

Minutes

Proofed by Diane Swoboda Peterson:

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, January 17, 2018
Via Conference Call

Present for the call:

Mark	Ladd	President	Yes
Larry	Burtness	Vice President	Yes
Diane	Swoboda Peterson	Secretary	Yes
Zachary	Zaharek	Treasurer	Yes
Nancy	Sotomayor	Director	Yes
Chris	Walker	Director	Yes
Annette	Hill	Director	Yes
Cathy	Recker	Director	Yes
Charlie	Epperson	Director	Yes
Jerry	Lewallen	Director	No
Myron	Finley	Director	No
Ann	Richards	Director	No
Kelly	Romeo	Director	Yes
Carol	Foglesong	Advisory Council	Yes
Mark	Monacelli	Advisory Council	No
Kay	Wrucke	Advisory Council	No
Steve	McDonald	Advisory Council	No
Marc	Aronson	Advisory Council	No
Kim	Legate	Education	No
Dan	Shmukler	Education	No
Liz	Kelly	Membership	Yes
John	Murphy	Membership	No
Gerald	Smith	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	No
Tim	Nanney	Governance	Yes
Ryan	Crowley	Governance	Yes
Carolyn	Ableman	PREP Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes

Call To Order

President Mark Ladd called the meeting to order at 11:03 a.m., ET, and declared a quorum present.

Consent Agenda

On a motion by Larry Burtness and a second by Cathy Recker, the consent agenda was approved as distributed.

Ladd recommended that board and committee chairs review the monthly finances noting the importance of being vigilant with the association's financial activities.

Old Business

Strategic Planning

Ladd said the Governance Committee met to consider the format for the strategic planning scheduled for April 2018. During that discussion the committee circled back to discuss the marketing objectives which have been slow to get off the ground (taskforce has met once) and decided to include that discussion in the planning meeting.

Board training has been a component of the annual planning meeting for several years. This training can be accomplished on day one, along with an update on the status of strategic deliverables from 2017, and then move on, in day two, to work with a professional marketing consultant to define strategies for marketing the association's products.

Kelly Romeo concurred that this recommendation to address the marketing initiatives came from the Governance Committee after their call. This would allow the board to focus on the important deliverables rather than revisit mission and vision.

Zach Zaharek said that in years past the board has conducted self-planning and facilitated planning. The 2018 format is being proposed as a hybrid of those two methods.

Ladd asked board members to pass along recommendations on marketing consultants, if they have worked with anyone that has done an especially good job.

2019 Winter Symposium Hotels

Stevie Kernick provided a summary of the hotels she visited during a site inspection to Greenville, SC, in December and stated that, although the Westin Poinsett is a lovely period hotel, the meeting space configuration would be challenging for PRIA's educational program. Tim Nanney, who is from Greenville, suggested the Hyatt as the host hotel but to plan a special event at the Westin Poinsett.

The board agreed that the Hyatt was the best choice for the host hotel for 2019.

2018 Winter Symposium

Kernick reviewed the educational program for New Orleans. She said that program topics had been identified quickly but that securing presenters for the topics has proven more challenging. A record number of sponsorships, over \$50,000, have been received for this conference. Overflow housing was required once the Hotel Monteleone sold out and refused to provide additional rooms to the block at the same group rate.

GIS Work Project

David Rooney, government co-chair, is still trying to recruit a business sector co-chair and will resubmit the work project request once there is a co-chair in place. He reached out to Brent Jones, Esri, who is the most likely choice for a business co-chair, but has had no response. Jones is a frequent world traveler so can be difficult to nail down.

New Business

2016-17 Financial Review

The Financial Oversight Committee is scheduled to meet Thursday, January 18, to conduct their review of the 2016-17 financial report. If needed, they will schedule a call with the CPA firm.

They will also make a recommendation on a transfer to the reserve fund and begin the first steps in determining how and with whom to invest a portion of those reserves into higher yielding investment vehicles.

Contact with Non-renewed Members

Kernick will send the list in the board packet of non-renewed members in Excel format to everyone identified to make calls, along with a sample Email to board and committee chairs for one final outreach.

Format for February 26 Board Meeting

Ladd said that the board meeting at the Winter Symposium is an opportunity for a more in-depth level of discussion which can occur when meeting in person. Board members with topics they want addressed at the board meeting should submit them to him and Kernick.

Other Business

ALTA State Land Title Associations: Phil Dunshee, government co-chair of the Document Rejections Work Project, met yesterday via conference call with ALTA state land title association leaders to describe the data collection efforts underway in conjunction with this project. This will hopefully lead to additional stories from submitters about document rejection experiences.

Grooming Future Leaders: Under the guidance of the Nominating Committee, a survey was sent to over 190 people identified as potential future leaders to ascertain their level of interest in learning how to get on a leadership track with PRIA. Since yesterday, over 40 people have responded with 33 indicating an interest in learning more about PRIA leadership.

Deliverables

There were no outstanding deliverables on which to report.

Next Meeting

The next meeting of the PRIA Board of Directors will be at 3 p.m., CT, Monday, February 26, 2018.

Adjournment

The board meeting adjourned at Noon, ET.

Mark Ladd, president

Stevie Kernick, recording secretary