

Minutes

Proofed by Annette Hill: April 30, 2019

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, April 17, 2019
Via Conference Call

Present for the call:

Larry	Burtness	President	Yes
Jerry	Lewallen	Vice President	Yes
Annette	Hill	Secretary	No
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	Yes
Elizabeth	Blosser	Director - Business	No
Charlie	Epperson	Director - Business	No
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	Yes
Mark	Ladd	At-large Director	No
Richard	Bramhall	Advisory Council	No
Carol	Foglesong	Advisory Council	Yes
Steve	McDonald	Advisory Council	Yes
Marc	Aronson	Advisory Council	Yes
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	No
Nakia	McFarland	Standards/Practices	No
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.

Approval of the Consent Agenda

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

Old Business

Governance Committee Report

In lieu of Governance Committee co-chairs, Ryan Crowley and Tim Nanney, Stevie Kernick presented the committee's report. She noted that several items for which the Governance Committee is responsible are on the agenda for further discussion.

The Governance Committee is overseeing the Marketing Taskforce that is currently working on the website redesign. The Bylaws Committee has completed its review and the new draft of the bylaws is included in the agenda packet.

A taskforce of the Governance Committee was asked to draft a policy clarifying how attributions are handled in PRIA publications. A question arose during the drafting of the Document Rejections paper about crediting several companies that had supplied data for the paper. With no formal policy in place, there were differences of opinion on how to acknowledge these contributions because there was no stated policy.

Financial Oversight Committee

Burtness noted the first formal report from Towne Investments for review by the board. Zach Zaharek asked what the projected revenue was for the year. Carol Foglesong suggested it is difficult to tell at this point in the year. The investment strategy was initiated in November 2018, which is the second quarter of the PRIA fiscal year, so there will not be a full year of investment revenue for fiscal year 2018-19.

The board will receive the next quarterly report on the status of investments at the July board meeting, as defined by the PRIA Investment Policy.

Bylaws Review

Zaharek said that the major change to the bylaws beyond cleaning up the verbiage was clarification of the types of membership. There were previous inconsistencies, particularly surrounding who the actual member of PRIA is. Membership in PRIA is organizational although individuals are elected to the board based on their organizational affiliation. A board position belongs to the individual, not the organization, so when an individual leaves his company that organization can't "replace" the individual with someone else from that same organization. The change to the bylaws now makes clearer the distinction between the organization and the individual.

The indemnification policy also was revised to further explain how the association's D&O insurance is applied. The indemnification policy now states that any board member being sued because of association activities is immediately indemnified, without needing organization's approval for coverage.

Zaharek asked the board to be ready to vote on the revised bylaws in May.

Winter Symposium 2021

Kernick reported that the contract with the Renaissance Phoenix Downtown is now signed. The dates and hotel name are listed on the website.

Strategic Planning

Kernick said the majority of the board will attend the planning meeting. Chris Walker's father died recently so she will not be attending, Gerald Smith is unable to find the travel funds and Diane Swoboda Peterson is dealing with a health issue and is tentative. Phil Dunshee, Iowa Association of County Recorders, is planning to attend the planning meeting on Thursday only.

Website Update

Kernick said that work on the website designs continues with a small taskforce that has been meeting bi-weekly to review all the proposed changes and new copy points offered by the marketing firm, SVI. She said that the original cost had escalated considerably because there were several unknowns that had not previously been considered. The design quote for the graphics and page setup is more than double what had been projected. Another item missing from the original projection was the cost for a developer who will take the design and build the website platform in Word Press.

Then the new website will need to marry with pages in I4A to provide a single sign on that will still be needed for online membership applications, conference registration and the Resource Library. Kernick anticipated that the website will cost between \$26,000-30,000.

Diane Swoboda Peterson asked why these expenses weren't anticipated, upfront, and suggested that this should be addressed with SVI. Kernick said part of the problem was not knowing the exact questions to ask before the process began.

New Business

Tim Nanney

Burtness said Tim Nanney had contacted several board members with the news that he was diagnosed with cancer and would be undergoing radiation and chemotherapy for the next several months. Fortunately, the prognosis is very good but he is taking a leave of absence from his position as co-chair of the Governance Committee. No steps were taken to replace Nanney at this time.

eRecording Reporting

Through the years, the monthly eRecording reporting worksheet has grown increasingly out-of-date. Information is added monthly but there has been only limited look-back to correct information on the worksheet. During a discussion with the Website Taskforce, a decision was made to eliminate all but the

most critical (and correct) information and show just the jurisdiction, county and state on the monthly reports.

There was push-back from two eRecording submission vendors stating they use the full information every month to aggregate other reports which are then distributed within their respective companies.

Jerry Lewallen said he had questions from a few people at eRecording Partners Network and he didn't know they were using the monthly data. He suggested that just the new data every month would be helpful.

Burtness said that PRIA should be providing valuable information to its constituents. He asked if the group that came up with this decision revisit it based on the feedback received.

Kernick will connect with the two people who emailed about the reports to find out which information they use and would like to see continued on the list.

eRecording Document Volume Survey

The taskforce working on the survey decided during its initial meeting to limit the survey questions for this third survey to just two: volume of document recorded for the 2018 and the number that were recorded electronically. When the officers discussed this new format during their standing monthly meeting, they were not convinced that those previously asked "additional" questions should be eliminated.

Mascena asked what information is desired by those who read the survey. Lewallen said that the additional detail is important to the industry.

This topic will move to the strategic planning meeting.

PRIA Attributions Policy

This draft policy will be moved to discussion for Strategic Planning.

ALTA Committee on Privacy

Kelly Romeo reported that the deliverable for this ALTA committee will be a one-pager on privacy and the public records and the drafting committee includes several PRIA members. The paper will include talking points that can be shared across the country. The ALTA committee will meet later this week to continue working on the one-page paper.

ALTA will share the draft with PRIA.

Board Deliverables

Kernick acknowledged the board deliverables in the packet but there was no verbal report. She said there was nothing outstanding to be addressed.

Next Meeting

The next meeting of the Board of Directors will be Wednesday, May 15, 11 a.m., ET.

Adjournment

The meeting adjourned at 12:09 p.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary