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CDC Blue – Fall Virtual Product Council Meeting  
Day One  
Social Distancing Edition – Tuesday, October 20, 2020
12:00 - 1:45 pm Pacific / 3:00 – 4:45 pm Eastern

12:00 pm PDT / 3:00 pm EDT  
Join the Zoom Meeting / Gathering of Participants  
5 minutes

Start 12:05 pm PDT / 3:05 pm EDT  
Council Business  
10 minutes

Introduction – David Waite to Introduce Claudia Gerster as Interim Chair

Moderator:  
Claudia Gerster, Owner/Principal, Creative License, Tempe, AZ
Welcoming Remarks, Upcoming Sessions,

Introduction of Guests:
- Christina Acuna, Director of Marketing, McWhinney, Denver, CO - Guest of David Crowder
- Jamie Pou, Division President, Toll Brothers, Charlotte, NC - Guest of Matt Johnston
- Mike Maires, Sr. Real Estate Portfolio Manager at Utah Retirement Systems, Draper, Utah – Guest of Taylor Mammen
- Dan Larsen, Real Estate Portfolio Manager at Utah Retirement Systems, Salt Lake City, Utah - Guest of Taylor Mammen
- Whitney Webb, Director of National Accounts, Creative License, Tempe, AZ – Guest of Claudia Gerster

Annual Fund (Greg Vogel)
Session One: The Real State of our Economy and Housing

Moderator:
Aimee Martin, ASM Real Estate Advisors, Irving, TX

Speakers:
Ali Wolf, Director of Economic Research, Meyers Research LLC, Irvine, CA
Tim Sullivan, Senior Managing Principal, Meyers Research LLC, Solana Beach, CA

*Includes 15 Minutes for Q & A

“The latest economic and housing market insights and trends from the experts at Meyers Group”

Start 1:15 pm PDT/ 4:15 pm EDT

Session Two: Break Out Room for Social Gathering – Break out your Gift Box!

• Topic: “Let's share some laughs together and see who can stump our colleagues with the most interesting revelations (i.e. The Game ‘Two Truths and A Lie”)”

Moderators:
Claudia Gerster, Owner/Principal, Creative License, Tempe, AZ
David Waite, Partner, Cox, Castle, & Nicholson, LLP, Los Angeles, CA
Aimee Martin, Principal, ASM Real Estate Advisors, Irving, TX
Taylor Mammen, Senior Managing Director, RCLCO, Los Angeles, CA
Ty McCutcheon, President & CEO, Daybreak Communities, South Jordan, UT

*Please note – 10% of the Gift Box Order we sent to CDC Blue Members and Guests will be donated to the “NeighborWorks” Mission Driven Organization - [https://www.neighborworks.org/About-Us](https://www.neighborworks.org/About-Us)

NeighborWorks America creates opportunities for people to live in affordable homes, improve their lives and strengthen their communities. As a congressionally chartered and funded nonpartisan nonprofit, NeighborWorks supports organizations that provide communities with affordable housing, financial counseling and coaching, training, and resident engagement and collaboration in the areas of health, employment and education.

1:45 pm PDT / 4:45 pm EDT

Depart Day One from Break Out Room (Each Moderator will close out the day with their own room and review Day Two with the Members in their Room)

Adjourn by 1:45 pm PDT/4:45 pm EDT

DAY TWO - Wednesday, October 21, 12:00 – 1:35 pm PDT / 3:00 – 4:35 pm EDT – See separate Agenda
ULI’s Mission

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is committed to:

• Bringing together leaders from across the fields of real estate and land use policy to exchange best practices and serve community needs;
• Fostering collaboration within and beyond ULI’s membership through mentoring, dialogue, and problem solving;
• Exploring issues of urbanization, conservation, regeneration, land use, capital formation, and sustainable development;
• Advancing land use policies and design practices that respect the uniqueness of both the built and natural environments;
• Sharing knowledge through education, applied research, publishing, and electronic media; and
• Sustaining a diverse global network of local practice and advisory efforts that address current and future challenges.

ULI’s Content Pillars

The ULI Content Pillars provide a bridge between our broad mission and the programs that deliver it. The Pillars represent the timeless topics or concerns of the organization, within which the program of work must fit.

Housing and Communities
This pillar is firmly grounded in the founding of the organization in 1936. References to housing products and policy, and specifically to the provision of affordable housing, are included in ULI’s Articles of Incorporation. ULI fundamentally believes that housing is a fundamental underpinning of healthy and thriving communities.

Real Estate Finance and Investment
A great deal of ULI’s value to our members and ability to meaningfully deliver our mission relates to our activities in real estate capital markets, including providing a forum for the providers and users of capital to convene. ULI’s traditional focus has been on connecting capital to real estate through the creation of value. This pillar also encompasses the market and economic factors that affect the supply and demand forces that drive land use change.

Sustainability and Economic Performance
Specifically referred to in ULI’s mission, and embedded in ULI’s dedication to the creation of long-term value, sustainability is more than energy efficiency or adaptation to climate change. It encompasses environmental, social, and governance issues as they relate to efficient use of resources and creating and maintaining a sustainable and resilient built environment.

Innovation in Development Practice
ULI’s applied research and education programs are based principally on best practices, on “what works,” and the process of real estate development remains central to the mission and to our members’ activities. We foster innovation, but look to practical experience and knowledge sharing to advance the state of the art. This pillar refers primarily to activities, at various scales, that are considered site-specific. ULI traditionally takes a case study approach, using real-world examples to illustrate broadly applicable principles and practices.

Shaping Successful Cities and Regions
Site-specific development occurs within a broader physical and policy context shaped by numerous actors and decision-makers. This larger context, from neighborhood to metropolitan region, is the subject of this pillar. Here, activities and issues transcend property boundaries and encompass land use planning and development policy, infrastructure, metropolitan growth strategies, and transportation issues.
ULI Council Member Expectations

Council membership is a privilege desired by many ULI members and the value of the Council experience is determined by the quality and participation of its members. Each Council member is therefore expected to be a committed and participating part of the Council, contributing as much value to the Council experience as they take home.

OPEN, HONEST, SPECIFIC INFORMATION AND EXPERIENCE: Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

CONFIDENTIALITY: Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of confidentiality will result in immediate expulsion from your Council.

REAL DEALS, REAL NUMBERS: The key to truly valuable interaction between the Council members is the sharing of real deals and real number, successes as well as lesson learned.

RESPECT FOR OTHERS: Help make discussions productive and high value by engaging your fellow council members respectfully with your most relevant information and experience.

NO SELF PROMOTION: Council members are all highly successful real estate professionals. Self promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

NO CELL PHONES OR BLACKBERRIES: It should go without saying that you cannot be fully engaged in your council while checking your email. Most Councils have breaks designed to allow members to check in and stay connected a few times during the day.

ATTEND EVERY MEETING AND ATTEND ALL DAY: Each Council member has been chosen for the value that their unique background and experience brings to the Council. Missing a Council meeting or part of a Council meeting reduces the value for every other member of your Council. Your empty seat could easily be filled by someone else who has value to bring to the table.

RECRUIT THE BEST AND BRIGHTEST: Council members often come into contact with new leaders in the industry, ULI members and non-ULI members, with exciting new products, ideas and best practices that will add greatly to the value of their Council. Bring these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

PARTICIPATE IN ULI AND ULI LEADERSHIP: Council members are expected to be active participants in ULI’s mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment:

- Attend and participate as speakers and panelists at ULI Spring Council Forums and Fall Meetings.
- Attend and participate as speakers and panelists at Council meetings.
- Serve as panelists at Project Analysis Sessions held at Spring Council Forums and Fall Meetings.
- Serve as panel members for Advisory Services assignments scheduled throughout the year.
- Contribute to ULI publications through the contribution of articles and papers.
- Contribute to the ULI Foundation.
- Participate as Committee/Subcommittee/Task Force members.
- Participate in research and education programs.
- Participate in District Council programs in each member’s area.