

## Minutes

Proofed by Annette Hill: November 26, 2018

Board of Directors Meeting  
Property Records Industry Association  
11 a.m., ET, Wednesday, November 21, 2018  
Via Conference Call

Present for the call:

Larry	Burtness	President	Yes
Jerry	Lewallen	Vice President	Yes
Annette	Hill	Secretary	Yes
Zachary	Zaharek	Treasurer	Yes
Joyce	Mascena	At-large Director	Yes
Gerald	Smith	Director - Government	No
Diane	Swoboda Peterson	Director - Government	Yes
Chris	Walker	Director - Government	No
Elizabeth	Blosser	Director - Business	Yes
Charlie	Epperson	Director - Business	No
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	No
Mark	Ladd	At-large Director	Yes
Richard	Bramhall	Advisory Council	No
Carol	Foglesong	Advisory Council	Yes
Steve	McDonald	Advisory Council	No
Marc	Aronson	Advisory Council	Yes
Kelly	Romeo	Advisory Council	Yes
Dan	Shmukler	Education	Yes
Dan	Crank	Education	Yes
Liz	Kelly	Membership	Yes
John	Murphy	Membership	Yes
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	No
Tim	Nanney	Governance	Yes
Ryan	Crowley	Governance	No
Carolyn	Ableman	PREP Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes
Mallory	Robinson	Administrative Support	No

## **Call To Order**

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

## **Approval of the Consent Agenda**

Burtness explained that for each board meeting one item from the customary consent agenda will be removed and that report will be given orally. For November, the Membership Committee report was moved to the regular agenda.

***On a motion by Annette Hill and a second by Elizabeth Blosser, the board approved the consent agenda as distributed.***

## **Membership Committee Report**

Liz Kelly, business co-chair of the Membership Committee, provided the membership metrics, as of October 31, 2018. There are 57 new members for the current membership year and 65 non-renewals. Membership retention, to date, is 91 percent. She said that the committee keeps trying new ideas for campaigns - some of which are effective while others are not.

**Mark Ladd asked which state associations were members currently and which have failed to renew; staff will provide follow-up.**

John Murphy, government co-chair of the Membership Committee, said that one initiative currently underway is preparing the videos shot at the Annual Conference. He said the committee is now meeting monthly to stay abreast of the membership renewals and recruitment.

Staff has an established program for membership renewals and retention. The most recent outreach was a personal email to the non-renewals.

In advance of every conference, there is significant membership outreach to the recorders in the states surrounding the location of the conference. This effort has proved effective because it also brings in conference attendees.

An email to eNotary vendors was distributed by Marc Aronson under his signature and from his email account. It is too early to assess results from that effort.

The committee has been looking at tchotchkes to have available for state association meetings. PRIA receives periodic requests for items for goody bags. Interestingly, a survey to state association executives to determine the dates for each state's annual conference yielded no responses.

Kernick expanded on the membership metrics by noting that the current retention rate of 91 percent is not usually achieved until the fourth quarter of the membership year.

## **Old Business**

**RULONA Support Letter**

Ladd reported that Pat Frye had reached out to PRIA for a letter of support for the Revised Uniform Law on Notarial Acts (RULONA). Anyone reaching out to the Uniform Law Commission for information on RULONA would also receive the letters of support that were submitted.

***On a motion by Diane Swoboda Peterson and a second by Hill, the board approved the letter as presented.***

#### Joint Editorial Board for Uniform Real Property Acts (JEB)

PRIA was included on a call with the ULC's JEB to weigh in on the significance of blockchain technology on property records. Ladd represented PRIA on this call. Steve Gottheim from ALTA also sits on the JEB. Ladd reported to the JEB that PRIA has not taken a position on blockchain but has been educating members on the possible effects of blockchain on property records. UETA and eSign address the needs of property records.

Ladd said that if this project proceeds and ULC decides to establish a position, PRIA would be interested in being included in continuing discussions. Some states are currently passing laws regarding blockchain, and some of those laws are not well constructed and there are inconsistencies from state to state.

Ladd indicated he expected there to be some additional steps taken by ULC.

Burtness said that PRIA now has been part of the discussion and will have a place at the table.

#### Strategic Planning

The 2019 planning meeting will be held on April 24 and 25 in Colorado Springs.

Burtness said that several years ago, a taskforce was formed to develop an agenda for the planning. Carol Foglesong suggested that since we had a marketing facilitator last year, this year's meeting should be self-facilitated.

Lewallen agreed with Foglesong's comments. Facilitators help with high-level governance, including missions and goals, but are not as effective with the actual business of how to get things done.

Kernick said that she could entice Linda Owens, president of IMI, to act as a referee so a facilitator is not needed. **Ladd said that strategic planning falls under the Governance Committee and suggested that Blosser, Kernick and Ladd could meet to propose a program for the planning meeting.**

#### PREP Realignment

Carolyn Ableman, PREP coordinator, reported on several meetings held to discuss the effects of the PREP realignment with PRIA. The concept of PRIA Local was well received by the PREP chairs.

Using the Speakers Bureau for these meetings would be a way to better integrate PRIA at the local level. There also has been discussion about the newsletters, one of which targets a broad mailing list that has been developed specifically for PREP (10,000) and the second newsletter, sent twice a month, to just PRIA

members (about 1,000). If there was no longer a PREP newsletter, Ableman could spend more time on building new chapters.

Blosser said that the chairs also were looking at states where there is potential for new chapters where they could focus attention and begin to rebuild the number of chapters across the country.

#### MERS v. Clackamas Co.

PRIA has complied with the subpoena requesting documents relative to this lawsuit. All requested documents were transmitted to the law firm on October 31, 2018, and there has been no further communication from since then.

#### **New Business**

##### Logo Refresh

Swoboda Peterson said she liked the slight revision that was made to the initial design. Zaharek said that the likeness to the Whirlpool logo is not an issue as they operate in a different sphere – business and not-for-profit.

Burtness said that although the old logo served the organization well for the past 10 years, the new design options have a more current look.

***On a motion by Swoboda Peterson and a second by Joyce Mascena, the board approved the revised logo design showing the entire “I.”***

##### Committees Activated

Burtness said that two committees were activated this month. The first was the Nominating Committee and the second was the Bylaws Committee for a bi-annual review of this governing document.

##### 2019 Winter Symposium

Kernick reported that the theme selected by the planning committee is “Racing for Relevance.” The planning committee has met twice and has a strategic approach to developing the educational program building around the theme of relevance.

The committee will meet again on November 28 to make a final determination on a keynote speaker. The registration forms will post next week, along with sponsorship information. A number of sponsoring companies opted in to both conferences in 2018-19 to secure their desired event so already \$28,750 has been collected in sponsorship revenue for the 2019 Winter Symposium.

##### **Deliverables**

Kernick reviewed the deliverables list noting that there was nothing on the list that needed immediate attention from the board.

##### **Next Meeting**

The next meeting of the board will be on Wednesday, December 19, 2018.

**Adjournment**

The meeting adjourned at 12:02 p.m.

Larry Burtness, president

Stevie Kernick, recording secretary