

Minutes

Proofed by Annette Hill: December 24, 2018

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, December 19, 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	Yes
Diane	Swoboda Peterson	Director - Government	Yes
Chris	Walker	Director - Government	No
Elizabeth	Blosser	Director - Business	Yes
Charlie	Epperson	Director - Business	Yes
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	Yes
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	No
Kelly	Romeo	Advisory Council	Yes
Dan	Shmukler	Education	Yes
Dan	Crank	Education	No
Liz	Kelly	Membership	No
John	Murphy	Membership	No
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	Yes
Tim	Nanney	Governance	No
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. He thanked everyone for taking time to join the call.

Approval of the Consent Agenda

Burtness explained that for each board meeting one item from the customary consent agenda is removed and that report will be given orally. For December, the Standards & Best Practices Committee report has moved to the regular agenda.

On a motion by Mark Ladd and a second by Jana Miyasaki, the board approved the consent agenda as distributed.

Standards & Best Practices Committee Report

Burtness said that this committee is responsible for developing all PRIA publications. Nakia McFarland and David Rooney, co-chairs of the Standards & Best Practices Committee, gave the committee report. McFarland said the board would be approving the LRMS Best Practices and Electronic Records Preservation White Paper during today's call.

The Models of eRecording project continues to meet to develop the white paper; however, that project is nearing completion.

Rooney said he sits on the Document Rejections work project team and at the most recent meeting the project team reviewed an executive summary that would have been better defined as a complete white paper. The work group will continue to fine-tune the paper prior to submission to the board. The GIS project team has submitted a PowerPoint of the survey results on PIN requirements throughout the country for the board's approval to post to the website. One GIS team member is working on a map to depict the survey results.

GIS still has a deliverable for an integration toolkit to be followed by case studies.

There is a potential spin-off from the LRMS paper to develop sample standard contracts or RFPs for LRMS products. The electronic records preservation work team will continue to develop the "how to" think about and talk to IT about preservation.

Old Business

Nominating Committee

Jerry Lewallen reported that the committee has met and is developing several options for handling what could be a vacancy on the board and in the president position after the first of the year.

No decisions have been made but contingency plans are evolving.

2019 Strategic Planning

The board decided during the November 21 board call that this meeting in April in Colorado Springs will be self-facilitated. Ladd, Burtness and Stevie Kernick met to begin defining an outline for the two-day

meeting. One topic for discussion in April will be PRIA Local, formerly known as PREP, and how the transition to the new name is working.

In addition, access to work products will be on the agenda. This topic has been discussed for years and ultimately was tasked to the Education Committee to make a recommendation on how to treat PRIA's intellectual property for members and non-members. A recommendation has been on-hold for the past six months pending the new website design.

The PRIA newsletters will be on the agenda to determine how to handle advertisers, frequency of distribution and content with the new formats that include the updated logos. Membership development and member services are a key discussion topic. A survey will be sent to members prior to the meeting in an effort to determine the members' and non-members' needs and wants into the future.

Lewallen suggested that PRIA's role in notary tracking is worthy of discussion. He said there seems to be a void in the notary space that PRIA could fill.

Burtness said a vision of where PRIA needs to be in the future is relevant. What should be true about PRIA in the future that isn't true today? The planning group will meet again to further define the outline.

LRMS Best Practices

Burtness said that this paper has been four years in development and during that time, several original members of this work project team have retired.

On a motion by Miyasaki and a second by Joyce Mascena, that board approved the LRMS Best Practices paper for submission to the Style Committee and subsequent publishing to the PRIA Resource Library.

Electronic Records Preservation White Paper

Burtness said that this work project team learned from the LRMS project and has divided the project deliverables into smaller chunks. This is the second paper produced by the work group and there is another component of the project underway.

On a motion by Mascena and a second by Annette Hill, the board approved the Electronic Records Preservation White Paper for submission to the Style Committee and subsequent publishing to the PRIA Resource Library.

Website Design

Kernick said the Website Taskforce, spun off from the Marketing Committee, met with SVI on December 6 to plan for the website redesign. Initially, the discussion revolved around the menu structure and the key items needed in the new menu. SVI is currently developing a site map that the taskforce will then dissect before reconvening with SVI to determine the next steps in the project.

Membership Renewal

There are still 54 members who have not renewed membership for 2018-19. Kernick will be dividing that list and parsing out names and contact information to the board and committee co-chairs. This last effort to solicit renewals from recalcitrant members usually brings dues from a few more members. Kernick will provide the talking points for making calls or sending emails.

New Business

Annual Conference Keynote

Kernick explained the Winter Symposium Planning Committee had two viable keynote options for the Greenville conference and would like to book the one not chosen for Greenville for the Annual Conference in Colorado Springs. Garrison Wynn is available and has agreed to speak for the reduced fee of \$7,500 (usual fee is \$10,000).

The board concurred that this was a sound move and would provide a good promotional opportunity at the Winter Symposium. Kernick said she is also working with the committee to determine a theme for Colorado Springs so both the theme and the keynote will be available at the Winter Symposium.

2021 Conference Locations

In sourcing for both 2021 conferences, in Phoenix and Seattle, the majority of room rates are coming in over \$200. The PRIA staff has always tried to keep room rates under \$200 but that is becoming more difficult to do. In order to maintain the quality of the conference hotels to the level that attendees expect, the rate will need to be higher.

The board agreed that as each year passes, sticking to the \$200 marker will become more challenging and that a hotel should not be eliminated based on a room rate over \$200 when all other key indicators fit.

PIN Survey PPT

Rooney presented the PIN survey results and asked the board's approval to post to the website.

On a motion by Diane Swoboda Peterson and a second by Gerald Smith, that board approved posting the PIN survey results to the website.

Deliverables

Ladd said he will follow up on the IRS liens situation first raised by Pierce Co., WA. He said several other states have this problem in their sights, as well.

Developing a policy on reviewing PRIA publications has been languishing on the deliverables list for two years. Kernick said it is a large project. Carol Foglesong and Kelly Romeo agreed to work on this project and offer a recommendation.

Next Meeting

The next meeting of the board will be on Wednesday, January 16, 2019. Burtness thanked everyone for their contributions to PRIA throughout the past year. He wished everyone happy holidays and good fortune in 2019

Adjournment

On a motion by Mascena and a second by Smith, the meeting adjourned at 11:5 a.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary