Residential Neighborhood Development Council (Blue)
(all times Pacific Time Zone)

8:00-8:10am  Chair’s welcome and remarks
Alaina Money-Garman

8:10-9:00am  John Burns Housing Market Update
A lot has happened since we heard from John Burns a little over one-year ago in Washington DC. The for-sale housing market is surging, but are all sectors performing just as well? What is the status of the national economy and what should we expect for the year ahead? John Burns will provide his perspective on the direction of the national and regional housing markets and the economy today, and for 2021. John will provide key insights regarding what federal policy implications mean for the future of housing, how evolving consumer trends will impact the direction of the market, and where we expect to see the most growth (regionally and by buyer type). John’s POV on each of these issues to set the stage for discussion throughout the day. The format will allow for Q&A with council members.

Introduction:
Ken Perlman
Principal, John Burns Real Estate Consulting
San Diego, CA

Speaker:
John Burns
CEO, John Burns Real Estate Consulting
Irvine, CA

9:00-9:45am  Home + Community Post-Pandemic
Those who shape communities, Urban Designers, Architects, Developers, Builders, and City Leaders and others, are at a critical crossroads. At no other point in modern history has the real estate industry been given the opportunity to reassess its housing product in such a profound way. Today’s consumers are more focused than ever on where and how they live. Homebuilders across the country report that in the age of social distancing, a strong sense of control over their environment is among the top motivating factors for home shoppers. New designs that incorporate elements such as indoor/outdoor spaces, fresh air, and natural light are all top of mind for today’s consumers. Overlay trends such as work-from-home and multigenerational spaces and it is very clear that new home products going forward, could look very different from those in the past.
How are these shifts in consumer attitudes and values being reflected in new home design today?

Eric Zuziak, President of JZMK Partners and Nancy Keenan CEO DAHLIN Architecture & Planning will sit down with Ken Perlman of John Burns Real Estate Consulting for a virtual “fireside chat” to talk about how to practically implement new for-sale and for-rent product designs for the evolving consumer.

Moderator:
Ken Perlman
Managing Principal, JBREC
San Diego, CA

Panelists:
Nancy Keenan
President, DAHLIN Architecture
Pleasanton, CA

Eric Zuziak
President, JZMY Partners
Costa Mesa, CA

9:45-10:00am       BREAK

10:00-11:00am       Gimme Shelter
At a time when we’re seeing intersecting crises, including a pandemic and worsening wildfires and hurricanes, it’s critical that our industry identify the pressure points that will determine the future direction of housing in both urban and suburban settings. The convergence of these crises with the severe housing shortages and rising prices in many areas of the country creates a perfect storm whose aftermath will change markets in critical ways. Will urban centers still thrive post COVID? Will building in fire zones and coastal areas still be viable? If not, how do we produce enough housing to ease the affordability and shortage crises? These questions and more will drive the conversation led by Alan Loomis of PlaceWorks, a highly respected planning firm based in CA.

Introduction:
Carol Ruiz
Principal, New Ground PR & Marketing
Los Angeles, CA

Speaker:
Alan Loomis
Principal of Urban Design, PlaceWorks
Glendale, CA

11:00am-12:00pm     Race & Real Estate
An inner-city developer working with Capital Impact Partners on a program called the Equitable Development Initiative and a marketing executive responsible for brand positioning of one of the most significant master planned communities will share their stories and perspectives on the intersection of race and real estate.

Introduction: Alaina Money-Garman, CEO Garman Homes, Raleigh, NC
Panelists: Clifford Brown, Managing Partner, Woodborn Partners, Detroit, MI Tasha L. Jones, Chief Marketing Officer, Mile High United Way, Denver, CO
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 numbers, 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.