



Urban Land San Diego/Tijuana Institute

2018

Local Product Councils

The ULI San Diego – Tijuana Product Councils provide an opportunity for Associate and Full members to meet in a peer-to-peer environment to share and discuss issues that real estate and land use professionals face on a daily basis. Sharing many characteristics with ULI's National Product Councils, the ULI SD-TJ Local Product Councils are consistent with ULI's tradition of sharing experiences gained, mistakes made and lessons learned.

LOCAL PRODUCT COUNCILS PROVIDE:

- Foster a confidential, trusting environment for educational and idea exchanges
- Exploration of business and personal interests/issues
- Business and personal networking
- Professional and personal growth

COUNCIL COMPOSITION

Council Members will be drawn from the full range of disciplines involved in the product type. A maximum of twenty (20) Council members will be selected to participate with balanced representation from the following:

- Development Firms, including Real Estate Investment Trusts or Corporations,
- Financial Institutions involved in lending, investment, or institutional sales,
- Professional Service Firms, including planning, architecture, real estate economics, public finance, land use law, and real estate brokerage,
- Government/Academic Institutions, including State, County, City or other public sector or non-profit entities (e.g., academic), and
- Construction Firms

COUNCIL RECRUITMENT & APPLICATION PROCESS

Members of Product Councils will be recruited annually. The application period will be open extends from Mayo through the end of June. Applicants are required to fill out a brief online application to be reviewed by Council leadership and ULI staff. Applicants will be notified of their status by mid-June June. To confirm participation, council member will be required to pay the annual \$100 dues by June 30.

Between application periods, the co-chairs will have the discretion to accept new council members. Ideally, new members will simply fill council seats that are vacated due to consecutive absences or members opting to leave the council of their own volition. In a situation where all co-chairs decide to expand the council, a combination of co-chair invitations and new applications will be used to fill available spaces.



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 San Diego/Tijuana delivers the mission locally through our network of **700+ members** in the form of detailed programming, mentorship and leadership training, and technical assistance panels.



Revitalization and Reuse Council:

The Mission of the Revitalization and Reuse Council is to explore, across all product types, best practices and lessons learned in the disciplines of rehabilitation, green retrofits, and adaptive reuse of existing buildings, as well as the redevelopment of brownfields and greyfields. The council focuses on the best practices for redevelopment and revitalization of city centers, older neighborhoods and districts, and other core urban areas.

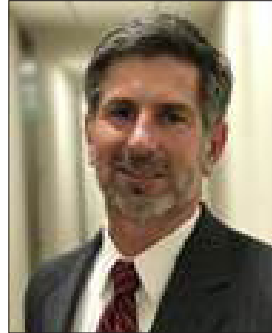
2018 - 2019 COUNCIL LEADERSHIP



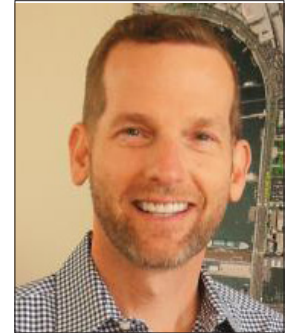
Dan Johnson
SCS Engineers
Immediate Past Co-Chair



Eric Crockett
City of Chula Vista
Immediate Past Co-Chair



Michael Lengyel
CIVIC San Diego
Co-Chair



Paul Marra
Keyser Marston
Co-Chair

MEMBER EXPECTATIONS

Local Product Councils are selective to ensure that the membership reflects a good mix of development sector, finance, architecture, and other real estate professions. Councils also require strong leadership and active member participation. Attendance by members is expected; repeated absence may be cause for termination of Council membership.

The Revitalization and Reuse Council (RRC) meets 4 - 6 times annually. The council meetings are two hours in duration and include project tours, member presentations, and guest speakers.

The objective is to provide members with skills, knowledge, case studies and ideas to help them actively demonstrate leadership in the revitalization of the communities in which they are living and practicing. Towards this end, the RRC uses the venue for Council meetings as a case study relating to key areas of focus, meeting with local professionals, visiting local projects and engaging with local community members whenever possible.

All Local Product Council members must pay an annual \$100 participation fee to ULI San Diego - Tijuana annually. This fee is in addition to ULI membership dues.

All Local Product Council members understand and accept the agreement that all information shared in the Product Council meeting is confidential and is for the Council members only.

PROFESSIONAL EXPERTISE

- Creative financing
- Green building technology
- Historic preservation and rehabilitation
- Economic development
- Urban planning
- Community engagement
- Brownfield / greyfield redevelopment
- Design
- Social equity
- Civic space
- Public policy
- Design / engineering

For more information on Local Product Councils as well as information about ULI San Diego - Tijuana District Council, please contact Heather Foley, Executive Director.
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