

## Minutes

Proofed by Gerald Smith: September 23, 2019

Board of Directors Meeting  
Property Records Industry Association  
11 a.m., ET, Wednesday, September 18, 2019  
Via Conference Call

Present for the call:

|           |                  |                          |     |
|-----------|------------------|--------------------------|-----|
| Larry     | Burtness         | President                | Yes |
| Jerry     | Lewallen         | Vice President           | Yes |
| Annette   | Hill             | Treasurer                | Yes |
| Gerald    | Smith            | Secretary                | Yes |
|           |                  |                          |     |
| Joyce     | Mascena          | At-large Director        | Yes |
| Sharon    | Martin           | Director - Government    | Yes |
| Diane     | Swoboda Peterson | Director - Government    | Yes |
| Chris     | Walker           | Director - Government    | No  |
|           |                  |                          |     |
| Elizabeth | Blosser          | Director - Business      | Yes |
| Dan       | Shmukler         | Director - Business      | Yes |
| Jana      | Miyasaki         | Director - Business      | No  |
| Penny     | Reed             | Director - Business      | Yes |
| Brian     | Ernissee         | At-large Director        | Yes |
|           |                  |                          |     |
| Mark      | Ladd             | Immediate Past President | 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         | No  |
|           |                  |                          |     |
| VACANT    |                  | Education                |     |
| Dan       | Crank            | Education                | No  |
| Liz       | Kelly            | Membership               | Yes |
| John      | Murphy           | Membership               | No  |
| David     | Rooney           | Standards/Practices      | No  |
| Nakia     | McFarland        | Standards/Practices      | No  |
| VACANT    |                  | Governance               |     |
| Ryan      | Crowley          | Governance               | No  |
| Christi   | Adams            | Communications           | Yes |
| Michael   | Miller           | Communications           | Yes |
|           |                  |                          |     |
| Carolyn   | Ableman          | PRIA Local Coordinator   | No  |

|         |          |                        |     |
|---------|----------|------------------------|-----|
| 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. He welcomed new members to the board: Dan Shmukler, Brian Ernisse and Sharon Martin. He acknowledged retiring board members Zach Zaharek, Charlie Epperson and Mark Ladd.

**Approval of the Consent Agenda**

Burtness explained the Consent Agenda, which contains reports and minutes to be reviewed in advance by board members. Any board member can request that an item be removed from the Consent Agenda and moved to the working agenda.

***On a motion by Sharon Martin and a second by Joyce Mascena, the board approved the Consent Agenda as distributed.***

**Old Business**

**Council of Advisors for 2019-20**

Burtness said the president names a Council of Advisors each year. This group provides counsel to the president.

The Council of Advisors for 2019-20 consists of Carol Foglesong, retired; Kelly Romeo, ALTA; Marc Aronson, Pennsylvania Association of Notaries; Charlie Epperson, SigniaDocs; and Steve McDonald, Simplifile.

Mark Ladd, immediate past president, will also offer advice for the president. This is the first time in the past five years that there has been a past president on the board. This position is ex officio.

Michael Miller, chair of the Communications Committee, asked how many members serve on the council and what the qualifications are for members of the council. Carol Foglesong said the board approved a Council of Advisors many years ago but the council is not defined in the bylaws. Stevie Kernick said that generally those who serve on the council are past officers and/or board members and have a long history of membership and participate in PRIA.

**Annual Conference Report**

Kernick reported that the final registration total was 219, plus 18 guests, of which 85 were business and 134 were government. Sponsorships remain unchanged from the pre-conference report with \$53,200 committed by 17 companies. Thank you notes have been sent to all sponsors and speakers. Diane Swoboda Peterson sent thank you notes to all the PRIA Volunteers and first-timers.

**Project Request Forms**

Burtness explained that at the 2019 board planning meeting in Colorado Springs in April, the board developed a long list of potential new projects, as several projects were wrapping up in the second quarter of 2019.

Following a member survey to rank the significance of proposed new work projects and four roundtables discussions at the conference that covered some of those projects, the Standards & Best Practices Committee is recommending two start-up projects. Elizabeth Blosser, the board sponsor of both these projects, said she has heard from both government and business about concerns over how to prevent and recover from a ransomware attack. The business community feels the result of a ransomware attack if they are unable to record documents because government offices have been affected.

Miller asked how the final product will be distributed. Kernick explained the process recruiting a work project team, which will further define the scope of the work to be accomplished. Kernick said there was an attachment to the email with the board binder that shows all projects in the queue and the steps that are enacted once a project is approved.

***On a motion by Elizabeth Blosser and a second by Brian Ernissee, the board approved the Ransomware work project as presented.***

The board then addressed the Project Request Form on Redaction. Ernissee said this project seems more in the legal arena. Blosser said she was in the roundtable session on this topic in Colorado Springs and she anticipates that ultimately there will be model legislation drafted. Ladd said there might be multiple deliverables including a white paper and then model legislation. The white paper would address redaction practices, along with how to talk with your legislators. ALTA has a two-page paper about to be released about redaction and the unintended consequences.

Ernissee suggested the current redaction paper should be revised and then model legislation should come from that.

David Floyd would be an ideal co-chair on the business side. Ideally, a government co-chair should have served on a work project team previously.

***On a motion by Swoboda Peterson and a second by Annette Hill, that board approved the Redaction project request as presented.***

Burtness expressed his pleasure with the approval of these two projects.

#### Bylaws Committee

Kernick reported that the Bylaws Committee met on Tuesday (September 17) and completed reviewing the comments submitted by Phil Dunshee on the proposed bylaws changes posted for member review in June. She said the committee would formulate a report for the board's consideration at the October 16, 2019, board meeting.

#### PRIA Logo Trademark

Kernick said the trademark on the revised log, which began in June, is moving through the system. The final step is to post the trademark for public review in a USPTO "official gazette."

## **New Business**

### **Committees**

Burtness said there are several committee chair vacancies he is trying to fill, specifically the Education and Governance Committees. Dan Shmukler was chair of the Education Committee but is now a board member and it is PRIA's practice not to have board members serve as committee chairs.

### **Board Liaisons**

Burtness said that with changes to the board, liaisons to the committees will be changing to bring in the new board members and also name liaisons to the newly formed Communications Committee.

### **Annual Conference 2021**

Kernick said that although the board had identified the Pacific Northwest for the 2021 Annual Conference, interest is waning on this area. An initial site search resulted in proposals with room rates over \$200. The PRIA officers discussed potential sites during its monthly call and suggested Reno or Atlanta. The board clarified the search to Philadelphia, Reno and Atlanta.

### **Other**

Discussion of PRIA's need for legal assistance and 2020 Strategic Planning will be moved to the October 16 agenda. Foglesong asked that discussion of the Google Analytics on the website be added to the October agenda.

### **Board Deliverables**

There were no specific deliverables for discussion.

### **Adjournment**

The meeting adjourned at 12:10 p.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary