

Minutes

Proofed by Diane Swoboda Peterson: 04/23/2018

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, April 18, 2018
Via Conference Call

Present for the call:

Mark	Ladd	President	No
Larry	Burtness	Vice President	Yes
Diane	Swoboda Peterson	Secretary	Yes
Zachary	Zaharek	Treasurer	Yes
Nancy	Sotomayor	Director	No
Chris	Walker	Director	Yes
Annette	Hill	Director	Yes
Cathy	Recker	Director	No
Charlie	Epperson	Director	No
Jerry	Lewallen	Director	Yes
Penny	Reed	Director	Yes
Ann	Richards	Director	Yes
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	Yes
Dan	Shmukler	Education	Yes
Liz	Kelly	Membership	Yes
John	Murphy	Membership	No
Gerald	Smith	Standards/Practices	No
Nakia	McFarland	Standards/Practices	Yes
Tim	Nanney	Governance	Yes
Ryan	Crowley	Governance	No
Carolyn	Ableman	PREP Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes

Call To Order

In lieu of President Mark Ladd, Vice President Larry Burtness called the meeting to order at 11:06 a.m., ET, and declared a quorum present.

Consent Agenda

Treasurer Zach Zaharek said he planned to ask the marketing taskforce to consider a new five-year plan to monitor and recommend stepped increases in membership dues.

On a motion by Ann Richards and a second by Kelly Romeo, the consent agenda was approved as distributed.

Old Business

Strategic Planning

Burtness recognized the excellent turnout for the board planning meeting in Providence on April 4-5. A summary of the first day's proceedings was included in the board packet. There was board training plus review of the previous year's deliverables. Day two was facilitated by Rosalie Berg from Strategic Vantage. As a result of the in-depth discussion on marketing, the taskforce has scheduled a meeting to develop a go-forward plan.

Berg has submitted a proposal for services which will be considered by the marketing taskforce.

Reserve Funds

A request has been sent to Ameriprise and TowneBank to provide additional information about their proposed investment strategies for PRIA. Approximately \$400,000 will be invested in a variety of conservative instruments to keep the association's money growing.

Winter Symposium

The hotel commission check (\$9,100) has been received from Hotel Monteleone in New Orleans and the check to pay the hotel bill has been authorized for payment.

New Business

Annual Conference

Stevie Kernick reported on the Annual Conference Planning Committee's progress. "Set Your Course with PRIA" is the approved theme and the accompanying graphic, to include a lighthouse, is in the design phase.

The committee is researching four possible keynote speakers, after determining that a non-industry speaker would be the best option for the Annual Conference:

1. Gina Barreca
2. Alison Levine (Motivational Speaker)
3. Kevin Sheridan - Motivational
4. Loretta La Rouche

Several of the major topics for general and dual sessions were outlined:

General Sessions	Dual Sessions
Disaster Recovery - FHFA, FEMA (50 min)	Remote Notarization - The Good, the Bad and the Ugly (attorney to argue against remote notarization with a remote notary company – Marc Aronson)
Sonoma/Napa Co., Harris Co., Manatee/Pinellas (40 min); followed by Q&A with FHFA and FEMA included (10 min)	Blockchain – Cook Co., Washoe Co. and Propy?
The Mortgage Process from Application to Recording, Richard Bramhall	The Cloud, Marlys Gardner
	Records Preservation – Maricopa Co. (check with Lee Wade to see if they are ready to present)

The board discussed the traditional special event which has been held at an off-site location. In New Orleans, fewer people registered for the off-site event resulting in a higher cost to the association since the sponsorship only covers \$6,500 and the total event cost \$20,000. Registrants off-set some of the cost with a \$45 ticket fee. Kernick suggested that these special events would be better attended if there was not an additional cost to participate. Carol Foglesong said for most government attendees, the cost for the special event comes out of their pockets and is not reimbursed by their county. In New Orleans there is so much nightlife and a plethora of restaurants that the special event was likely not as appealing when considering there was a fee to attend. Jerry Lewallen observed that providing a one-price registration that includes all events is always a better option for government and business.

Romeo suggested that if the event venue is in a memorable location and unique to the city, attendance is likely to be higher. An example of that was event at the Wildhorse Saloon in Nashville.

The conference planning committee will consider this topic on its next call.

Deliverables

Foglesong is working on developing the 50 state recorders' lists, now missing only CA, OH, WV, IL and MO. Romeo said she can reach out to some title folks for some of these lists. Burtness said that Donna Johnston is the president of the County Recordors Association of California and may be helpful. He will send her Email address to Foglesong.

Since the conference Speaker Policy has been approved, although not yet implemented, it will be removed from the deliverables list.

Next Meeting

The next meeting of the PRIA Board of Directors will be at 11 a.m., ET, Wednesday, May 16, 2018, via Conference Call.

Adjournment

On a motion by Annette Hill, the board meeting adjourned at 11:46 a.m., ET.

Larry Burtness, vice president

Stevie Kernick, recording secretary