

## Minutes

Proofed by Diane Swoboda Peterson: 03/28/2018

Board of Directors Meeting  
Property Records Industry Association  
11 a.m., ET, Wednesday, March 21, 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	No
Cathy	Recker	Director	No
Charlie	Epperson	Director	Yes
Jerry	Lewallen	Director	Yes
Penny	Reed	Director	Yes
Ann	Richards	Director	Yes
Kelly	Romeo	Director	No
Carol	Foglesong	Advisory Council	No
Mark	Monacelli	Advisory Council	No
Kay	Wrucke	Advisory Council	No
Steve	McDonald	Advisory Council	No
Marc	Aronson	Advisory Council	Yes
Kim	Legate	Education	No
Dan	Shmukler	Education	Yes
Liz	Kelly	Membership	No
John	Murphy	Membership	No
Gerald	Smith	Standards/Practices	No
Nakia	McFarland	Standards/Practices	No
Tim	Nanney	Governance	No
Ryan	Crowley	Governance	Yes
Carolyn	Ableman	PREP Coordinator	No
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. He welcomed Penny Reed, who replaced Myron Finley, to the board. Ladd explained the purpose of the consent agenda.

## **Consent Agenda**

***On a motion by Ann Richards and a second by Larry Burtness, the consent agenda was approved as distributed.***

## **Old Business**

### **Winter Symposium Debrief**

Program:

- Burtness - great programs; AV support is maturing and makes the programming more professional  
Are there other things we can do with AV to continue to enhance our conferences?
- Richards – thumbs up on all programs
- Richards – thanks to Simplifile for the keynote speaker, Mark Geist

Events:

- No specific comments

Hotel:

- Burtness – historic hotels have challenges
- Richards – staff at hotel was just great; same people served meals each day and were very friendly
- Reed – hotel is supposed to be haunted and she didn't see a ghost

Winter Symposium Survey: Send reminder to those not yet responded. Compile results and send to board prior to the planning meeting in Providence.

Ladd has spoken to Michelle Korsmo, CEO of ALTA, who has tentatively agreed to a sit-down interview during the Annual Conference, similar to the one with Bill Beckmann in New Orleans. If she can't attend in person, Network Communications could Skype her into the meeting.

## **Strategic Planning**

Ladd said that planning for the April board planning session is continuing to evolve. The officers met yesterday with Rosalie Berg, Strategic Vantage, who will lead the day-long planning on Thursday, April 5, on strategic communications/branding and marketing.

Wednesday will be a day of training and review of PRIA's current position in the industry and status of the strategic deliverables.

Burtness and Swoboda Peterson both said they were impressed with Berg's initial input and perspective of PRIA. Berg is putting together an agenda for Thursday which she will distribute to Stevie Kernick to add to the agenda.

Richards asked about format for reporting. Ladd said that general updates from the committees are desired, noting any challenges that the committees/working groups may be experiencing.

#### Reserve Funds

In February, the board approved moving \$55,000 from the general fund to the reserve fund. She instructed accounting to purchase three CDARS at \$15,000 and one CDAR at \$10,000 with laddered maturation dates. Burtness reiterated that investment decisions will need to be made in April.

#### NSPS Radio Show

Kernick reported that David Rooney and Brent Jones, co-chairs of the GIS Work Project, are scheduled to be interviewed on the National Society of Professional Surveyors radio show on Monday, March 26. The main focus of the interview will be the newly released *GIS and Land Records Integration White Paper*.

#### New Business

There was no specific new business but Kernick reported that press releases had been distributed on both the GIS paper and Oregon achieving 100 percent of the state's jurisdictions eRecording enabled. Oregon is the ninth state to reach 100 percent.

#### Deliverables

Kernick reported on the board deliverables, noting outstanding items for discussion at the April planning meeting: timing of election of officers, retired membership category, RJID updates, restriction of access to PRIA publications.

#### Next Meeting

The next meeting of the PRIA Board of Directors will be at 11 a.m., ET, Wednesday, April 18, 2018, via Conference Call.

#### Adjournment

***On a motion Burtness and a second by Richardson, the board meeting adjourned at 11:48 a.m., ET.***

Mark Ladd, president

Stevie Kernick, recording secretary