



**Urban Land
Institute**

Orange County/Inland Empire

Initiative Councils Are Now Available to ULI Members

The ULI Orange County/Inland Empire has created Initiative Councils that focus on ULI's priority initiatives. The Initiative Councils provide opportunities for leadership and volunteer involvement in the ULI at the local level, by promoting excellence in programming and fostering a culture of openness and sharing of issues critical to the land use planning and real estate development industry.

Membership on the Initiative Councils is limited to 30 members each and members must commit to attending quarterly meetings. The objective is to create Initiative Councils of industry professionals, who get to know each other thru involvement in ULI, by meeting regularly, and sharing best practices and lessons learned. The Initiative Councils have access to research published by the ULI and its members. Meetings may include case studies, round table discussions, and offsite private tours. Discussions at Initiative Council meetings must allow for diverse consideration of issues that effect change. Openness is key! Information is shared confidentially among members and should not be shared outside of the Initiative Councils. Initiative Councils are responsible for upholding ULI's Reverence/Code of Ethics.

Please select no more than three potential Initiative Councils you are willing to participate in, in order of your preference. Participation is limited to one Initiative Council during a term of service. Multiple members from the same company, serving on the same Initiative Council, is discouraged. See the second page for further description of the Initiative Councils.

Application Form

This is what you need to do:

- Make sure your ULI membership and profile are current or join ULI on www.uli.org. Initiative Councils are open to all membership levels.
- Prepare a current biography.
- Complete this form, scan it and email it along with your biography to orangecounty@uli.org.
- If you do not receive a confirmation email that your application was received, please call (949) 887-7932.
- If you prefer to mail this form, please send it to:

ULI Orange County/Inland Empire
2082 Business Center Drive
Suite 280
Irvine, CA 92612
Email: orangecounty@uli.org

Please rank 1-2-3 in order of your participation preference:

- 1) Capital Markets: _____
- 2) Infrastructure: _____
- 3) Multi-Housing: _____
- 4) Office & Commercial: _____
- 5) Public/Private Collaborative: _____ (New!)
- 6) Sustainable Communities: _____

Every effort will be made to include you in an Initiative Council; however, there is no guarantee that your choice(s) will develop. Select only Initiative Councils, which you will be willing to accept an appointment. With a minimum of 15 members on a Wait List, a new Initiative Council can be formed.

Name: _____

Title: _____

Organization: _____

City: _____

State: _____

Country: _____

Telephone: _____

Email: _____

ULI ID# _____

Signature: _____

Have you been on a National Product Council before? Yes No

Are you willing to serve in a Leadership role on an Initiative Council? Yes No

Are you a Young Leader? Yes No

What is your primary business?

- Development Firm, REIT, Corporate
- Construction or Professional Services Firm
- Academic, Not for Profit, Public Agency
- Financial, Investment Firm or Fund Manager
- Other _____

Initiative Council Membership

Summary

Summary of Requirements to Participate:

- Maintain current ULI membership.
- Attend all meetings (minimum of four per year). For some of the Initiative Councils, this includes a networking/education program organized by the respective Initiative Council.
- If two consecutive meetings are missed, participation on the Initiative Council will be resigned. Of course, absences for medical and family matters are excused.
- Term of participation is three years and may be renewed by the Assistant Vice Chair.
- Participation is open and honest with specific, detailed information and experience from your current real estate practice. All information must be kept confidential.
- In order to maintain balance and diversity on the Initiative Councils, consultants/agency staff may be asked to bring a developer on board.
- Uphold ULI's mission to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- "Initiative Council Member's Expectations," "ULI Reverence/Code of Ethics" and "ULI's Priorities" will be provided upon confirmation of Initiative Council membership.
- See the ULI OC/IE website www.orangecounty.uli.org for more information about Initiative Councils.

New! Public/Private Collaborative Initiative Council (PPCIC)

- Provide leadership in understanding the development process from the public policy and private business perspectives.
- Tap public and private sector expertise to share best practices and lessons learned.
- Focus on feasibility tools that public and private sectors use for obtaining market research, planning and design, construction, finance, etc.
- Focus on the processes for creating policies that implement zoning and entitlement, planning, design, construction, sales and leasing documents, etc.

Capital Markets Initiative Council (CMIC):

- Engage in "Deal Chat" – Recent transactions in the marketplace.
- Focus on topics of interest, such as Emerging issues relating to CRE finance (e.g., non-traded REITs, crowdfunding, EB-5 financing, etc.) and investment (e.g., creative office, redevelopment and repositioning).
- Discuss capital availability – Trends in the cost and availability of debt and equity from the perspective of both providers and uses.
- Plan for and organize The Money Chase – Southern California's Premier Capital Markets Conference.

Infrastructure Initiative Council (IIC):

- Examine trends in infrastructure and promote sustainable infrastructure policies.
- Explore issues surrounding infrastructure to inform and influence infrastructure decision-making and promote sustainable infrastructure policies.
- Engage in conversations about infrastructure, from roads to transit, from water systems to electrical grids.
- Explore ways to achieve outcomes such as improved regional coordination of infrastructure planning, and enhanced public/private cooperation.

Multi-Housing Initiative Council (MHIC):

- Focus on the apartment/rental housing sector.
- Provide research and education on real-time trends affecting the multi-housing industry as it relates to capital markets, ownership, development and property management.
- Discuss policies that impact the Multi-Housing industry.

Office & Commercial Initiative Council (OCIC):

- Focus on indoor and outdoor spaces for the commercial sector - Office/Industrial/Warehousing/R&D/Manufacturing Facilities.
- Explore best land use practices and sound infrastructure policy to better meet the needs of cities grappling with myriad challenges resulting from urbanization, population and demographic shifts, new economic drivers, and increasing environmental concerns.
- Study actions and practices that improve the environment through energy efficiency while demonstrating the correlation with increased property values.

Sustainable Communities Initiative Council (SCIC):

- Increase public awareness and broad-based participation in the creation of economically-viable sustainable communities in Orange County and the Inland Empire.
- Create a "go-to" resource for objective information on the "good business" case for sustainable communities, i.e. value creation, incentives, risk management, and related best management practices.
- Advise proactively ULI members and the community-at-large on emerging sustainable communities topics, especially those with real estate economic implications in Orange County and the Inland Empire.

Note: If you are interested in starting a new Initiative Council, please contact Phyllis Alzamora, Executive Director, ULI Orange County/Inland Empire office or any member of the ULI OC/IE Management Committee or Advisory Board. Thank you.