

Minutes

Proofed by Gerald Smith:

Board of Directors Meeting
Property Records Industry Association
3 p.m., CT, Monday, February 24, 2020
Nueces, Renaissance Austin, TX

Present for the call:

Larry	Burtness	President	Yes
Jerry	Lewallen	Vice President	Yes
Annette	Hill	Treasurer	Yes
Gerald	Smith	Secretary	No
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	No
Dan	Shmukler	Director - Business	Yes
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	Yes
Brian	Ernissee	At-large Director	Yes
Mark	Ladd	Immediate Past President	Yes
Charlie	Epperson	Advisory Council	Yes
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	Yes
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

Call to Order

President Larry Burtness called the February 24, 2020, meeting of the PRIA Board of Directors to order at 3:03 p.m., CT, and declared a quorum present. He asked everyone present to introduce himself or herself.

Approval of the Consent Agenda

On a motion by Sharon Martin, and a second by Brian Ernissee, the board approved the Consent Agenda for the February 24, 2020, meeting as distributed.

Committee Reports

Communications Committee

Christie Adams, business co-chair, said the committee members are working on messaging for different membership segments for both businesses and recorders. They are also considering the best methods of communication for each segment.

The new website will be key for promoting PRIA with both internal and external audiences.

Education Committee

In addition to scheduling PRIA's monthly webinars, the Education Committee has been working on the first educational module in PRIA's LMS, Talent LMS, which will address electronic records preservation. The module consists of multiple resources including published papers, webinar recordings, conference PPT presentation and handouts. The LMS now needs to go through beta testing prior to unveiling it to the membership.

Carolyn Ableman reported that several new PRIA Local Chapters have been started in the past year.

Governance Committee

The Governance Committee met in January to draft a PRIA Communications Policy. The committee will meet one more time to review the draft prior to presenting to the board at the March 18 meeting.

Membership Committee

Liz Kelly, business co-chair, reported that membership numbers are strong and running ahead of the same timeframe last year. She noted that renewals continue to be received with different members renewing based on their organization's budget cycle.

Several recruitment campaigns are underway.

- Neighborhood Campaign #1 – states surrounding Texas, site of 2020 Winter Symposium.
- Counties with population over 250,000 – 12 touches over a 12-month campaign. February's outreach is a reminder of complimentary webinar on *Best Practices: Decreasing Document Rejections*.
- PRIA PAL Program continues.
- Following up with new members asking them what prompted them to join PRIA at this time.

- Distributing to 2,283 government non-members (from the 50-state list) a link to the Document Rejections paper.
- Reaching out to newly enabled eRecording counties, non-members attending webinars and attending conferences.

Non-member counties in the state in which a conference is being held are offered one complimentary registration to the conference if they join PRIA. Non-members in the state in which the conference is being held can also register at PRIA member rates.

Ernissee suggested that gathering the email addresses of chief deputies would provide a valuable contact source within each county.

Standards and Best Practices

Document Rejections Paper

Ernissee, business co-chair of this project, said that the Document Rejections paper has been published and a press release has been issued. A webinar was offered on February 20 with 86 participants.

GIS Toolkit

David Rooney, government co-chair of the GIS project, reported that the toolkit is close to completion and should be presented to the board for 30-comment approval in the next two months.

Ransomware Work Group

Jim Harper, business co-chair, reported that the group has met six times and is still trying to get their arms around the subject and determine a specific direction. There is a working session on the ransomware project at this conference on Wednesday, February 26.

Redaction Project

Stacy Morningstar, government co-chair for this project, reported that the work group has divided into different sub-groups to develop redaction talking points and look at legislative issues. The group is putting together a spreadsheet outlining the current legislation in all 50 states. The issue goes beyond redaction to include address confidentiality.

Mark Ladd said he heard from South Dakota where the legislation being proposed requires permission before any information can be posted online.

Old Business

Pro-West & Associates - Background

The PRIA board contracted with Pro-West & Associates to provide a map of the United States with county boundaries that will depict all the eRecording jurisdictions and provide some general information about each via an embedded data form.

The initial work on this map project began with the GIS work group and the PIN survey conducted in 2018. This led to discussion of the value of adding the eRecording data to the map, along with the PIN survey results.

Esri provided PRIA with an ArcGIS account at no charge and Pro-West did some initial testing work using the eRecording data, also at no charge. It quickly became clear that this project would entail a significant number of hours by the Pro-West staff so in May 2019, the board approved an agreement for \$3,503 for set-up, migration of eRecording data and staff training on the maps.

