



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.



Small Scale Infill Development Council:

The Small Scale Infill Development (SSID) Council will focus on the nuances and complexities specific to the urban infill typology. The group will meet monthly. Each member will share the role of leading the group by organizing one meeting annually. Each meeting will be organized around a contextual topic. These topics will be jointly decided by the group at the outset of each year.

2018 - 2019 COUNCIL LEADERSHIP



Lev Gershman
Tideline Partners
Immediate Past co-Chair



Tony Pauker
Brookfield Residential
Co-Chair



Jimmy Morrison
Morrison Investment Properties
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. Members must attend 9 of the 12 meeting per year to stay on the council.

The Small Scale Development Council meets monthly on the first Thursday of the month from 6:00 – 8:00PM. Councils contribute content ideas for meetings, programs, and research for the entire ULI community.

Local Product Councils should annually prepare and present one breakfast or lunch program that is open to the ULI San Diego – Tijuana membership and that has been approved by the Programs Committee.

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

MEMBER PROFILE / PROFESSIONAL EXPERTISE

- Partner / principal at firm or department head at public agencies
- Policy expertise
- Projects are fewer than 50 residential units
- Projects are smaller than one city block
- Members under 35 years of age cannot participate in this program.

For more information on Local Product Councils as well as information about ULI San Diego - Tijuana District Council, please contact Heather Foley, Executive Director.
(e) heather.foley@uli.org (c) 843-513-9331 (w) <https://sandiego-tijuana.uli.org/>