

Minutes

Proofed by Gerald Smith: 09/15/2020

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, August 26, 2020
Via Conference Call

Present for the call:

Jerry	Lewallen	President	Yes
Annette	Hill	Vice President	Yes
Gerald	Smith	Secretary	Yes
Brian	Ernissee	Treasurer	Yes
Brandon	Krause	Director - Government	Yes
Kyle	Quackenbush	At-large Director - Government	Yes
Sharon	Martin	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
Larry	Burtness	Immediate Past President	Yes
Mark	Ladd	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	No
Nakia	McFarland	Standards/Practices	No
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

Call to Order

Immediate Past President Larry Burtness called the August 26, 2020, meeting of the PRIA Board of Directors to order at 11:06 a.m., ET, and declared a quorum present. He welcomed new board members Brandon Krause and Kyle Quackenbush.

Consent Agenda

On a motion by Sharon Martin and a second by Elizabeth Blosser, the board approved the August consent agenda as distributed.

July 31, 2020, Year-end Financial Report

Stevie Kernick reviewed the year-end financial statements with the board. The Balance Sheet for the current year has lost approximately \$100,000 from previous year. This can be attributed to the changes in the Annual Conference from in-person (previous year) to virtual for the current year. The registration for an in-person conference is \$395, while the registration for the virtual conference for 2020 was \$99. In addition, sponsorships for the 2019 conference totaled over \$50,000 while for the virtual conference, sponsorships totaled \$12,400.

She did point out that the 2020-21 membership dues accumulated on the balance sheet until August 1 were \$24,000 lower than previous year.

The Previous Year Comparison report looks at income and expenses for the current fiscal year (2019-20) and the previous year (2018-19). The success of the 2019 Annual Conference in August provided a boost to the budget with net revenue of \$37,505. That is \$9,000 higher than the previous year. The new revenue for the 2020 Winter Symposium in Austin was \$7,189. Although there were a record number of attendees in Austin, the hotel's food & beverage minimum of \$65,000 added significantly to the overall cost of the conference. In 2019, ironically, the Winter Symposium in Greenville netted \$7,349.

The Standards & Best Practices Committee had unbudgeted expenses, although approved by the board, for developing the eRecording Hub.

Old Business

iGO Discussion

Burtness reported that he, Jerry Lewallen and Annette Hill had participated in a discussion with several key iGO leaders about the future of the two associations. The discussion centered on the current state of each association and brainstormed several activities like conferences and webinars where there might be some possibility for joining forces. Both associations have conference contracts in place for several years so a co-located conference would be three years away, at the least.

Virtual Conference Debrief

- Platforms – sometimes couldn't tell which platform you were on. That's a good thing.

- Kelly Romeo said the daily emails from Mallory about the links for that day's meetings were particularly helpful. She suggested that for the future, pre-record could make the conference technology less stressful. All but one general session was pre-recorded.
 - Did not pre-record breakouts because looking for more engagement. That didn't necessarily happen so they could have been pre-recorded.
- Marc Aronson appreciated quick turn on the recordings since he was in the office and there were many distractions so he didn't always get a chance to focus on an entire session.
- Brandon Krause said for the first time attempt, it was very good. Appreciated the breaks in between sessions.
- Dan Shmukler said he experienced distractions either at home or in the office. This wouldn't happen if the conference had been on site. Not much we can do about it. He didn't notice much difference with the technology although did speak to some problems that presenters had with muting and unmuting.
- Tuesday Sessions
 - Carol Foglesong said the content of Zach Zaharek's session was really good; liked the videos.
 - Kernick talked about redundancy in the two COVID sessions. The breakout should have been included a different group of people from the general session.
- Wednesday Sessions
 - No comments
- Thursday Sessions
 - Kernick said the records on the run session was fascinating.
- Breaks between sessions helpful.
- Lewallen asked about the timing of the conference during the day. Did it work for the majority?
 - Walker liked the idea of knowing in advance the time zones so she could plan her participation.
 - Martin didn't have trouble with the timing although missed a few sessions. Loved the prize wheel. The \$99 fee was a bargain. Her county banned travel but willingly agreed to the \$99 registration fee.
- Martin said she participated in a user meeting that had a virtual cocktail party. About 15 participated in the virtual happy hour.
- Foglesong has participated in several different Zoom meetings and about 15 people will call into the meeting. Helps to have a moderator.
- Blosser said in ALTA's digital conference, it was hard to get people to share video and audio. Many people are in Zoom overload.

New Business

Board Strategic Planning

Lewallen said that in the interest of time, he would not review the report that was included in the board binder. He said the first two board strategic planning calls focused on COVID. For the next planning call, board will focus on other items that have been pending.

Foglesong suggested series of two-to-three calls and make each one shorter.

Winter Symposium in Phoenix

The contract has been signed for the 2021 Winter Symposium with a 50 percent reduction in the room block and the F&B. Kernick is now working through the 2022 contract with the Renaissance in Phoenix, which is based on 75 percent of the original contract for both sleeping rooms and food & beverage.

Board Deliverables

There were no outstanding deliverables on which to report.

Next Meeting

Board meetings have traditionally been held on the third Wednesday of the month at 11 a.m., ET. The board agreed on the use of computer-based video and audio for the monthly board meetings particularly during the time when we haven't been able to meet face-to-face.

Lewallen asked the board's pleasure about extending calls to 75 minutes. The next meeting of the board is on Wednesday, September 16, at 11 a.m.-12:15 p.m., ET, using GoToMeeting with video "on."

Burtness said he had thoroughly enjoyed his two-year tenure as PRIA's president. He acknowledged Mark Ladd's boundless energy and constant willingness to support him and to the Council of Advisors, who are the best of the best.

Fellow board members have been supportive and positive, particularly through the adversity of the past few months. He also acknowledged the many members who have lifted him up during his presidency.

Lewallen expressed appreciation for Burtness' commitment to PRIA for the past two years and the many years leading up to his presidential term. He said the plan was to stage a more formal recognition at the 2021 Winter Symposium for Burtness and retiring board members Diane Swoboda Peterson and Joyce Mascena.

Adjournment

The meeting adjourned at 12:15 p.m., ET.

Larry Burtness, immediate past president

Stevie Kernick, recording secretary