When the recording jurisdiction anomalies surfaced (recording jurisdictions that are towns or districts that do not follow a county boundary), work to complete the project would take another bucket of hours to draw the town boundaries and divide those counties with two recording jurisdictions. In December 2019, the board approved a \$2,600 agreement with Pro-West to finish working on this group of recording jurisdictions.

Status

With that project complete, the PRIA staff provided Pro-West with an updated list of eRecording counties to populate the map. At this point staff learned that Pro-West had not mapped all 3,600 counties to the map but only those on PRIA's eRecording list. Staff met by phone with Pro-West to discuss the misinterpretation of the scope of this project explaining that they understood that all counties had been mapped. Pro-West agreed to go the drawing board to see what they could do to minimize any additional cost and agreed to provide one day's work to continue outlining ALL counties, at no charge, and then determine what, if any, work remained to be completed.

On February 18, Pro-West reported that they are still working on the final content in terms of the entire list of recording jurisdictions. As that information is added, it will appear on the map immediately. There still may be additional charges.

Pro-West is recommending that PRIA purchase a block of hours for continued work on the maps for eRecording or other uses the board might approve.

Brandon Tourtelotte from Pro-West demonstrated the work done on the eRecording maps, to date. He anticipates that once members see the eRecording maps that other potential uses for the maps will be forthcoming. By having a bucket of pre-paid hours, staff could then proceed with these initiatives without having to execute a new agreement for each project.

The board will discuss this during the March 18 board call.

Winter Symposium Statistics

Stevie Kernick reported on the current statistics for the conference.

	2017 Winter Symposium, Albuquerque, MN	2017 Annual Conference, Nashville, TN	2018 Winter Symposium, New Orleans, LA	2018 Annual Conference, Providence, RI	2019 Winter Symposium, Greenville, SC	2019 Annual Conference, Colorado Springs, CO	2020 Winter Symposium, Austin, TX
Pre-registration - Govt.	88	114	123	108	97	136	139
Pre-registration - Bus.	80	100	100	81	77	73	89
Guests	4	4	5	11	4	15	3
First-timers	32	63	46	46	38	64	54
First-timers from previous conference		8	9	8	6	3	11
Non-members	4	11	10	9	3	6	10
State new member special			6	0	2	3	4
County Tour	74	101	112	89	88	106	92
# Sponsoring Comp.	16	18	17	17	17	17	18
Sponsorship Amt.	\$32,675	\$47,375	\$54,450	\$42,800	\$36,700	\$53,200	\$54,700

She said both the pre-registration and sponsorship commitments are the highest for a PRIA conference.

Communications Policy

The board will review a draft of this policy at the March 18 board call.

Learning Management System (LMS)

Background

The PRIA Learning Management System will launch after some beta testing by the Education Committee members. Talent LMS platform has now been converted from a test model to a paid plan, which allows 100 users at any given time. The cost was \$2,868.

Action

The Education Committee proposes the following fee structure for accessing the LMS:

- Government Members - either regular members or associate members: Complimentary access
 - Staff members of PRIA government members (who are not paid associates): \$25
- Business Members – either regular members or associate members: Complimentary access
 - Staff members of PRIA business members (who are not included in the complimentary associate status or who are not paid associates): \$25
- Non-members of PRIA – recommendation will be made once additional modules have been added to the system and there is more to offer to non-members

The questions was asked if there a way to prevent one person, who may not be just one person, taking the course multiple times. Kernick said there is no mechanism to prevent that from happening but only the person registered would receive a certificate of completion.

Registration for the LMS modules will be similar to the way in which members register for a webinar.

New Business

Certification Program

Ernissee asked the board to consider developing a PRIA certification program and offered several ways in which such a program could get off the ground.

- A designation offered: Property Records Industry Professional (PRIP) or Professional in Property Records (PPR) certification.
- Program including a combination of online classes (using the LMS) and conference attendance.
- Available to business and government.
- Curriculum that consists of eRecord 101, Recording 101, LRMS 101, notarization (including RON) 101, Indexing 101, Cert Copies, GIS 101, redaction 101, cybersecurity 101, etc.
- Must be a PRIA member or maybe not, to allow anyone to get a certification who is in the industry.
- No education requirements outside of HS diploma or GED. This would allow more engagement from county employees who may or may not have a higher education level, but would love to get a certification in their industry.
- Fee or no fee? PRIA members - does the membership cover it? Non-PRIA members pay a fee obviously or a cost no matter?
- New award/scholarship created like the Ernst award that could be given to government, which would cover the fee for counties that could not afford.

