

Minutes

Proofed by Gerald Smith:

Board of Directors Meeting
Property Records Industry Association
3 p.m., CT, Monday, August 30, 2021
Via Conference Call

Present for the call:

Jerry	Lewallen	President	Yes
Annette	Hill	Vice President	Yes
Gerald	Smith	Secretary	No
Brian	Ernissee	Treasurer	Virtual
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	Virtual
Dan	Shmukler	Director - Business	Yes
Jana	Miyasaki	Director - Business	Yes
Penny	Reed	Director - Business	No
Larry	Burtness	Immediate Past President	No
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	Virtual
Diane	Swoboda Peterson	Advisory Council	Yes
Brent	Blankenship	Education	Yes
Dan	Crank	Education	No
Liz	Kelly	Membership	No
John	Murphy	Membership	No
David	Rooney	Standards/Practices	Yes
Nakia	McFarland	Standards/Practices	Yes
Ryan	Crowley	Governance	Virtual
Teresa	Kiel	Governance	Yes
Christi	Adams	Communications	Yes
Michael	Miller	Communications	No
Carolyn	Ableman	PRIA Local Coordinator	Yes
Stevie	Kernick	Chief Staff Officer	Virtual

Call to Order

President Jerry Lewallen called the August 30, 2021, meeting of the PRIA Board of Directors to order at 3:05 p.m., CT, and declared a quorum present. He acknowledged the good feelings about being together in person again. It was questionable whether this in-person conference would actually happen. He reiterated that facemasks are encouraged but not mandated.

All board members, board candidates, committee co-chairs, council of advisors and guests introduced themselves.

Consent Agenda

On a motion by Sharon Martin and a second by Brandon Krause, the board accepted the August 30, 2021, consent agenda as distributed.

Old Business

Year-end Financial Report

Stevie Kernick, chief staff officer, offered an overview of the July 31, 2021, year-end financial report noting the report is pre-CPA Annual Review.

Total current assets for the year are \$871,322, which represents a \$154,237 increase over the same period in the previous year. Net revenue for the fiscal year is \$68,180, \$13,253 higher than previous year.

Membership dues revenue is on par with the previous year (differential is \$6.25), despite the anticipated loss of membership in 2020-21. Government dues are lower by \$2,200, while business dues are higher by \$1,700. Net revenue for the two virtual conferences in 2020-21 is \$54,000, compared to \$44,854 for the two in-person conferences in the previous year.

Investments are beginning to show substantial improvements with \$11,973 in unrealized gains during the 2020-21 fiscal year. 2020-21 is the first full year of the approved investment strategy in a Conservative Balanced Portfolio (48% equity; 52% fixed income) with Towne Investment Group.

General & Administrative expenses reflect the additional management hours (450 hours in two different installments) purchased during the 2020-21 fiscal year. A total of 65 hours were remaining from those purchases at the end of 2020-21 and will be carried forward and added the total hours for 2021-22. The number of management hours for 2020-21 equate to 1-2/3 full-time equivalent employees.

The 2020-21 actual revenue outperformed the approved budget. With the exception of Administrative Fees, all expense line items were on par with or under budget.

Lewallen noted the Budget Committee is always conservative with revenue projections but more aggressive with expenses projections. He observed that the expenses to IMI (PRIA's management company) were well-spent dollars.

Looking ahead to the 2021-22 budget, the Annual Conference revenue is already ahead of budget projections.

Committee Reports

Communications

Christie Adams, co-chair, reported the committee last met on June 22 and worked on ways to energize the website Community Forum.

Education

Brent Blankenship, co-chair, reported the committee members had been involved with planning the program for the Annual Conference and, as such, had been meeting with the Conference Planning Committee. Stand-alone meetings will get underway again in September to plan the webinar schedule for 2021-22.

Carolyn Ableman, PRIA Local coordinator, reported on two new PRIA Local Chapters being formed. Now that COVID restrictions have been lifted in many locations, chapters are beginning to meet in person again. She has several reserved tables at the Wednesday breakfast for people interested in PRIA Local meetings.

Governance

Ryan Crowley, co-chair, reported two taskforces under the Governance Committee umbrella had been active during the past quarter. The Nominating Committee developed the slate of directors for 2021-22 and will now continue working on developing future leaders. The Operating Rules Subcommittee has been meeting bi-weekly to update the PRIA Operating Rules.

Membership

Kernick reported in lieu of the two co-chairs. At year-end, total membership was down only 22 members from the previous year. There are 12 fewer government members and 10 fewer business members.

The renewal campaign for 2021-22 is currently underway with 284 members renewed as of July 31. Martin acknowledged the effectiveness of the conference membership campaign, which provides one complimentary registration for new members joining from the host state. Thirteen Wisconsin Registers of Deeds joined PRIA under this campaign.

Krause said he was working to continue recruiting new government members from Michigan. He observed the recorder community in Michigan is now younger and more energetic than it was five years ago.

In both May and June, there were 10 new members; and in July there were eight new members. Total membership at year-end is 776 paid members while at year-end 2019-20 there were 798 members.

