Urban Development and Mixed-Use Council (Green)
Council Day Agenda – October 22\textsuperscript{nd}, 2020

3:00pm ET  CHAIR’S WELCOMING REMARKS/INTRODUCTIONS/GENERAL ANNOUNCEMENTS/BUSINESS SESSION

- Introduction of Members and Guests
- Reminder to Complete Attendance Sheet
- Reminder to Complete Evaluation Form
- ULI Annual Fund reminder
- Review of ULI Priorities & Council Member Expectations (see back page of your agenda)
- \textit{ULI Diversity, Equity and Inclusion}

3:05-3:45  ECONOMIC DISCUSSION

Give me a V! Give me a U! Give me a K! Just give me an answer! UDMUC Green’s resident economists will lead our discussion on the state of the U.S. economic recovery and the prospects for the future. In addition, they will share and discuss any “hard data” to date on structural changes impacting real estate markets, including the urban vs. suburban debate and “winner” vs. “loser” cities. Plenty of time for group debate / discussion will be included.

SPEAKERS:

Ben Breslau
Chief Research Officer, Americas, JLL (f)

Bret Wilkerson
Senior Managing Director, Hawkeye Partners (f)
**LET’S TALK ELECTION: POSSIBLE OUTCOMES AND IMPLICATIONS**

With the election just two weeks away, we welcome our guest speaker Jack Martin, a globally recognized strategic thought leader who is well known for his strategic advice to C-suite executives navigating them through their most challenging communications and corporate issues. Mr. Martin previously served as Executive Director to U.S. Senator Lloyd Bentsen of Texas and managed his two successful re-election campaigns and served in various capacities receiving five appointments from governors of both political parties in Texas. Mr. Martin will bring unique insights to the coming election and its potential implications.

**MODERATOR:**
Mike Berry
President, Hillwood (f)

**SPEAKER:**
Jack Martin
Co-Chairman
Martin + Crumpton Group LLC (c)

**DIVERSITY, EQUITY AND INCLUSION**

BentallGreenOak is one of the largest real estate investment management firms globally. We will be joined by Amy Price who will provide a look into BGO, one of the most forward thinking investment management firms in our industry and their proactive approach to be activists for change and ‘strike while the iron is hot’ to tackle discrimination and promote equity, diversity and inclusion at their firm and raise the bar for our industry.

**SPEAKER:**
Amy Price (f)(c)
Managing Partner
Co-Head of U.S., BentallGreenOak

**REAL ESTATE TECHNOLOGY & INNOVATION**

Technology continues to change and challenge the commercial real estate industry today in major ways. Tech-based startups across the globe are disrupting traditional players and processes in commercial and corporate real estate. A huge amount of venture capital is going into commercial real estate these days, particularly in technology tools that are disrupting traditional ways of developing, transacting and managing real estate all around the globe. Our speakers will provide prospective on how far our industry has come and how tech and innovation initiatives have changed or been reaffirmed as we look forward and plan for a post-Covid world.

**MODERATOR:**
Ben Breslau
Chief Research Officer, Americas, JLL (f)

**SPEAKERS:**
Dr. Andrea Chegut
Director Real Estate Innovation Lab, MIT Center for Real Estate (p)

Eric Wittman
Chief Growth Officer, JLL Technologies (p)

**CAPITAL MARKETS UPDATE**
One of our UDMUC Green capital markets specialists will lead a discussion on latest trends in the real estate capital markets focusing on any and all recent data-points in the market to provide context on where we are in the equity and debt capital markets across the major asset classes, geographies and construction vs existing assets.

**6:00 - 6:50**

**UDMUC GREEN ROUNDTABLE**

The UDMUC Green leadership team will create a handful of topics and divide up the council into break out sessions to discuss dynamics across the US real estate markets and what our UDMUC Green council members are seeing on the ground. The session will be broken up into a break-out session followed by reports to the council on each of the relevant topics for broader discussion.

**6:50 - 7:00**

**COUNCIL DAY WRAP-UP & PREVIEW OF SPRING ULI MEETING**

Comments and feedback from the Fall 2020 Virtual Council are welcome and encouraged!
Surveys to be filled out by ALL council members ASAP. 100% participation rate required. Will receive link from ULI.
Make your Annual Fund contribution so we can achieve 100% participation rate.

**NEXT MEETING: ULI SPRING MEETING MAY 10-12, 2020 IN DENVER, CO**

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 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.