

Minutes

Proofed by Annette Hill: March 15, 2019

Board of Directors Meeting
Property Records Industry Association
3 p.m., ET, Monday, February 25, 2019
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	Yes
Elizabeth	Blosser	Director - Business	Yes
Charlie	Epperson	Director - Business	No
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	No
Steve	McDonald	Advisory Council	Yes
Marc	Aronson	Advisory Council	No
Kelly	Romeo	Advisory Council	Yes
Dan	Shmukler	Education	No
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	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 3 p.m., ET.

Each person present introduced himself/ herself. Burtness read a thank you letter for the award she received in Providence from Kim LeGate

Approval of the Consent Agenda

On a motion by Jerry Lewallen and a second by Annette Hill, the board approved the consent agenda as distributed, with the exception of the January 31 management report.

Diane Swoboda Peterson noted that line 53 of January 16, 2019, minutes needs to be edited because a date was missing.

Old Business

Winter Symposium report

	2017 Winter Albuquerque, MN	2017 Annual Nashville, TN	2018 Winter New Orleans, LA	2018 Annual Providence, RI	2019 Winter Greenville, SC
Pre-registration - Govt.	88	114	123	108	97
Pre-registration - Bus.	80	100	100	81	77
First-timers	32	63	46	46	38
First-timers from previous conference		8	9	8	6
Non-members	4	11	10	9	3
State new member special			6	0	2
County Tour	74	101	112	89	88
# Sponsoring Comp.	16	18	17	17	17
Sponsorship Amt.	\$32,675	\$47,375	\$54,450	\$42,800	\$36,700

Stevie Kernick reviewed the 2019 Winter Symposium metrics. Registration and sponsorships are both down for 2019, which may be because of the location (Greenville) since the previous year's Winter Symposium in New Orleans set attendance records.

Financial Oversight

During the January meeting, the board unanimously accepted 2017-18 Annual Review as reported by the CPA firm, with the exception of the note on uninsured funds. The Financial Oversight Committee drafted a letter that was sent to the CPA and included in the report disputing the exception.

The Financial Oversight Committee is recommending that \$45,275 of the total stated net revenue from 2017-18 be moved to the association's reserve funds. This amount represents 80 percent of the total reported net revenue for the fiscal year. Swoboda Peterson asked if there was a particular goal for the reserve account. Kernick said that a best practice for associations is to accumulate a minimum of one

year's operating expenses in reserve. She noted that with the aggressive marketing campaign underway this year, it is possible that reserve funds will be used to cover the cost of a website redesign and other future marketing projects.

On a motion by Zach Zaharek and a second by Hill, the board agreed to move \$45,275 of the 2017-18 net revenue to the reserves investment funds. The Financial Oversight Committee was tasked with making the final decision on the account to which the funds would be credited.

eRecording Maps

Kernick reported that the GIS work team is developing a map of the US that will depict counties that are currently utilizing a PIN on recorded documents. Pro-West & Associates, a relatively new PRIA member, provides GIS services and solutions to governments, utilities, mining and agriculture, and Brandon Tourtelotte represents Pro-West on the GIS work project team.

Initially, the GIS work team issued a survey to gather information about PIN usage across the country and while analyzing that information, Tourtelotte suggested that the results be mapped using Esri mapping software. Esri is also a PRIA member and Brent Jones co-chairs the GIS work project team.

As the mapping project took shape, discussion turned to PRIA's eRecording jurisdiction maps that are updated monthly and posted to both the public and members-only side of the website. These maps are static.

David Rooney, chair of the GIS work project, reported that there is a potential issue with upkeep of the maps into the future. Zach Zaharek suggested that contracts should be executed with Pro-West and Esri for use of their platforms. Rooney said that for Esri, a license to use the Esri platform would be needed. Jerry Lewallen said the idea of a county being able to update information in real-time is valid.

Penny Reed asked what the value proposition would be for counties to keep the information up to date.

