



## DOWNLOAD THE ULI EVENTS APP – FALL MEETING

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## Multi-Family Gold Council (Gold Flight) Agenda 2014 ULI Fall Meeting

The Metropolitan Club, One E. 60th St. - LW James Room

Chair:	William C. MacDonald	Phone: (301) 881-4092	Email: <a href="mailto:wmacdonald@mcctrust.com">wmacdonald@mcctrust.com</a>
Assistant Chair:	Donald E. Huffner	Phone: (212) 709-6127	Email: <a href="mailto:donald.huffner@AIG.com">donald.huffner@AIG.com</a>
Membership Vice Chair:	Sean P. Deasy	Phone: (949) 798-4120	Email: <a href="mailto:sdeasy@hfflp.com">sdeasy@hfflp.com</a>
Vice Chair:	Michael May	Phone: (703) 989-0139	Email: <a href="mailto:mike_may@cantor.com">mike_may@cantor.com</a>
Vice Chair:	Wayne A. Comer	Phone: (212) 648-2102	Email: <a href="mailto:wayne.a.comer@jpmorgan.com">wayne.a.comer@jpmorgan.com</a>

## Council Reception – October 21st 2014

Council Reception Location:	The Metropolitan Club
Address:	1 E. 60 <sup>th</sup> Street, New York, New York
Time:	6:30 pm-8:30 pm Cocktail Reception
Transportation:	Not Provided
RSVP contact and cost:	Shannon Nichols (512) 380-8982, <a href="mailto:snichols@heritage-title.com">snichols@heritage-title.com</a> Cost of reception is included in "Council Dinner Fees" and billed to members along with their Annual Council Dues

## Council Day Agenda – October 22, 2014

The Metropolitan Club, 1 E. 60<sup>th</sup> Street, New York, NY  
NOTE: Coat & Tie Required for Men - No Cell Phone Use in Public Areas

- |           |   |
|-----------|---|
| 7:00-8:00 | Joint Council Networking Breakfast (all Multi-Family Councils) The Metropolitan Club, One E. 60th St. – West Lounge   |
| 7:30-8:00 | Micro Unit Grant Team Presentation<br>"The Macro View of Micro Apartments" presented by Charlie Hewlett   |
| 8:00-8:15 | Councils disperse into individual session rooms (Gold goes to LW James Room)  |
| 8:15-8:25 | Chair's Welcoming Remarks/Introductions/General Announcements/Business Session <ul style="list-style-type: none"> <li>• Introduction of Members and Guests</li> <li>• Reminder to Complete Attendance Sheet</li> <li>• Reminder to Complete Evaluation Form</li> <li>• ULIF Announcement</li> <li>• Discussion re: Suggestions for Future Council and Concurrent Meeting Programs</li> <li>• Announce Next Meeting: <ul style="list-style-type: none"> <li>- ULI Spring Meeting – Houston, TX</li> <li>- Receptions on Wednesday May 13<sup>th</sup>, 2015</li> <li>- Council Meetings on Thursday May 14<sup>th</sup>, 2015</li> </ul> </li> </ul> |

- 8:25-9:40**      **Round Table Discussion -**  
"What are the hot topics, issues, decisions facing the Multi-Family Industry?"
- Moderator:**  
William C. MacDonald (f) (c)  
Chief Investment Officer, Mill Creek Residential  
Rockville, MD
- 9:40-9:50**      **Break**
- 9:50-10:40**      **"Global/US Economic Analysis & Ramifications for Multi-Family"**
- Speaker:**  
Peter Linneman, PhD (nm) (c)  
Linneman Associates  
Philadelphia, PA
- 10:40-11:45**      **"Housing Development Incentives and the Entitlement Process in NYC"**
- Moderator:**  
Adam S. Fruitbine (f) (c)  
Managing Director, Alliance Residential Company  
New York, NY
- Speaker:**  
Vicki Been (nm) (c) (beenv@hpd.nyc.gov)  
Commissioner-NYC, Department of Housing Preservation & Development
- 11:45-12:45**      **Joint Council Lunch Program (West Lounge)**
- 1:00-4:15**      **Joint Council Property Tours (NOTE: Bus leaves promptly at 1:00pm so don't be late or you will miss the bus)**
- Members of each council will disburse to their respective bus for a property tour.  
Members will be directed to their respective council bus for each tour.
- Gold will tour two communities
- Gotham West (550 W. 45<sup>th</sup> Street) by the Gotham Organization
  - AVA High Line and Avalon West Chelsea (282 11<sup>th</sup> Avenue) by Avalon Bay

**4:30-6:00**      **Jacob K. Javits Convention Center**  
**General Session: Capital Markets: A Global Perspective**  
Capital users and providers from across the globe will engage in a provocative conversation on where the money is coming from and how it is being used.

**Speakers:**

Jeff T. Blau  
Chief Executive Officer  
Related Companies

Kok Huat Goh  
Chief Operating Officer and President  
GIC Real Estate

**6:00-7:30**      **Cocktail Reception, Jacob K. Javits Convention Center**

**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:** Councils 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.