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Terwilliger Center  
and Rose Center

# MULTIFAMILY HOUSING FORUM

## Forum Agenda

### November 29, 2011

- 1:00 pm Project Tour registration (optional) - sponsored by *ULI Houston*  
2:00 pm Project Tour (optional) – tour directed by Jonathan Brinsden,  
COO, Midway Companies  
*2:15 – 2:45 pm*  
Tour Brays Crossing - 2011 ULI Award for Excellence Americas Winner (Joy Horak-Brown,  
Executive Director, New Hope Housing)  
*3:00 – 3:45 pm*  
Tour Venue Museum District—TOD on Light Rail (Jeff Gray, Founder and President, Grayco  
Partners)  
“Ashby High Rise” drive-by  
*4:00 pm*  
Tour West Ave. - Mixed-Use, Residential above Retail (Sue Ansel, EVP/COO, and Darin  
Botelho, VP/Retail Operations, Gables Residential)
- 3:30 pm **General Registration Begins**
- 4:30 pm Drive through Midtown and down Bissonnet (Ashby) to Kirby
- 5:00 pm Project Tour – return to Hilton Americas
- 5:30 pm Reception at Hilton Americas (Skyline Room)  
Welcome: Ron Terwilliger, Chairman Emeritus, Trammel Crow Residential  
Philip Payne, Chief Executive Officer, Ginkgo Residential - Forum Chair  
Jim Noteware, Housing and Community Development Director, City of Houston
- 6:00 pm **Reception**
- 7:30 pm Reception ends

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## Forum Agenda

### November 30, 2011

- 8:30 am **Registration and Continental Breakfast**
- 9:00 am Philip Payne, Chief Executive Officer, Ginkgo Residential –  
New Models for Green Workforce Housing
- 9:30 am Ron Terwilliger, Chairman Emeritus, Trammell Crow Residential –  
America's Housing Policy – Looking Ahead
- 10:00 am **Suburban TOD case studies - 2011 Jack Kemp Workforce Housing Models of Excellence Award winners**  
Moderator: Rick Rosan, President, ULI Foundation  
Panelists:  
Lisa Alberghini, President, Planning Office for Urban Affairs  
Tell Metzger, L&M Development Partners Inc.  
Richie Butler, Senior VP, CityView
- 11:15 am *Break*
- 11:30 am **Building Community Support –**  
Moderator: Jess Zimbabwe, Executive Director, ULI Rose Center for Public Leadership  
Speakers:  
Patrick Slevin, Senior Vice President, Hill & Knowlton  
Reid Wilson, Wilson, Cribbs & Goren, P.C
- 12:45 pm **Lunch – Constrained Market Demand–**  
Doug Duncan, Vice President & Chief Economist, Fannie Mae
- 2:00 pm *Break*
- 2:15 pm **Green taping: new models for new codes –**  
Moderator: Jim Noteware, Housing and Community Development Director, City of Houston  
Panelists:  
Brian Allan Jackson, Senior VP, EYA  
Mike Podowski, Land Use Policy Supervisor, Seattle, WA
- 3:30 pm *End sessions*