



## Day 7: Placemaking + Design - Agenda

Thursday, March 14, 2019

Pinstripes-Pike & Rose  
11920 Grand Park Avenue  
North Bethesda, MD 20852

- 8:30 a.m.**            **Arrivals and Breakfast**
- 9:00 a.m.**            **Leadership Component: Becoming Better Engaged as Land Use Professionals**  
Jess Zimbabwe, Plot Strategies
- 10:30 a.m.**            **Break**
- 10:45 a.m.**            **Creative Placemaking Ideas**
- Participants bring in a photo of their favorite place and share why they love it. Please email Becca with your photo- [Rebecca.hertz@uli.org](mailto:Rebecca.hertz@uli.org)
  - Moderated discussion- Brett Swiatocha, Perkins Eastman
- 11:45 a.m.**            **Capstone Project Working Lunch**
- 1:30 p.m.**            **Tour: Pike & Rose** with Mickey Papillon, Vice President- General Manager- Pike & Rose, Federal Realty Investment Trust
- 2:15 p.m.**            **Marshmallow Challenge-** Deborah K. Bilek, Vice President, Advisory Services, ULI
- 3:15 p.m.**            **Break**
- 3:30 p.m.**            **Creative Placemaking Panel**
- Juanita Hardy, Creative Placemaking Consultant (moderator)
  - Carrie Sanders, Division Chief, Montgomery County Planning Department
  - Tom Boylan, Senior Vice President, The Meridian Group
  - Brett Swiatocha, Perkins Eastman
  - Stacie West, Director of Parks Projects, NoMa Parks Foundation
- 5:00 p.m.**            **Happy Hour: City Perch Kitchen + Bar (next door)**