1 **<u>Minutes</u>**

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3 Board of Directors Meeting

4 Property Records Industry Association

5 11 a.m., ET, Wednesday, May 20, 2020

6 Via Conference Call

7

8 Present for the call:

9

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
Mark	Ladd	Immediate Past President	Yes
Charlie	Epperson	Advisory Council	No
Carol	Foglesong	Advisory Council	Yes
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	Yes
John	Murphy	Membership	No
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	Yes
Kyle	Quackenbush	Governance	No
Ryan	Crowley	Governance	No
Christi	Adams	Communications	Yes
Michael	Miller	Communications	No
Carolyn	Ableman	PRIA Local Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes

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Call to Order
President Larry Burtness called the May 20, 2020, meeting of the PRIA Board of Directors to order at 11:03 a.m., ET, and declared a quorum present. He thanked everyone for taking time to be on the call.

Consent Agenda
>   ***On a motion by Sharon Martin and a second by Jana Miyasaki, the board approved the May consent agenda items as distributed.***

Old Business

Board Planning
The contract for the planning meeting for April 2021 was issued by the Sheraton Westport in St. Louis, but has not been signed. The officers discussed holding off on signing a contract until early 2021 because of the current environment surrounding COVID. Stevie Kernick said that because the board planning meeting is small with only 18 rooms needed per night and a small meeting room for two days, it will not be a problem to wait and book when the outlook for 2021 is more clear. The board concurred.

Virtual Strategic Planning
Kernick said there are a number of date options for planning a series of virtual meetings to discuss topics that had been parked pending the strategic planning meeting. Meetings could start in early summer, which then would include everyone on the current board. Any meetings scheduled after August would involve newly elected board members.

Nakia McFarland said most people have more flexibility with their time in the current environment, particularly the business people who are not traveling. Carol Foglesong agreed that it would be good to get dates on the calendar.

Kernick will send a list of the issues of which she is aware that need significant board consideration. Board members, committee co-chairs and council of advisors will be asked to submit topics for consideration.

PRIA Post-COVID-19
>   Background
>   The PRIA officers and members of the Council of Advisors met on April 30 and May 14 to consider the effects of COVID-19 on PRIA's future operations. One obvious area of concern is the effect on the association's finances in 2020-21 and beyond. With state and local budgets taking a hit from the pandemic, will funds be available for professional memberships and travel? This is a concern for businesses, as well.

>   We already know our 2020 Annual Conference will be virtual and it is likely that the 2021 Winter Symposium will have a significantly lower attendance than that which we have become accustomed, and possibly will be cancelled.

>   One plus is that the pandemic has brought awareness of the significance of electronic transactions, particularly to smaller counties.

54
55   How do we keep PRIA healthy and viable in this changing environment? What do members need
56   from PRIA during this time?
57
58   This discussion can become a key topic for the virtual strategic planning discussions.
59
60   Mark Ladd observed if PRIA is to be considered beyond the world of eRecording we need to
61   consider access to public records, which has been a major obstacle during the office closings. This is
62   a significant industry issue and one that would allow recorders to stay relevant.
63
64   Burtness agreed that this is an important issue but also there are consumer privacy issues to be
65   considered.
66
67   Diane Swoboda Peterson said that having records online allowed Woodbury County to stay viable
68   during the past two months.
69
70   Martin said that COVID has made recorders think outside the box and try new ways of conducting
71   business. This information needs to be shared. She said that some areas in Wisconsin actually have
72   discussed mandatory electronic recording similar to what the courts do. Ladd said the pricing model
73   could be similar to UCC where it is twice as expensive to paper record than electronic record.
74
75   Burtness said that addressing this topic would allow PRIA to reach out and strengthen relationships
76   with other segments of the industry.
77
78   Martin said that some of the things her county was forced to do during COVID they have now
79   decided they will continue doing.
80
81   What did COVID force the industry to do? Will you continue to do those things once the shelter
82   orders are completely lifted?
83
84   COVID will be first topic for a virtual board strategic planning.
85
86 **New Business**
87 GIS Toolkit
88 David Rooney, GIS project co-chair, presented the GIS Toolkit for approval for 30-day comment. Key
89 members of the work group that developed the toolkit were Brent Jones, Brandon Tourtelotte, Jodi
90 Helgeson, Scott Moore and Katie Kelly. Kernick provided staff support.
91
92   ***On a motion by Swoboda Peterson and a second by Martin, the board approved the GIS Toolkit for***
93   ***30-day review.***
94
95 Ransomware Resources
96 Kernick presented the Ransomware Resources for approval to publish. She said that Jim Harper and
97 Brandon Krause co-chaired this project.

98   The work group gathered resources that would be constantly updated because ransomware is a constantly
99   changing problem. They researched the most viable sites and then segmented the resources into
100 categories: government websites, business websites and PRIA member websites.

101

102   ***On a motion by Swoboda Peterson and a second by Gerald Smith, the board approved the***
103   ***Ransomware Resources for publication.***

104

105 2020-21 Budget
106 Burtness said that it's budget time for the 2020-21 fiscal year. A committee has been formed and the four
107 standing committees are working on budget projections to submit.

108

109 2021 Winter Symposium
110   Background
111   The February 22-25, 2021, Winter Symposium is scheduled for the Renaissance Phoenix and the
112   contract is predicated on PRIA's usual footprint, assuming 190+ attendees. PRIA is obligated to 560
113   room nights, with 20 percent attrition allowance (448 room nights), and a $60,000 F&B budget.

114

115   Staff has initiated discussion with the hotel to cut the room block by 35 percent and the F&B budget
116   commensurately ($39,000). Starting this discussion nine months in advance of the meeting provides
117   the hotel with more flexibility to resell the rooms that were part of PRIA's block.

118

119   The hotel has not yet responded following the initial call so it remains to be seen how agreeable
120   they will be. They may require a second booking in a future year to recoup the lost revenue.

121

122 Future Conferences
123 It's early to make commitments about conference locations for 2022. PRIA may need to rebook at the
124 Renaissance Phoenix in February 2022.

125

126 PRIA should consider whether one face-to-face conference a year should become the norm for the next
127 few years.

128

129 Esri Annual Licensing
130 Kernick explained that the first year of the Esri contract was provided a no charge but for the renewal in
131 May the annual cost reverted to $700. The Esri platform is the foundation of PRIA's eRecording map hub
132 which is about the launch. This expense was not budgeted.

133

134   ***On a motion by Blosser and a second by Miyasaki, the board approved the $700 annual licensing***
135   ***fee to Esri.***

136

137 Major Projects Prioritized
138 Over the past year, PRIA has had four major projects in different stages of development. These include:

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140   1. Website rebuild
141   2. Learning Management System (LMS)

142   3. eRecording maps hub (working with Pro-West)
143   4. eRecording Document Volume Survey
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145 On April 28, the **LMS** launched with one learning module on Electronic Records Preservation. Although
146 launched, the LMS will be an ongoing effort adding new modules to keep the system vital.
147
148 The **website** is far more than a redesign, but a complete rebuild of the website on a new platform. Staff
149 has been working with the web developer since early December to build and populate all pages of the
150 website, both public and members-only. In addition, a third provision is a web integrator who will integrate
151 the parts of the current website that tie to the membership database into the new Word Press format.
152
153 Staff has taken the responsibility of uploading and adding relevant documents to the site.
154
155 The eRecording **maps** project is inching toward the finish line matching jurisdictions to RJID numbers and
156 assuring the map is current prior to launching. The ball keeps passing back and forth between PRIA staff
157 and Pro-west with updates and questions.
158
159 The narrative is written for the **Document Volume Survey** and now the graphs need to be generated.
160
161 These four projects have been developing along with all the usual month-over-month deliverables which
162 keep the association functioning.
163
164 Foglesong agreed that the website rebuild should be number one of the list. The map should launch even
165 though there are four counties where boundaries have not been identified and drawn.
166
167 The board agreed to launch the maps after the newly enabled jurisdictions for May are added the map.
168
169 Papering Out
170 Burtness explained some states identify rules for papering out. If an electronic document is printed and
171 then notarized, it can be recorded. This is known as papering-out. Burtness asked if PRIA should take a
172 position on papering-out. Miyasaki said there are multiple opinions on papering-out based on decisions
173 made by individual states.
174
175 Smith said that no industry standard has been identified and PRIA should have a position. The board
176 concurred.
177
178 Kernick will send a call for volunteers to the board, committee co-chairs and Council of Advisors.
179
180 PRIA Operating Rules
181 The bylaws and operating rules are scheduled for review every other year. The bylaws review spanned two
182 years, starting in 2018 but not approved until 2020. This 2020 year is the time to work on the operating
183 rules. This is the same committee that works on the bylaws.
184
185

186 **Board Deliverables**
187 Kernick pointed out the two items on the list of board deliverables that were earmarked for board
188 planning.
189
190 **Next Meeting**
191 The next meeting of the Board of Directors will convene at 11 a.m., ET, Wednesday, June 17, 2020, via
192 conference call.
193
194 **Adjournment**
195 The meeting adjourned at 12:15 p.m., ET.
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197 Larry Burtness, president   Stevie Kernick, recording secretary