

Minutes

Proofed by Gerald Smith: September 23, 2020

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, September 16, 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	No
Elizabeth	Blosser	Director - Business	Yes
Dan	Shmukler	Director - Business	No
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	Yes
Larry	Burtness	Immediate Past President	Yes
Mark	Ladd	Advisory Council	Yes
Charlie	Epperson	Advisory Council	Yes
Carol	Foglesong	Advisory Council	Yes
Steve	McDonald	Advisory Council	Yes
Marc	Aronson	Advisory Council	Yes
Kelly	Romeo	Advisory Council	Yes
Diane	Swoboda Peterson	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
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

President Jerry Lewallen called the September 16, 2020, meeting of the PRIA Board of Directors to order at 11:08 a.m., ET, and declared a quorum present. Lewallen said Chris Walker is not on the board call and he recognized she is in Oregon where the wild fires are raging. Many PRIA members are dealing with difficult circumstances.

The board packet is now available to all members on the website and is posted when sent to the board.

He announced the Council of Advisors appointed for his presidential term:

- Marc Aronson, PAN
- Charlie Epperson, SigniaDocs
- Carol Foglesong, retired
- Mark Ladd, Simplifile
- Steve McDonald, Simplifile
- Kelly Romeo, ALTA
- Diane Swoboda Peterson, Woodbury Co., IA

Consent Agenda

On a motion by Sharon Martin and a second by Gerald Smith, the board approved the September consent agenda as distributed.

Old Business

October Strategic Planning

The board spent the first two planning meetings discussing COVID and its effects on the association and the industry and will now address other topics previously identified for discussion. Advocacy and transparency will be the discussion topics for October.

November Strategic Planning

In November, the primary topic of discussion will be a potential certification process for PRIA.

December Strategic Planning

December will focus on membership and member metrics.

Carol Foglesong acknowledged the Operating Rules are being reviewed and some of these topics addressed during strategic planning may affect this review.

PRIA eRecording Hub - eNotarization

Stevie Kernick reported that Pro-West & Associates had presented a new concept to augment the eRecording Hub by adding a map depicting eNotarization and RON statutes. She has a meeting set up with Pro-West to explore this option and will report to the board with more specifics and a projected cost.

New Business

Board Demographics

Lewallen acknowledged that this is the first official meeting of the 2020-21 board. It's important for the board to realize PRIA's unique position in the industry. The 2019-20 year resulted in a record number of members, a year's worth of reserves in the bank, \$39,000 net income for the year and several major projects completed, with the most significant being the new website. He thanked Immediate Past President Larry Burtness for his efforts in bringing this to fruition.

He noted also the additional benefits now available to members including a Learning Management System, enhanced webinars and a virtual conference.

PRIA is in a good place, which the board should recognize and appreciate, but it's not a time to become complacent.

The virtual conference was done very well for a first-time endeavor. He thanked everyone who worked on the conference planning.

About five years ago, the board had a discussion during a strategic planning session about the need to expand the leadership pipeline. Although projects were being completed, it was the same people doing the work. For people not inside the bubble, it looked like a closed group with no way to get inside. He was one of those people but, fortunately, someone reached out to him and invited him to serve in a leadership role.

The board made a concerted decision to change the makeup of the board. The Operating Rules were changed to specify term limits for board members. He said this current 2020-21 board is indicative of those efforts. The demographic of this board is younger and more inclusive than previous boards. It's been a changing of the guard.

Kelly Romeo said this evolution is a result of the efforts of leadership to make those changes.

Brandon Krause said one of the most important aspects of being on the board is the opportunity to work with those who have walked in these shoes previously.

There is responsibility for those in leadership roles. This board is facing different challenges than previous years. The industry is changing and PRIA's position must evolve along with those changes. There will be budget challenges in 2020-21, membership will likely be smaller, virtual meetings will become the norm. This board will be measured by how well it can forge a direction in this new environment.

Lewallen challenged the board to think deeply about how these changes will affect the industry and its members, and then make the appropriate adjustments.

Ernissee said he agreed that out-of-the-box thinking will be needed to stay abreast and then further expand the future direction.

Board Liaisons

Lewallen asked board members to let him know if they want to change their committee liaison assignment. He will replace those board members who termed out with new board members.

Recognition of PRIA Conference Coordinator

Lewallen said that pulling our virtual conference together in a short span of time required a significant amount of technical expertise. Mallory Robinson did the majority of the heavy lifting. He said the officers recommended a \$250 gift certificate to recognize the above-and-beyond effort.

Although IMI is paid to manage PRIA's conferences, this was a different type of conference and a first effort for everyone involved.

Elizabeth Blosser agreed that staff is working in an entirely new environment and it's important to recognize that.

Larry Burtness said PRIA has set a high bar for itself and that Robinson did the same for the virtual conference.

On a motion by Krause and a second by Blosser, the board approved a \$250 gift certificate for Robinson.

Board Training

Kernick said typically board training is incorporated into the annual strategic planning retreat. Since board planning has moved to the virtual arena for 2020, a virtual board training session will be offered for the new members to the board and any continuing board members wishing to participate.

Board Deliverables

The topic on IRS Liens submitted electronically has been a pending deliverable for several years. Mark Ladd said he hasn't made much progress on this with the IRS. Martin said she has been working on this issue in Wisconsin and is committed to getting this done. Blosser said she also believes this is an important issue. Martin said the IRS had used as justification for not implementing electronic submissions in Wisconsin that not all counties had eRecording enabled. She said, however, that all 72 Wisconsin counties have been eRecording for over a year.

Other Business

Penny Reed observed nationally, there are 4 million residential mortgage loans in forbearance, which usually lasts 90 days unless extended. Because there hasn't been a second round of COVID relief, there will be some form of loan modification or foreclosures and that will affect the recorder's office.

Ladd said that this could be a topic for an upcoming webinar. What is forbearance and why should recorders care? A correct title is a critical component of this.

Next Meeting

The next meeting of the Board of Directors is scheduled for Wednesday, October 21, 2020, at 11 a.m., ET.

Adjournment

The meeting adjourned at 11:53 a.m., ET.

Jerry Lewallen, president

Stevie Kernick, recording secretary