

## Minutes

/Proofed by Gerald Smith: 12/17/2019

Board of Directors Meeting  
Property Records Industry Association  
11 a.m., ET, Wednesday, November 20, 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	Yes
Elizabeth	Blosser	Director - Business	Yes
Dan	Shmukler	Director - Business	Yes
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	No
Brian	Ernissee	At-large Director	Yes
Mark	Ladd	Immediate Past President	No
Charlie	Epperson	Advisory Council	No
Carol	Foglesong	Advisory Council	Yes
Steve	McDonald	Advisory Council	No
Marc	Aronson	Advisory Council	Yes
Kelly	Romeo	Advisory Council	Yes
Brent	Blankenship	Education	No
Dan	Crank	Education	No
Liz	Kelly	Membership	Yes
John	Murphy	Membership	No
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	No
Kyle	Quackenbush	Governance	Yes
Ryan	Crowley	Governance	No
Christi	Adams	Communications	Yes
Michael	Miller	Communications	Yes
Carolyn	Ableman	PRIA Local 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 welcomed everyone to the November board meeting.

**Approval of the Consent Agenda**

Burtness noted that the October financial reports were removed from the Consent Agenda and the reports will be delivered verbally.

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

**October Financial Report**

Stevie Kernick reviewed the October end-of-month report noting anomalies in each segment of the report. She said that a report is provided each month to summarize the three financial reports included in the board binder: balance sheet, previous year comparison and budget performance.

Burtness said the Financial Oversight Committee has had several meetings plus calls with Ken Wren, Towne Investments, as they work on a proposal for additional investment of reserve funds.

**Old Business**

**2020 Board Planning**

The 2020 board planning meeting is scheduled for April 14-15 at the Sheraton Westgate in St. Louis, MO. This property was selected based on room rates, proximity to the airport and access to restaurants. Burtness said that Vice President Jerry Lewallen has volunteered to serve on a taskforce to establish an agenda for the planning meeting. Smith, Annette Hill and Diane Swoboda Peterson also volunteered for the taskforce.

**Bylaws Update**

Representatives from the Bylaws Committee met with Phil Dunshee and the Iowa County Recorders Association president Travis Case, Kim Painter and Joan McCalmant. Burtness, Carol Foglesong, Mark Ladd and Kernick represented PRIA.

One area for discussion were PRIA’s efforts toward transparency and keeping the membership informed about the board’s activities.

The next step on the recommended bylaws updates will be to post the bylaws for member review 30 days prior to the Membership Meeting in February at which a vote to approve will be taken. The recommended changes to the bylaws will include an explanation of why the change is being suggested.

### Document Rejections Best Practices Paper

Brian Ernissee reported that the final document rejections paper was included in the binder for approval by the board for publication, following review by the Style Committee.

The work group co-chairs want to continue efforts to engage the LRMS vendors in programming the rejection reasons into their systems. He asked if this effort required a new work project approval or would be considered a continuation of the current project.

Ernissee will provide a further explanation on the continuation of this project at the December board meeting.

***On a motion by Joyce Mascena and a second by Swoboda Peterson, the board approved the Document Rejections Paper for publication following review by the Style Committee.***

### Conference Fees Business

Kernick present a proposal from the Membership Committee to add a “regular” registration fee of \$495, the same fee that recorders pay for regular registration, for the business sector members. The change to this registration fee is presented as a way to alleviate the last-minute registrations from the business sector which have escalated over the past three years. Business members have varying price points for conference registrations depending on the membership level at which they join PRIA.

The board concurred on the concept of a late fee but determined that the \$495 price might serve as a deterrent for last minute registrations, which for some companies are inevitable.

***On a motion by Ernissee and a second by Martin, the board voted to add \$100 to the business registration fee after the early deadline passes.***

The \$100 increase parallels the increase for the government sector between early and late fees.

### Google Analytics

Discussion of the Google Analytics is postponed until the December board call.

### Website Redesign

Kernick reported that after several initial efforts to engage a website developer to take the web design to the development phase, an agreement has been reached and a deposit sent to a developer in Chicago who has worked closely with the website designer.

### New Business

#### 2021

The board reviewed possible locations for the 2021 August Annual Conference including hotels in Atlanta, Reno and Philadelphia.

***On a motion by Martin and a second by Jana Miyasaki, the board agreed to begin negotiations with the Atlantis Resort in Reno.***

### In-Kind Services

Foglesong left the call. Kernick explained that after Foglesong retired she became a “retired member” of PRIA. She indicated a desire to stay involved with the association, which opened the door to an in-kind services agreement. The association supports her attendance at the Winter Symposium, Annual Conference and strategic planning and, in turn, she provides support for a number of work groups and committees, reading draft papers and assisting with content. Kernick spoke with Foglesong to assess her interest in continuing this agreement through 2020 and she is agreeable.

Martin stated that Foglesong is a valuable resource for PRIA; Liz Kelly concurred.

***On a motion by Ernisse and a second by Smith, the board approved the continuation of the in-kind agreement.***

### Board Deliverables

Discussion of the board deliverables was tabled until December.

### Next Meeting

The next meeting of the Board of Directors will be at 11 a.m., ET, Wednesday, December 18.

### Adjournment

The meeting adjourned at 12:17 p.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary