]**, which is located at:

[Address TBD]

**End User Council Meeting Date & Agenda:**

**Wednesday, October 26, 2022 [*hosted in person only*]**

The meeting will be held in partnership with **ULI Greenprint Center for Building Performance**, with a focus on end users and their experience with sustainability and net zero goals.

The ULI Greenprint Center for Building Performance is a worldwide alliance of leading real estate owners, investors, and strategic partners committed to improving the environmental performance of the global real estate industry. For more information on ULI Greenprint Center for Building Performance, please visit: <https://americas.uli.org/research/centers-initiatives/greenprint-center/>

The meeting will be held at **Uber's office in the Epic building in Deep Ellum.**

The Epic  
2550 Pacific Ave.  
Dallas, TX 75226

**8:30 AM – 9:00 AM CST**

Coffee, breakfast, and seating

**9:00 AM – 9:30 AM CST**

Opening remarks by council leadership. Member and guest introductions; and general announcements.

- Mike Huaco, Uber Technologies
- Sue Zimbelmann, Pfizer

**9:30 AM – 10:00 AM CST**

**Macro Real Estate Trends Impacting the Dallas Market** – A presentation by CBRE on macro trends such as the migration of coastal based companies to Dallas.

**10:00 AM – 11:00 AM CST**

**The Epic Building Tour** – Deep Ellum developer, Westdale, and occupier, Uber, provide a building tour and discussion that highlights the Epic's sustainable features and Deep Ellum's recent growth.

- Westdale
- Uber

**11:00 AM – 11:15 AM CST**

Break

**11:15 AM – 11:30 AM CST**

**Introduction to Owner/End-User Collaboration on ESG Goals** – Kicking off the discussion topic of why owners and end-users should work together on ESG and how they can make progress on ESG together.

- Marta Schantz, SVP of ULI Greenprint Center for Building Performance

**11:30 AM - 11:55 AM CST**

**Roundtable Discussions** - Owners and end-users split into groups to discuss their respective sustainability challenges and goals, how they currently work together on these goals, and strategies to improve coordination and results moving forward. Examples include data sharing, green leasing, behavior change/occupant engagement, and sustainable fit outs. Each table will have a series of questions to discuss around the day's topic of collaboration and ESG.

**11:55 AM - 12:15 PM CST**

**Group Discussion** – Share takeaways, lessons learned, and next steps from each roundtable group.

**12:15 PM - 1:00 PM CST**

Catered lunch.

**1:00 PM - 2:30 PM CST**

***Walking Tour of Deep Ellum Entertainment District*** - The Deep Ellum Foundation leads owners and end-users on a walking tour of the Deep Ellum District. They will cover the recent growth of the area and highlight sustainable initiatives within the neighborhood.

**2:30 PM CST**

***Deep Ellum Happy Hour*** - Location **TBD**

***Next Meeting Save the Date:***

**2023 ULI SPRING MEETING – TORONTO, ON, CANADA**

- Council dinner on Tuesday, May 17, 2023
- Council meeting on Wednesday, May 18, 2023