

AGENDA
Advisory Council Meeting
Monday, June 28, 2021
4 p.m. – 6 p.m. via Zoom

Zoom Access: <https://msu.zoom.us/j/98367498941>

Meeting ID: 983 6749 8941

Passcode: HBRE

- I. Welcome and Introductions
- II. State of the Real Estate Minor and Curriculum Update
- III. Summary Presentations by Students from Mulroy Challenge, SHaD, and Restaurant of the Future Competitions
- IV. Recognition of Alumni and Real Estate Committee Engagement
- V. Back on Top Fundraising Campaign
- VI. Time Commitments to Build Cases, Engage in Classrooms and Provide Content
- VII. Open Discussion Regarding the Future of Hospitality Real Estate (i.e., Where will the jobs be and how do we best prepare our students to be productive contributors?)

One or more of the following topics will be teed up to instigate conversation, provide direction for future modifications to curriculum and enable coaching for our students.

- a. Mixed-use projects: What are the winning combinations?
- b. Ownership: How do investment motivations differ among the various owner groups?
- c. Capital Stack: What sources of capital should be emphasized in the classroom? How will deals be financed in the future?
- d. Development and New Construction in this post-Covid cycle: Where is it heading? Will the unprecedented pipelines of the major hospitality companies come to fruition?
- e. Relationships: How do we instill empathy and a spirit of win-win deal making?
- f. ESG: Will our industry engage and deliver given disparate interests of owner, brand, manager, and developer?
- g. Data and Technology: Where will investments be made in technology and how will the plethora of customer and market data be applied?
- h. Human Capital: What will change at the operating level to accommodate higher wages and elevated expectations for training and benefits?