

Minutes

Proofed by Gerald Smith: July 7, 2021

Board of Directors Meeting
Property Records Industry Association
11 a.m., ET, Wednesday, June 16, 2021
Via Conference Call

Present for the call:

Jerry	Lewallen	President	Yes
Annette	Hill	Vice President	Yes
Gerald	Smith	Secretary	Yes
Brian	Ernissee	Treasurer	No
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	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	No
Kelly	Romeo	Advisory Council	Yes
Diane	Swoboda Peterson	Advisory Council	No
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
Teresa	Kiel	Governance	Yes
Christi	Adams	Communications	No
Michael	Miller	Communications	No
Carolyn	Ableman	PRIA Local Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Yes

Call to Order

President Jerry Lewallen called the June 16, 2021, meeting of the PRIA Board of Directors to order at 11:04 a.m., ET, and declared a quorum present.

Consent Agenda

On a motion by Sharon Martin and a second by Brandon Krause, the board accepted the June 16, 2021, consent agenda as distributed.

Old Business

Membership

Stevie Kernick, chief staff officer, said membership totals gained some ground in May with the total number of members now 31 fewer than the same period in 2020; in April the total number of members was 35 lower than the same period in the previous year. Member retention rose to 87 percent.

ULC's Mortgage Modification Study Committee

Penny Reed received the final report, which will be sent to ULC recommending the formation of a study committee with two separate tracks, one of which is for commercial mortgages and the second residential. Reed said she should know by the next board meeting if a drafting committee on Mortgage Modification will be formed by the ULC.

Automated Redaction Technology

Carol Foglesong said the final Automated Redaction Technology paper was included in the board binder. It is a stand-alone document produced as a supplement to the Redaction Best Practices paper by the Redaction Work Group. The work group is seeking final approval to publish.

The paper will go to the Style Committee prior to being published to the website Resource Library.

On a motion by Annette Hill and a second by Reed, the board approved the Automated Redaction Technology paper for publication following review by the Style Committee.

New Business

Chief Staff Officer

Lewallen told the board the officers had met earlier this month with Kernick and the owner of IMI, Linda Owens to discuss a transition process for the Chief Staff Officer's (CSO) position. The plan includes a three-month transition timeframe, with full transition by December 31, 2021.

Kernick said the CSO position will be posted both internally at IMI and externally to search for the best candidate. Once the new person has been identified, he/she will work along with the PRIA staff team to fully integrate into the PRIA culture.

Mallory Smith will have an expanded role, adding the Education Committee to her portfolio. This is natural expansion since the Education Committee has a key role in developing the conference program.

Kernick will not step away completely but will continue to meet with the work project teams for the foreseeable future and will be available to consult with the staff team, as needed.

Strategic Planning

Lewallen said an in-person strategic planning meeting could prove significant with a new CSO coming on board in the 4th quarter. This meeting would provide an opportunity to meet the new staff person. He said traditionally there has been a two-day meeting in the spring but because of COVID concerns in 2020 and 2021 these planning meetings were held via video conference.

Steve McDonald said through the years there has been some great work, along with interesting projects generated through these in-person planning meetings.

Staff will look at dates and potential locations for this meeting in late October or early November, keeping in mind other industry meetings taking place during that period. Mark Ladd said October is particularly busy this year with ALTA and MBA conventions taking place back-to-back.

Indexing Practices

Foglesong said the first indexing paper was published in 2002, right after PRIA was incorporated, and then updated in 2015. Technology has advanced exponentially since 2015. There are also crossover issues with redaction and privacy concerns.

A large group will be needed to address all of the issues and the work group will need both government and business support.

On a motion by Krause and a second by Gerald Smith, the board approved the project request for a work group on indexing.

Support for Redaction and Restrictive Covenants to ULC

Lewallen said the board had previously approved submitting letters of support to the ULC to form study groups on both redaction and restrictive covenants. Copies of the final letters were included in the board binder.

2021 Annual Conference

Kernick reported that there are 51 people currently registered for the conference, which is an increase of 38 people over the past week. Six of the 51 registered are for the virtual track.

The Pfister Hotel has been flexible with the original contracted room block of 650 room nights. As long as PRIA fills 50 percent of the block (325 room nights), there will be no attrition penalties. As of June 9, the room pickup was 348 room nights.

Sponsorships are lagging compared to previous conferences. The average sponsorship revenue over the past six in-person meetings was \$48,000 while current revenue for the 2021 Annual Conference stands at \$30,600.

Nominating

Kernick reported the Nominating Committee has met twice to develop the slate of directors for 2021-22. There are seven positions open three of which are government, three are business and one is at-large. The committee has talked with current board members with terms expiring this year and who are eligible for re-election.

A call for nominations was sent to all regular members of the association allowing individuals to self-nominate or nominate a colleague. The deadline to submit a Candidate Nomination Form is June 25, 2021.

Other

Reed announced she has been grooming someone to work alongside her on PRIA activities so there will be someone at Wells Fargo ready to take an active role in PRIA as she steps away. Kate Steineman is vice president, business liaison manager, and will attend an upcoming PRIA board meeting as a guest.

Board Deliverables

Kernick said she failed to include the board deliverables in the binder. The bulk of the outstanding deliverables are related to papers that have been posted for 30-day comment.

Next Meeting

The next meeting of the Board of Directors is scheduled for Wednesday, July 21, 2021, at 11 a.m., ET.

Adjournment

The meeting adjourned at 11:45 a.m., ET.

Jerry Lewallen, President

Stevie Kernick, Recording Secretary