Elizabeth Blosser said she frequently sends legislators to the PRIA website for eRecording information.

The board agreed to keep this topic on the radar and wait until Pro-West submits a quote to train the PRIA staff on use of the maps before making a decision on how to proceed.

Marketing Taskforce

The president of Strategic Vantage Inc. (SVI), Rosalie Berg, facilitated a discussion in Providence on marketing during the April 2018 strategic planning session. Subsequently, the board voted to retain SVI to handle the PRIA logo revision, repositioning of PREP and the website redesign. SVI presented a competed marketing proposal to PRIA but the board approved only the logo revision, PREP repositioning and website redesign. The marketing taskforce met bi-weekly to complete the logo revision and now a smaller taskforce is working on the website redesign.

In addition, the IMI social media manager has been working with the PRIA staff to enhance the association's social media presence on Facebook, Twitter and LinkedIn.

A question was posed about whether the new web design would be ADA compliant. Blosser said that there are no specific regulations for non-profits and compliance. Zaharek said he would look into this question.

Michael Miller, Charleston County, a visitor to the board meeting, suggested that as PRIA evolves, the use of social media is important, along with a clean and easy to navigate website. Messaging should be meaningful but not become just noise.

New Business

PRIA Publication Acknowledgements

This question of acknowledging contributions of data by members/member companies arose while drafting the Document Rejections paper. To this point, there is no specific policy about acknowledging submission of resources from a member company to a paper. Joyce Mascena said that if the information provided is not already published, it doesn't need to be acknowledged.

Phil Dunshee, chair of the Document Rejections work project, suggested that when citing data in a paper the reader would want to know where the data was gleaned in order to determine the credibility of that data. He noted that in the predictable fees paper, three states were recognized for submitting responses to a Q&A.

Kelly Romeo said that on one hand there are volunteer members working on a publication who do not expect or get special credit as individuals. If PRIA utilizes information from a published work, that information must receive a credit. Then there is the question about PRIA members who contribute analysis to a paper?

Burtness tasked the Governance Committee with developing a policy to determine how to reference data from inside and outside the PRIA world.

Strategic Planning

The board reviewed the preliminary schedule for April 24 and 25 and discussed the responsibilities for facilitating each section of the schedule. Kernick said that staff is available to provide resources and recommended that those requests for resources be submitted to the staff several weeks in advance of the planning meeting to allow time to gather appropriate materials.

PRIA Stewardship Policy

Romeo said that she, Carol Foglesong and Marc Aronson had met several times to discuss how to formalize a policy for reviewing PRIA publications. After four years, a publication needs to be reviewed for accuracy and continued relevance. If a paper can't be reviewed in a timely manner, then that particular document should be moved into an archive file. This policy proposal will be addressed for action at the March 20 board meeting.

Document Volume Survey

Kernick asked the board's pleasure on distributing a Document Volume Survey to collect data from calendar year 2018. The board agreed that this project should move forward for the third iteration. Zaharek suggested Karl Trottnow, Simplifile, to chair this taskforce. Kernick said the heavy lifting is on the front end

of the planning during which the taskforce determines the questions to be included in the survey. Once that has been confirmed, the staff takes over.

On a motion by Lewallen and a second by Hill, the board voted to survey eRecording counties to collect 2018 recording data.

Association Management Report

Kernick said that staff hours are currently on target for the first six months of the year but also reminded the board that 212 hours of staff time had been carried forward from previous year 2017-18. With that in mind, she suggested that it was likely that an additional bucket of staff time will be needed moving into the fourth quarter of the fiscal year (May 1, 2019). She will keep the officers informed of the time history status and recommend appropriate action, as needed.

Board Deliverables

In the interest of time, review of the deliverables was postponed to the March 20 meeting. There were no critical outstanding deliverables for review.

Next Meeting

The next meeting of the Board of Directors will be Wednesday, March 20, 11 a.m., ET.

Adjournment

The meeting adjourned at 5:30 p.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary