Multi-Family Council (Gold Flight)
Fall 2020 Meeting
Agenda

Leadership Team

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<th>Chair:</th>
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Council Day Agenda – October 20th, 2020
Location – Virtual (All Times Eastern Time Zone)

11:00-11:10am Opening Remarks
Donald Huffner (f)(c)
Chair – MFC Platinum

11:10-12:15 Speaker: Parag Khanna – The World Tomorrow – Real Estate Disrupted

Moderator: Don Huffner – Chair – Platinum Council (f)
Speaker: Dr. Parag Khanna

Dr. Parag Khanna is a leading strategic futurist and bestselling author. He is founder and a managing partner of FutureMap, a boutique data and scenario-based advisory firm that marries rigorous data analysis, sophisticated scenarios, and cutting-edge mapping to generate foresight for confident decision making. He delivers data-rich visualizations to simplify the most complex issues, distilling mega-trends related to geopolitical shifts, economic competition, and technological dynamics into a comprehensive picture of our rapidly changing world. A world-renowned authority on globalization, Dr. Khanna was named one of Esquire’s “75 Most Influential People of the 21st Century” and featured in WIRED’s “Smart List”. His analyses are regularly featured in influential media sources such as CNN, CNBC, BBC, The New York Times, Wall Street Journal, TIME, The Economist, Financial Times, Fast Company, Harvard Business Review, Foreign Affairs, Quartz, and Foreign Policy.
12:15-12:20  Break / Grab your lunch

12:20-1:30  Politics, as usual...with Washington Analysis

Washington Analysis is an Independent Institutional Research Firm focused on anticipating and analyzing changes in public policy that will impact the financial markets. The firm’s expertise lies in assessing investment risks and opportunities arising from legislative, judicial and regulatory developments across the sectors most impacted by policy developments including financial services and housing, healthcare, energy (including utilities/FERC, oil & gas, pipelines and renewables), defense, tax, trade and TMT (tech, media and telecommunications).

Introduction:  Julia Butler – Vice Chair – Platinum Council (f)
Moderator:  Doug Bibby
Panelists:  Ryan Schoen - President And CEO; Sr. Financial Services Analyst
           Joe Lieber - Director of Research And Political Analyst
           Gracie Lynne - Financial Services Analyst

1:30-1:45  Break / Go to individual council breakout rooms

1:45-3:00pm  Gold Council Breakout Session #1

**ZOOM LINKS FOR GOLD BREAKOUT SESSIONS WILL BE CIRCULATED SEPARATELY**

- Leadership – Opening Remarks
- Reminder to Complete Evaluation Form
- ULI Leadership changes and additions
- ULI Foundation Announcement – Mark Forrester
- Review of ULI Priorities & Council Member Expectations – Sean Deasy
- Discussion re: Suggestions for Future Council and Concurrent Meeting Programs
- Announce Next Meeting:
  - ULI Spring Meeting – Denver, CO – May, 2021
- Introduction of Guests – Sean Deasy

Panel / Group Discussion – TBD, Review of Morning Sessions

*Day One Concludes*
Second Council Day Agenda – October 21st, 2020
Location – Virtual (All Times Eastern Time Zone)

11:00-11:10am Opening Remarks
Donald Huffner (f)(c)
Chair – MFC Platinum

11:10-12:40pm Joint Council Session - “Diversity, Equity & Inclusion”

Introduction:
Jeff Daniels (f)(c) MFC Green
Senior Vice President/National Director – Institutional Property Advisors

Moderator:
Tyreek Moore (nm)(c)
President of Diversity Division – Handel Group

In this Joint Session of the Multifamily Product Councils (MPC), Council leadership will outline MPC’s Diversity, Equity & Inclusion (DEI) initiative and convene a panel of multifamily professionals who lead organizations with proactive DEI policies and goals. The panel will be led by Tyreek Moore of The Handel Group. The Handel Group is a corporate consulting and life coaching company dedicated to teaching people how to realize their personal and professional visions. Tyreek Moore is President of HG Diversity where he works with organizations to shift their systemic and cultural practices to create a more diverse, inclusive, communicative and equitable environment for all who work there.

The panel will consist of three Senior Executives (two Caucasian and one African American) and two “up and coming” African American executives. The Senior Executives will be introduced first and will discuss the driving force behind their DEI initiatives, implementation and their results. The two “up and coming” executives will discuss their challenges and how the landscape has evolved during their professional careers. The panel will conclude with a summary of key takeaways and Q&A.

12:40-1:30pm BREAK

1:30-3:00pm Gold Council Breakout Session #2

**ZOOM LINKS FOR GOLD BREAKOUT SESSIONS WILL BE CIRCULATED SEPARATELY**

Group Discussion
Break-Out Roundtable Discussions – Separate into Smaller Groups, Topics TBD
Reunite for Wrap-Up Discussion

Council Adjourns

KEY:
(f)=Full Member
(m)=Member
(nm)=Nonmember
(i)=Invited Speaker/Moderator/Panelist
(p)=Proposed Speaker/Moderator/Panelist
(c)=Confirmed Speaker/Moderator/Panelist

For more information about ULI please visit [www.uli.org](http://www.uli.org)
ULI’s Priorities

1. Promoting Intelligent Densification and Urbanization
   - What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
   - How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
   - What is the relationship between a thriving economy and a thriving city (and vice versa)-the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities
   - What are the best new business models in the real estate and land use industry and how can we support their development?
   - How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
   - How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces
   - How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term?
   - How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
   - How will changing technology influence building and buildings, and how will people’s use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value
   - How can we best generate value in the built environment that is greater than its cost?
   - What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
   - What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses
   - How can we best reduce the negative impact of the built environment on our natural resources and climate?
   - What are the best ways to use the world’s energy resources and protect the built environment from volatile and unpredictable conditions?
   - How will trends in energy and resources impact the future best use of land?
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.