

ULI SAN FRANCISCO P3 LOCAL PRODUCT COUNCIL
TERMS OF REFERENCE
January 2024

PURPOSE

The purpose of the ULI SF P3 Local Product Council (“P3 LPC”) is to bring together accomplished ULI professionals to develop best practices for effective private/public partnerships which benefit the local Bay Area land-use ecosystem. This LPC will facilitate the exchange of information, case studies and sharing of best practices through semiannual meetings.

P3 LPC 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. Each new P3 LPC member will be selected for a four-year term (subject to ongoing attendance requirements) and each member’s term may be renewed or extended at the discretion of the Council Co-Chairs.

OBJECTIVES

- Organize content-relevant public, private partnership panels, case studies, discussions, and sharing of best practices with meaningful take home value for the P3 LPC 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 public, private partnerships.
- 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 P3 LPC 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** - P3 LPC 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 P3 LPC meetings in order to keep the communication open.
- **Confidentiality** – Everything discussed within the P3 LPC meeting is kept completely confidential by all P3 LPC 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 P3 LPC 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** - P3 LPC 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. P3 LPC 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 P3 LPC meetings.
 - Participate in local District Council programs.
- **Membership & Dues** – P3 LPC members are expected hold current ULI memberships and be up-to-date on their annual P3 LPC dues. Dues will be collected in advance of the P3 LPC Spring meeting and are expected to be paid in full by June every year. Failure to pay P3 LPC dues, or lapse in ULI membership, will result in nonrenewal of P3 LPC membership.

STRUCTURE AND ROLES

Membership composition of the P3 LPC is as follows:

- The group will be limited to 50 members at any time.
- Only one employee from any company may have membership the P3 LPC (unless approved by the council leaders).
- In order to become a member of the P3 LPC committee, one will need to complete an online application which will be reviewed and approved by the P3 LPC Co-Chairs and Vice Chairs. There will be one application deadline each year ahead of the fall P3 LPC meetings. If there is a need for members earlier in the year, an additional application may be opened in a spring.
 - Except for the inaugural meeting, where all selected applicants shall form the members of the committee, If an application is approved, the prospective P3 LPC 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 P3 LPC Co-Chairs and Vice Chairs. If a guest wishes to join the P3 LPC 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 P3 LPC is as follows:

- P3 LPC will have two Co-Chairs and up to four 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 and 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 P3 LPC members and the approval of new P3 LPC members.
- The Co-Chairs and Vice Chairs will be responsible for the approval of guests at P3 LPC 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 P3 LPC meetings twice per year.
- The P3 LPC Co-Chairs and Vice Chairs will host periodic calls in advance of the P3 LPC meeting day to plan and organize for the P3 LPC meeting day.

I have read this agreement and understand my role and responsibilities as a member of the P3 Local Product Council.

Signature

Name

Date