

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

C. Fieldtrips

2. Milwaukee, February, 1983. Includes  
Itinerary and Correspondence

# THE ROONEY GROUP

933 NORTH MAYFAIR ROAD  
MILWAUKEE, WISCONSIN 53226  
414 476-6500

*Suite 303*

January 17, 1983

Mr. John Cavan, President  
U. W. Real Estate Club  
1 North Bedford, Apt. #308  
Madison, Wisconsin 53703

Dear John:

We have finalized enough arrangements for the upcoming February 3rd field trip, such that we can now begin to structure the trip in terms of timing, etc.

The current schedule is set up as follows:

- 12:15 P.M. Students arrive at First Wisconsin.
- 12:30 P.M. Speakers begin presentations
  - Steve Dragos, Executive Vice President of Milwaukee Redevelopment Corporation
  - Jon Wellhoefer, Deputy Commissioner Department of City Development
  - Lee Letchford, Grand Avenue Management
- 3:00 P.M. Proceed to Grand Avenue Mall for tour. Students will be broken down into smaller groups for tour, and they will be more or less on their own, hopefully with a Milwaukee alumnus to act as a guide, answer questions, etc.
- 4:30 P.M. Regroup to return to First Wisconsin for final speaker.
- 5:30 P.M. Proceed to Major Goolsby's for cocktails and buffet.
- 8:00 P.M. Depart for Madison.

I will be sending you outline data on the speakers and what they will cover so you can pass this on to the rest of the students.

As we have discussed, the program will be fairly comprehensive and should be very informative, as well as enjoyable. It is critical that the students arrive on time at the First Wisconsin because we do not wish to inconvenience the speakers. I will also send information on where the conference room is in the First Wisconsin Center and where the bus can park.

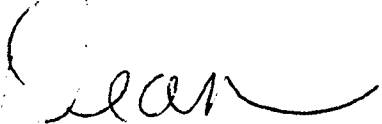
The buffet at Major Goolsby's will consist of hot hors d'oeuvres followed by sandwiches. Goolsby's still has not gotten back to me as far as exact costs, but last year it was around \$5.00 per person, so at this time, I think it would be safe to assume it will cost

Mr. John Cavan  
January 17, 1983  
Page Two

about \$6.00 per person. I told Goolsby's we would have about 60 or 65 people, based on my estimate of 40 or 45 students and 20 or so local alumni. The bar will probably be a cash bar and we will try to get enough alumni donations such that we can provide the students with a free half barrel. We're counting on you to muster at least 40 students!

The above will hopefully provide you with enough data such that you can post a notice and begin to set things up on your end. You should get the other data I indicated by early next week at the latest. If you have any questions, please call.

Sincerely,  
THE ROONEY GROUP

A handwritten signature in cursive script, appearing to read "Dean", written in dark ink.

Dean P. Larkin

DPL:cas

THE ROONEY GROUP

Memorandum

To: Wisconsin Real Estate Alumni Association Members-Milwaukee

What: Real Estate Student Field Trip to The Grand Avenue Mall  
culminated by a Joint Social Meeting of Students and Local Alumni  
at Major Goolsby's

When: February 3, 1983 -

Where: 12:20 P.M. - First Wisconsin Center, 777 East Wisconsin Avenue  
3:00 P.M. - Grand Avenue Mall  
4:30 P.M. - Regroup at First Wisconsin Center  
5:30 P.M. - Major Goolsby's, 340 West Kilbourn Avenue

---

Program: The current crop of real estate students will be coming in from Madison with the Chief to hear speakers and tour the Grand Avenue. The 12:20 P.M. gathering at the First Wisconsin will entail talks by three excellent and knowledgeable people about the history, development, and current operation of the Grand Avenue. These speakers will include:

Steve Dragos, Executive Vice President of  
Milwaukee Redevelopment Corporation.

Jon Wellhoefer, Deputy Commissioner, Department  
of City Development.

Lee Letchford, Grand Avenue Management.

After these presentations, the students will proceed to the Grand Avenue to tour the project in smaller groups. After the tour, the group will return to the First Wisconsin Center to hear local alumnus John Siefert talk about NML's role in the project. The group will then adjourn to Major Goolsby's for cocktails and a buffet supper.

The cocktail hour and buffet supper at Goolsby's is intended not only for the students, but as a social gathering for the Milwaukee Real Estate Alumni as well. Local alums are encouraged to not only attend the cocktail hour and supper, but to join in any part of this program.

The price of the buffet supper will be \$6.50, with a cash bar. We need to know how many people will be attending so that the chef at Major Goolsby's can order the food. The menu will include hot hors d'oeuvres, followed by ham and turkey sandwiches. This buffet type meeting worked out quite well last year, so please come. Please call Dean Larkin at The Rooney Group at 476-6500 by January 27th to make a reservation. Don't be left out!

Directions to the conference room at the First Wisconsin Center to hear the various speakers are as follows, depending on where you enter the building.

1) Entrance at Wisconsin Avenue - Proceed directly ahead and take escalator to Galleria Level. The Conference Center is located on the west side of the building directly across from the bank of elevators which serves the 19-30th floors.

2) Entrance through Parking Structure on Michigan - Enter building and take elevator to Galleria Level. Proceed north past retail area towards main bank of elevators to Information Circle. The Conference Center is located on the west side of building (to left when facing main elevators at Information Circle).

The Conference Center is within 15 feet of the Information Circle on the Galleria Level.

# THE ROONEY GROUP

933 NORTH MAYFAIR ROAD  
MILWAUKEE, WISCONSIN 53226  
414 476-6500

January 20, 1983

Mr. Jon Wellhoefer  
Deputy Commissioner  
Department of City Development  
734 North 9th Street  
Post Office Box 324  
Milwaukee, Wisconsin 53201

Dear Mr. Wellhoefer:

We are very pleased that you have agreed to speak to the visiting University of Wisconsin real estate students on February 3, 1983. The students should be arriving at the First Wisconsin Center at about 12:15 P.M. It would probably be best for the speakers to arrive by 12:20 P.M. or so, such that we can begin the program by 12:30 P.M.

The conference room we have reserved is the First Wisconsin Conference Center, which is located on the Galleria Level. Directions to the conference room, depending on where you enter the building are as follows:

- 1) Entrance at Wisconsin Avenue - Proceed directly ahead and and take escalator to Galleria Level. The Conference Center is located on the west side of the building directly across from the bank of elevators which serves the 19-30th floors.
- 2) Entrance through Parking Structure on Michigan - Enter building and take elevator to Galleria Level. Proceed north past retail area towards main bank of elevators to Information Circle. The Conference Center is located on west side of building (to left when facing main elevators at Information Circle).

The Conference Center is within 15 feet of the Information Circle on the Galleria Level.

In addition to yourself, the other speakers will include Mr. Dragos of the Milwaukee Redevelopment Corporation and Mr. Letchford of Grand Avenue Management.

Given the role of the City of Milwaukee and the Department of City Development in the project, we are hoping you can address the following topics in your talk:

- . History of the City's and DCD's role in the project.
- . Commentary on the public-private partnership that helped put the project together (e.g., the City's investment, provision for parking, ownership of common areas, negotiations and agreements between the various parties that had to be worked out, etc.).

Mr. Jon Wellhoefer  
January 20, 1983  
Page Two

- . Choice of sites for the project and the condemnation process that was performed for the project. The students all have appraisal background, so a highlighting of how the condemning authority works, their view of the appraisal process, and the problems and pitfalls of condemnation and condemnation appraisal would be most interesting.
- . Discussion of the future redevelopment of Milwaukee and how this project relates to the "big picture".

Since Mr. Dragos will be talking about historic and design topics, and Mr. Letchford will talk on the current operation and management of the project, it would probably be best for you to be the second speaker. We estimate that the talks will each average one half hour to forty-five minutes in length. We can decide on how to handle questions from the audience prior to the program.

The students will tour the Grand Avenue after the talk and will then meet the local alumni for cocktails and a buffet supper at Major Goolsby's at 340 West Kilbourn at about 5:30 or 6:00 P.M. You are most cordially invited to attend the cocktail and buffet meeting at Major Goolsby's. If you are interested in attending, please let me know by January 25th, because we must finalize our reservation at that time.

Again, thank you very much for your cooperation. We are looking forward to meeting you and listening to your talk. If you have any questions regarding the above, please give me a call.

Sincerely,  
THE ROONEY GROUP

Dean P. Larkin

DPL:cas

THE ROONEY GROUP

# THE ROONEY GROUP

933 NORTH MAYFAIR ROAD  
MILWAUKEE, WISCONSIN 53226  
414 476-6500

January 20, 1983

Mr. Lee Letchford  
Grand Avenue Management  
275 West Wisconsin Avenue  
Lower Rotunda, #5  
Milwaukee, Wisconsin 53203

Dear Mr. Letchford:

We are very pleased that you have agreed to speak to the visiting University of Wisconsin real estate students on February 3, 1983. The students should be arriving at the First Wisconsin Center at about 12:15 P.M. It would probably be best for the speakers to arrive by 12:20 P.M. or so, such that we can begin the program by 12:30 P.M.

The conference room we have reserved is the First Wisconsin Conference Center, which is located on the Galleria Level. Directions to the conference room, depending on where you enter the building are as follows:

- 1) Entrance at Wisconsin Avenue - Proceed directly ahead and take escalator to Galleria Level. The Conference Center is located on the west side of the building directly across from the bank of elevators which serves the 19-30th floors.
- 2) Entrance through Parking Structure on Michigan - Enter building and take elevator to Galleria Level. Proceed north past retail area towards main bank of elevators to Information Circle. The Conference Center is located on west side of building (to left when facing main elevators at Information Circle).

The Conference Center is within 15 feet of the Information Circle on the Galleria Level.

Given your involvement with the leasing and management of the Grand Avenue, we are hoping you can address the following topics in your talk:

- . The Rouse Company's conceptualization of what the center is supposed to be and do and the thought behind the theme of the center.
- . Discussion of the preliminary leasing plan for the center, i.e., the initial plan of where to locate what types of tenants and why, and the evolution of this plan over time.
- . The maintenance of the center.

Mr. Lee Letchford  
January 20, 1983  
Page Two

- . Security considerations for the center.
- . Sales performance of the center.
- . Marketing - the interface of the center's tenants with the leasing and management team.
- . Licensing and permits - e.g., getting liquor licenses and the process of obtaining the various entitlements needed to operate the center.

The students will tour the Grand Avenue after the talk and will then meet the local alumni for cocktails and a buffet supper at Major Goolsby's at 340 West Kilbourn at about 5:30-6:00 P.M. You are most cordially invited to attend the cocktail and buffet meeting at Major Goolsby's. If you are interested in attending, please let me know by January 25th, because we must finalize our reservation at that time.

Again, thank you very much for your cooperation. We are looking forward to meeting you and listening to your talk. If you have any questions regarding the above, please give me a call.

Sincerely,  
THE ROONEY GROUP

Dean P. Larkin

DPL:cas

THE ROONEY GROUP



# THE ROONEY GROUP

933 NORTH MAYFAIR ROAD  
MILWAUKEE, WISCONSIN 53226  
414 476-6500

January 20, 1983

Mr. Stephen F. Dragos  
Executive Vice President  
Milwaukee Redevelopment Corporation  
161 West Wisconsin Avenue  
Milwaukee, Wisconsin 53202

Dear Mr. Dragos:

We are very pleased that you have agreed to speak to the visiting University of Wisconsin real estate students on February 3, 1983. The students should be arriving at the First Wisconsin Center at about 12:15 P.M. It would probably be best for the speakers to arrive by 12:20 P.M. or so, such that we can begin the program by 12:30 P.M.

