

Minutes

Proofed by Gerald Smith:

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

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|--------|---------|---------------------|-----|
| Stevie | Kernick | Chief Staff Officer | Yes |
|--------|---------|---------------------|-----|

Call to Order

President Larry Burtness called the meeting to order at 11:02 a.m., ET, and welcomed everyone to the December board meeting.

Approval of the Consent Agenda

Burtness noted that the November Membership Committee reports were removed from the Consent Agenda and will be delivered verbally.

On a motion by Sharon Martin, and a second by Joyce Mascena, the board approved the Consent Agenda for the December 18 meeting as distributed.

Membership Report

On behalf of Membership Committee Co-chairs, John Murphy, Dubuque Co., IA, and Liz Kelly, Ernst Publishing, Stevie Kernick, chief staff officer, provided the Membership Committee report for November.

Membership as of November 30, 2019:

| Members as of: | 9/30/2019 | 2019-20 | 2018-19 | Retention Rate |
|--------------------------|-----------|------------|------------|----------------|
| Total | | 694 | 627 | 89% |
| Government | | 611 | 545 | |
| Business | | 79 | 77 | |
| State Association (G) | | 4 | 5 | |
| National Association (G) | | 0 | 0 | |
| | | | | |
| New Members, to date | | 32 | 65 | |
| Non-renewed, to date | | 93 | 54 | |

This Committee meets monthly on the 4th Wednesday.

| Renewals | Retention | Recruitment |
|--|---|--|
| Electronic renewals – 3X | PRIA PAL Program – outreach to new members | 12 Touches – counties with populations over 250,000 (2 new members) – monthly contact primarily by email |
| Paper renewals mailed – 2X | Contact new members – what made you decide to join PRIA? | Ordered PRIA swag for January 12 Touches hard copy mailing |
| Targeted emails to non-renewed business member | Updated benefits to state association membership by adding one associate member in addition to the regular member | Neighborhood Campaign – state hosting and those surrounding conference sites |
| Board and committee calls - pending | We Want You Back campaign – outreach to non-renewals from past five years | Contact with newly enabled eRecording counties that are not PRIA members |

| | | |
|--|--|--|
| | Follow-up with new members attending a PRIA conference | Outreach to non-members paying to attend a monthly webinar |
| | Distribution of new member Welcome Packets | Holiday Special – Offer Associate Membership to member counties at half-price (\$25) |

Old Business

Document Rejections – Next Steps

Brian Ernissee is ill and unable to report on the proposed next steps for the Document Rejections project. This discussion topic will be moved to the January 15, 2020, agenda.

Financial Oversight Committee

Burtness said that PRIA is wrapping up the first year of more aggressive investments using Towne Investments. Year one yielded higher interest than the association has received prior to investing in CDs.

The committee has submitted for the board’s consideration a recommendation to enhance the current investment.

The Financial Oversight Committee is recommending two options to the board for a total of \$500,000 in total investments; current investments include \$300,000 at Towne Investments and \$192,056 in CDARS.

Option 1: \$100,000 in CDs; \$400,000 in a Conservative Balanced Strategy (48 percent equity; 52 percent fixed income)

Option 2: \$100,000 in CDs; \$300,000 Conservative Balanced Strategy (48 percent equity; 52 percent fixed income); \$100,000 Balanced Hybrid Strategy (64 percent equity; 36 percent fixed income)

In either case, the committee members are confident that these dormant cash assets will be earning significantly more returns in the end (five years plus) while not affecting the daily and near term fiscal requirements of the PRIA operation.

On a motion by Diane Swoboda Peterson and a second by Elizabeth Blosser, the board voted to proceed with Option 1 above.

The committee also conducted a review of the 2018-19 Annual Review on December 17. A report will be presented at the January 15, 2020, board meeting.

Google Analytics

The board agreed that a grid identifying the pages being accessed, rather than just a page ID, would be helpful in understanding the reports.

Pro-West eRecording Maps

Kernick reported that there is additional work that needs to be done on the eRecording maps to identify those recording jurisdictions that don't align with county boundaries. This supplementary work will cost an additional \$2,600 to complete.

On a motion by Swoboda Peterson and a second by Martin, the board approved an additional \$2,600 to complete the maps with states that have multiple recording jurisdictions or record by town. In addition, the board approved posting the current map although it is still under construction.

Winter Symposium

Kernick asked board members to review the current Winter Symposium schedule for two things: 1) the topics being covered and whether there is anything that should be included on the program that has been missed; and 2) the two breakout sessions for which subjects have not yet been identified.

New Business

PRIA Communications Policy

The board addressed codifying the current communication practice into a board-approved policy. A policy is being recommended by the Governance Committee based on privacy policies, like GDPR and CCPA, which are surfacing around the country. This discussion was tabled until the January 15 meeting to provide additional time for considering the overall ramifications of such a policy.

The Governance Committee also is recommending suggested language for conference registration forms regarding members PII.

PRIA collects information from attendees during the conference registration process that may be deemed personally identifiable information (PII). This information may be used solely for PRIA marketing purposes. For example, PRIA distributes pre- and post-conference attendee lists, which include attendee name, organization, city and state. (Note: email address not included.)

If you wish to receive a one-time email(s) from PRIA conference sponsor(s), please indicate below.

- I agree to receive a one-time email(s) from 2020 PRIA Winter Symposium sponsor(s).

On a motion by Swoboda Peterson and a second by Annette Hill, the board approved adding the statement to the registration for the Winter Symposium and for future conferences.

All other items on the December agenda will be addressed at the January board meeting.

Next Meeting

The next meeting of the Board of Directors will be at 11 a.m., ET, Wednesday, January 15, 2020.

Adjournment

The meeting adjourned at 12:04 p.m., ET.

Larry Burtness, president

Stevie Kernick, recording secretary