



## ULI SAN FRANCISCO RESIDENTIAL LOCAL PRODUCT COUNCIL

### TERMS OF REFERENCE

February 2023

#### PURPOSE

The purpose of the ULI SF Residential Local Product Council (“RLPC”) is to bring together accomplished ULI professionals greater than 35 years of age who work in Bay Area residential real estate industry to facilitate the exchange of information, case studies and sharing of best practices through meeting twice per year in order to support in ULI’s mission of providing leadership in the responsible use of land and creating and sustaining thriving communities.

RLPC membership is a privilege desired by many ULI SF 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.

#### OBJECTIVES

- Organize content-relevant residential panels, case studies, discussions, and sharing of best practices with meaningful take home value for the RLPC members.
- Recruit and integrate new members who are recognized local leaders in their respective field of discipline, while being intentional in broadening diversity in membership, programming, and leadership.
- Use council membership as a tool to acknowledge seasoned industry professionals along with graduating YLG members.
- Provide a forum for information exchange on the “state of the art” practices in residential development.
- Develop and maintain an informational and response capability for addressing development problems and opportunities.
- Provide an appropriate focus on the major social and economic goals and issues of the day.
- Seek meaningful ways for councils to relate to and interact with one other while providing the ability to enhance a member’s network.

#### COUNCIL MEMBER EXPECTATIONS

- **Council Attendance** - Each council member has been invited for the value that their unique background and experience brings to the council and missing a meeting or part of a meeting reduces the value for every other member of the council. If an RLPC member has two unexcused absences out of three council sessions, their seat will not be renewed. If a council member only attends part of a council day, this will be reflected as non-attendance.
- **Term** - The term for council membership will last four years and may be renewed once by another four years at the end of the term at the discretion of the council Co-Chairs. In order to stagger the terms, existing council members will receive a term renewal agreement by two,

three, or four years depending on how long they've been on the council and all new members will receive a four year term agreement.

- **Open & Honest Communication** - RLPC members are expected to participate openly and honestly with specific, detailed information and experience from your current real estate practice. Media is not invited to the RLPC meetings in order to keep the communication open.
- **Confidentiality** – Everything discussed within the RLPC meeting is kept completely confidential by all RLPC 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 RLPC 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.
- **Recruit the Best & Brightest** - RLPC 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. RLPC member 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 RLPC meetings.
  - Participate in local District Council programs.
- **Membership & Dues** – RLPC members are expected hold current ULI memberships and be up-to-date on their annual RLPC dues. Dues will be collected in advance of the RLPC Spring meeting and are expected to be paid in full by June every year. Failure to pay RLPC dues, or lapse in ULI membership, will result in nonrenewal of RLPC membership.

## STRUCTURE AND ROLES

### Membership composition of the RLPC is as follows:

- The group will be limited to 65 members at any time.
- Only one employee from any company may have membership the RLPC (unless approved by the council leaders).
- In order to become a member of the RLPC committee, one will need to complete an online application which will be reviewed and approved by the RLPC Co-Chairs and Vice Chairs. There will be one application deadline each year ahead of the fall RLPC meetings. If there is a need for members earlier in the year, an additional application may be opened in a spring.
  - If their application is approved, the prospective RLPC member will attend the next meeting as a guest to gauge whether there is the right fit for both the prospective member and the council.
  - After the prospective member attends the meeting as a guest, the Co-Chairs and Vice Chairs will give final approval or denial of the member to join the council.
- Existing LPC members may request one guest to attend per meeting. Guests must be approved by RLPC Co-Chairs and Vice Chairs. If a guest wishes to join the RLPC afterward, they will need to submit an application for review. If their application is approved, they will be invited to join the council as a member. They will not need to guest again.

### Leadership composition of the RLPC is as follows:

- RLPC will have two Co-Chairs and two Vice Chairs.
- The Vice Chairs will evolve into a Co-Chair position after two years.

- The term for the Co-Chairs and Vice Chairs will be four years total with the first two years in the Vice Chair role and the later two years in the Co-Chair role. Co-Chair and Vice Chair terms can be renewed depending upon agreement among the existing Co-Chairs and the ULI SF Executive Director.
- Co-Chair and Vice Chair terms are staggered with one Vice Chair rolling on and one Co-Chair rolling off each year.
- The Co-Chairs will have responsibility for recruiting and selection of new Vice Chairs. New leadership must be approved by ULI's Management Committee and Executive Director.
- The Co-Chairs and Vice Chairs will be responsible for recruiting new RLPC members and the approval of new RLPC members.
- The Co-Chairs and Vice Chairs will be responsible for the approval of guests at RLPC meetings.
- The Co-Chairs and the Vice Chairs will have responsibility for creating rich and relevant content panels along with the successful execution of the RLPC meetings twice per year.
- The RLPC Co-Chairs and Vice Chairs will host periodic calls in advance of the RLPC meeting day to plan and organize for the RLPC meeting day.

**I have read this agreement and understand my role and responsibilities as a member of the Residential Local Product Council.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date