The conference room we have reserved is the First Wisconsin Conference Center, which is located on the Galleria Level. Directions to the conference room, depending on where you enter the building are as follows:

- 1) Entrance at Wisconsin Avenue - Proceed directly ahead and take escalator to Galleria Level. The Conference Center is located on the west side of the building directly across from the bank of elevators which serves the 19-30th floors.
- 2) Entrance through Parking Structure on Michigan - Enter building and take elevator to Galleria Level. Proceed north past retail area towards main bank of elevators to Information Circle. The Conference Center is located on west side of building (to left when facing main elevators at Information Circle).

The Conference Center is within 15 feet of the Information Circle on the Galleria Level.

In addition to yourself, the other speakers will include Mr. Wellhoefer of the Department of City Development and Mr. Letchford of Grand Avenue Management.

Given the role of the Milwaukee Redevelopment Corporation in the project, we are hoping you can address the following topics in your talk:

- . Long term history of the area and buildings as they have evolved over time and as they related to the project.
- . History and discussion of Milwaukee Redevelopment Corporation's role and your role in the project.
- . Discussion of the conceptualization, design, and construction of the project.

Mr. Stephen Dragos  
January 20, 1983  
Page Two

Since these topics will provide the background information about the project, it would probably be best if you spoke first.

I also understand that you might have a slide show as part of your presentation. The conference room is equipped with a screen. If you need to be provided with a slide projector, please contact me and let me know what type so that one can be arranged for.

I estimate that the different talks will each average one half hour to forty-five minutes in length. We can decide on how to handle questions from the audience prior to the program.

The students will tour the Grand Avenue after the talk and will then meet the local alumni for cocktails and a buffet supper at Major Goolsby's at 340 West Kilbourn at about 5:30 or 6:00 P.M. You are most cordially invited to attend the cocktail and buffet meeting at Major Goolsby's. If you are interested in attending, please let me know by January 25th, because we must finalize our reservation at that time.

Again, thank you very much for your cooperation. We are looking forward to meeting you and listening to your talk. If you have any questions regarding the above, please give me a call.

Sincerely,  
THE ROONEY GROUP

Dean P. Larkin

DPL:cas

THE ROONEY GROUP

TRIP ROSTER

- 1. Jonathan Cavan
- 2. Sue Bonifas
- 3. Gerard Vick
- 4. Mike Casey.....not on bus to Milwaukee
- 5. Kevin Wall
- 6. Don Wilson
- 7. Jeff Cavanaugh
- 8. Thomas James
- 9. Paul Koerber
- 10. Ken Swanson
- 11. Herb Fredrick
- 12. Steve Meyers
- 13. Marian Wolfe
- 14. KC Opitz
- 15. Mark Sullivan
- 16. John Dreier
- 17. Mary Kay Schulte
- 18. Gary Tadian
- 19. Amy Grutzner
- 20. John Hillard
- 21. Jeff Huggett
- 22. Bob Foster
- NS - 23. Peter Tedesco
- 24. Steve Rozga
- 25. Pat McKinneylins
- 26. Marge Kozich
- 27. David Reach
- 28. Rose Morreale
- NS - 29. Kurt Koeneche
- 30. Nels Bohn
- ~~31.~~ Leslie Crump.....No buffet
- 32. Kim Herman
- 33. David C. Keller
- 34. Louise Venden
- 35. Raphael Dawson
- 36. Reed Stvan
- 37. Funmi Akinyode
- 38. Larry Justice
- 39. Chuck Segal
- NO SHOW - 40. Jon Kiehnau
- 41. Barbara Waltz
- 42. Tom Tossey
- 43. Tammy Moritz
- NO SHOW - ~~44.~~ Randy Seegers.....No bus, no buffet
- 45. Dave Stauffacher .....Hasn't paid
- 46. Max Krummerow.....Hasn't paid
- ~~47.~~ Jeff Langlois.....Hasn't paid

Cash payment to Major Goolsbys 45 dinners @ \$6.50....\$292.50

*Account for 42*