He suggested that such a program would increase the value of PRIA for counties in particular.

Ladd said that MISMO has program of certification. ALTA has a professional certification program. Before discussing this in-depth, think about someone's motivation for someone seeking the designation. Discussion will continue at the board strategic planning meeting in April.

ULC – PII

Marc Aronson reported on the first meeting of the drafting committee on PII of the Uniform Law Commission this past weekend. The next meeting is in Chicago, April 24 and 25. Courtenay Dunn, MERS, will replace Aronson on the redaction panel on Thursday morning, February 27.

Penny Reed said that Sen. Kirsten Gillibrand has introduced a bill on Data Protection Bureau.

eNotary Tracking

Background

PRIA currently tracks all eRecording jurisdictions monthly and posts a public list, a members' list and static maps depicting eRecording counties by number of jurisdictions in each state and by population covered.

There is a page on the members-only side of the PRIA website that reports updated "Notary News" with information received from Pennsylvania Association of Notaries on a regular basis during state legislative sessions and periodically from Notarize.

Reed said that eNotary affects the ability to record, which puts a tracking system for eNotarization in PRIA's wheelhouse. eNotarization rules are set at the state level, although counties are not necessarily adopting those states enabling rules.

UETA gives each government entity the ability to decide what they will accept or not.

At a high level, there would be value to tracking eNotary legislation but the tracking should not be too granular. PRIA should stay out of the secretary of state's arena and stick to the issues where notarization affects the ability to record a document.

Aronson said that he could provide that tracking information for PRIA.

On a motion by Ernisse and a second by Reed, the board voted to begin reporting on electronic notarization tracking by state as a members' only value.

Pennsylvania Predictable Fees

A former PRIA government member, now working for a Pennsylvania title company approached a member of the Council of Advisors about supporting predictable fees legislation. Kernick sent a query to the Pennsylvania recorder members of PRIA to determine their position on the legislation.

Lewallen said that since none of the Pennsylvania recorder members have responded pro or con, it would be irresponsible to endorse this legislation. He recommended sending the predictable fees paper to the person requesting the endorsement, rather than writing a letter of support.

Phil Dunshee stated that he agreed with Lewallen's comment about not endorsing the legislation but sending the completed paper.

On a motion by Lewallen and a second by Annette Hill, the board approved sending the predictable fees paper to Joe Szafran, the person requesting the letter of support, without any further level of endorsement.

eSign Modernization Bill

Burtness said there is a bill in Congress that doesn't seem to be moving currently and is not onerous to PRIA, as written. The only concern would be if amendments were tacked on to this bill.

Aronson said that ESRA is watching this carefully and before PRIA makes any comments, they should check with ESRA.

Ladd said that this topic would be an interesting session for Milwaukee that he and Aronson could work up.

ADCON/Redaction Project

Reed said address confidentiality (ADCON) is essentially the same thing as redaction. There are many ADCON bills that are old and do not allow for a mechanism to un-redact. She said this will be a future problem for anyone who uses the property records, particularly the AVM vendors.

A number of the title companies have lobbyists working on this issue in Florida where the laws are onerous.

Kansas RON Bill

Ladd said Bill Anderson with NNA reached out about this bill because the interstate recognition would only be accepted if done exactly the way Kansas wants it done. This will complicate the recording act. Aronson said that Pat Frye was planning to reach out to commissioners in Kansas to educate them on RULONA. No action is needed at this point.

Dunshiee said the membership needs to be more engaged in policy discussions like this. He said that ICRA is not comfortable with PRIA taking positions on legislative issues. They do support providing existing documentation on such issues.

Board Instructions

Kernick reminded the board members that they should be at the entry to the evening's reception to welcome attendees and should also plan to be at the Membership Meeting on Wednesday, February 26, and sit at the front of the room.

Lewallen reported that the strategic planning taskforce had met twice and is working on an updated membership survey.

Next Meeting

The next meeting of the Board of Directors will convene at 11 a.m., ET, Wednesday, March 18, 2020, via conference call.

Adjournment

The meeting adjourned at 5:15 p.m., CT.

Larry Burtness, president

Stevie Kernick, recording secretary