

Minutes

Proofed by Gerald Smith: 11/25/2020

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, November 18, 2020
Via Conference Call

Present for the call:

Jerry	Lewallen	President	Yes
Annette	Hill	Vice President	Yes
Gerald	Smith	Secretary	No
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	No
Carol	Foglesong	Advisory Council	Yes
Steve	McDonald	Advisory Council	No
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	No
John	Murphy	Membership	No
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	No
Teresa	Kiel	Governance	Yes
Ryan	Crowley	Governance	No
Christi	Adams	Communications	No
Michael	Miller	Communications	No
Carolyn	Ableman	PRIA Local Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes

Call to Order

Jerry Lewallen, president, called the meeting to order at 11:02 a.m., ET, and declared a quorum present.

Consent Agenda

He noted that for the November board meeting, the October 31, 2020, financial reports were removed from the agenda.

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

October 31, 2020, Financial Reports

Stevie Kernick, chief staff officer, called the board's attention to the membership totals for 2020-21, which were included in the Committee Reports. Although membership numbers are lower than for the same period in 2019-20, there were 100 renewals received in October bringing the differential to just 45 fewer total members at the same time in the previous year. Renewals will continue to be received throughout the year, although at slower pace, month over month.

The most important item to note on the October 31, 2020, end-of-month reports is the total dues revenue, which has already exceeded the total annual budget for the year. Retention stands at 76 percent while the budget was based on a 75 percent retention for 2020-21.

Old Business

Strategic Planning

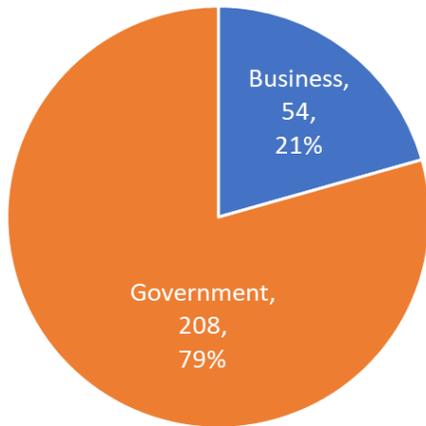
The November 10 Strategic Planning meeting on focused on advocacy. In December, the focus will be membership and leadership planning.

Winter Symposium

Kernick said the results of the recent survey to assess members' interest in an in-person conference indicated that 73 people would register for an in-person event. PRIA staff is working on a further breakdown of government vs. business (included in charts below).

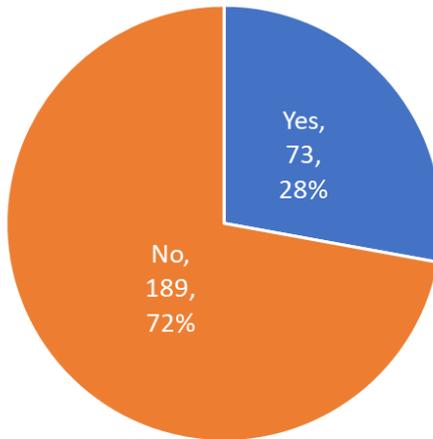
Total Responses: 262

Member Type Breakdown



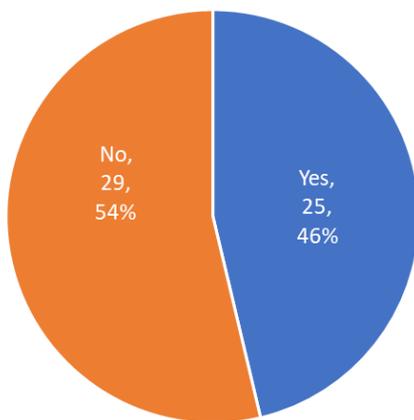
■ Business ■ Government

Response Breakdown



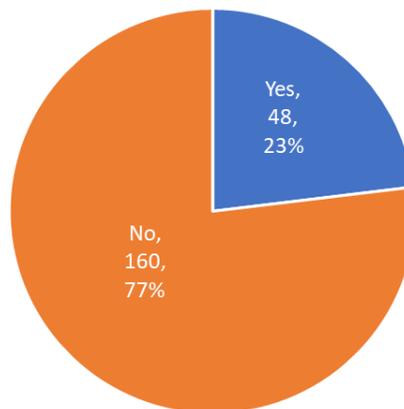
■ Yes ■ No

Business Responses



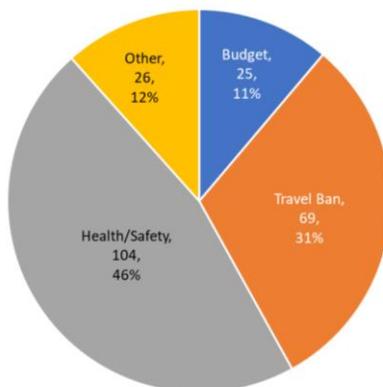
■ Yes ■ No

Government Responses



■ Yes ■ No

Reasons for No



■ Budget ■ Travel Ban ■ Health/Safety ■ Other

Maricopa Co. has the fourth highest number of cases of any county in the country and the sixth highest number of deaths.

Blosser said it would be foolhardy to move forward and put people's lives in danger. Brian Ernissee said that the only reason PRIA would cancel the conference is because of COVID, and for nothing else.

Kyle Quackenbush said that because of the increasing rates of COVID in the country and the geographic diversity from which travel, it isn't feasible for PRIA to host a conference. People can't risk bringing COVID back to their companies and spreading the virus. Jana Miyasaki said many states are warning people not to travel.

Kernick asked the board if they would agree to rescheduling for 2023 if there is no cancellation fee for the 2021 contract. Ernissee said PRIA should start from a position of strength based on the COVID cancellation clause.

Kernick said PRIA should be a good business partner for the hotel and approach the situation with "how can we make this work for the hotel and PRIA?" The board authorized flexibility for Kernick to work with hotel on rescheduling for 2023.

eRecording Hub

Lewallen turned the board's attention to the October 21, 2020, board meeting, during which the board approved a \$770 expense to add a GIS layer to the eRecording hub that would display electronic notarization acceptance around the country. The officers discussed the concept of the eNotary hub earlier in the month and had concerns about the upkeep that would be required to keep the map information current. They decided this is not the right time to undertake this project and postponed further action until later in 2021.

Advocacy Policy

Carol Foglesong reported on steps to develop a PRIA Advocacy Policy. The draft policy provides background on how PRIA has advocated previously and then describes a process for making decisions on advocacy efforts.

There may be times that the association will choose not to take a position on a particular issue if there is not a consensus on direction. PRIA will always communicate advocacy efforts back to the membership. The officers will make a decision on advocacy when the full board cannot be convened.

The board should recognize this as an important statement for PRIA to be making.

Ernissee said the draft policy is very clear and concise. Blosser suggested "may choose to take a position on," rather than "advocate on." Romeo concurred with this suggestion.

PRIA may choose to ~~engage in advocacy~~ take a position on specific industry related legislation, regulations and judicial matters.

Since there was general consensus on the direction of the policy, Foglesong suggested that we have an attorney review the policy and the particular phrase noted by Blosser, then the revisions go back to the board at the December 16 meeting.

New Business

Doc Volume Survey

On a motion by Krause and a second by Martin, the board approved publication of the 2018 Document Volume Survey.

ULC and Mortgage Modification

Lewallen said PRIA received a request for participation in a Uniform Law Commission Study Committee on Mortgage Modification. Board member Penny Reed agreed to represent PRIA on this study committee.

Board Orientation

Board orientation has been scheduled for December 1. Kernick invited both old and new board members to participate in this one-hour session to address PRIA's governance documents and operating structure.

Renewal Calls

Although the association is ahead of budget in revenue collected for member dues for 2020-21, the number of non-renewals is 100 more than for the same period in 2019-20. Lewallen said rather than ask the board to make multiple calls to non-renewals, the officers authorized IMI to hire a temp employee to make calls to all non-renewals. Retaining a temp employee is more cost-effective than having a member of the PRIA team make the calls.

Board Deliverables

Kernick said there was nothing outstanding of note on the board deliverables.

Next Meeting

The next meeting of the Board of Directors is scheduled for Wednesday, December 16, 2020, at 11 a.m., ET.

Adjournment

The meeting adjourned at 12:06 p.m., ET.

Jerry Lewallen, president

Stevie Kernick, recording secretary