Standards & Best Practices

David Rooney and Nakia McFarland, co-chairs, reported on the activities of the work groups. The Interstate Notary Work Group has a Frequently Asked Questions paper before the board for approval to post for 30-day comment, while the Interstate Recognition paper is getting close to the finish line.

The GIS Work Group continues to work on both developing Case Studies and the final steps on the GIS learning module. Martin encouraged everyone to attend the Tuesday morning session with the Wisconsin Land Information Association, the organization that includes GIS professional, appraisers and recorders.

The Ransomware Work Group has completed its work and is presenting a general session at the conference. The Redaction Work Group has published several pieces and continues work on the extensive Best Practices paper.

The eRecording Best Practices Work Group is looking for approval to publish its Best Practices for Recordors paper and is now working on a companion piece for submitters.

Both restrictive covenants and natural disasters are both in the early stages of product development.

Annual Conference Update

Kernick reviewed the metrics for the 2021 Annual Hybrid Conference:

	2018 Winter Symposium, New Orleans, LA	2018 Annual Conference, Providence, RI	2019 Winter Symposium, Greenville, SC	2019 Annual Conference, Colorado Springs, CO	2020 Winter Symposium, Austin, TX	2020 Virtual Conference	2021 Virtual Winter Symposium	2021 Annual Conference Hybrid
Pre-registration In-person - Govt.	123	108	97	136	139	137	174	112
Pre-registration Virtual - Govt.								70
Pre-registration In-person - Bus.	100	81	77	73	89	55	67	67
Pre-registration Virtual - Bus.								16
Guests	5	11	4	15	3	NA	NA	9
First-timers	46	46	38	64	54	52	66	73
First-timers from previous conference - In-person	9	8	6	3	11	13	12	7
First-timers from previous conference - Virtual								12
Non-members In-person	10	9	3	6	10	14	6	12
Non-members Virtual								3
State new member special	6	0	2	3	4	NA	NA	13
Attending In-person								9
Attending Virtual								3
County Tour	112	89	88	106	92	NA	NA	NA
# Sponsoring Comp.	17	17	17	17	18	13	16	20
Sponsorship Amt.	\$54,450	\$42,800	\$36,800	\$53,200	\$54,700	\$12,400	\$16,900	\$42,550

eRecording Best Practices for Recorders

Kernick asked that approval to publish the eRecording Best Practices for Recorders paper be codified. An electronic vote was sent to board members and although the majority of the board members responded with approval, not every board member voted.

On a motion by Martin, and a second by Kyle Quackenbush, the board approved the eRecording Best Practices for Recorders paper for publication, pending review by the Style Committee.

2022 Strategic Planning

Lewallen reminded board members, committee chairs and members of the Council of Advisors about the Strategic Planning Meeting which will be held immediately prior to the 2022 Winter Symposium at the Renaissance in Phoenix. Participants will fly into Phoenix on Saturday, February 12, for meetings on February 13 and 14.

New Business

eNotarization FAQs

Marc Aronson, work group participant, presented the eNotarization FAQ paper to the board for approval to post for 30-day comment. This project began its life as an Interstate Notarization effort but over time was segmented into two separate projects, one of which is the eNotarization piece and a separate interstate recognition paper.

On a motion by Martin and a second by Chris Walker, the board approved posting the eNotarization FAQ paper for 30-day comment.

eCertified Copies

The panel members working on the eCertified Copies breakout program is considering the value of a work group on this topic following the conference.

FEMA

This discussion topic was suggested by Elizabeth Blosser as a potential joint project between PRIA and ALTA. Recent natural disasters have resulted in homeowners, particularly in the South, unable to receive FEMA relief funds because they cannot prove ownership through a chain of title. These properties are frequently handed down through generations of family members without any formal recordation of ownership. Thus, the properties don't fit the FEMA rules for relief funds.

Mark Ladd observed that this is an opportunity for PRIA. Rooney said Brent Jones, Esri, and co-chair of the GIS Work Group, has drafted a paper on this topic which will be addressed at the September GIS work group meeting. There is an opportunity for PRIA to collaborate with FEMA to update the records in these situations.

New Chief Staff Officer

Linda Owens, owner of IMI Association Executives, explained the transition process for a new Chief Staff Officer for PRIA to replace Kernick. Susanna Williams was formerly a firefighter and then was responsible for training and standards within her fire department. At IMI she is currently working with a large

international association as the operations manager. Thus, she has transferrable leadership skills to bring to PRIA.

The transition will begin in early October, although the process has already started in the background. Williams will take over the day-to-day operations of PRIA working with the board, writing the newsletter, overseeing the activities of all the committees, monitoring the financials along with other administrative duties. Mallory Robinson will take responsibility for the Education Committee and will continue working with the Membership and Conference Planning Committees.

Kernick will continue to meet with the work groups for the foreseeable future.

Lewallen acknowledged that Williams has experience in both the public and private sectors and has been involved in training in diversity and inclusiveness.

Board Deliverables

There were no outstanding deliverables to report.

Next Meeting

The next meeting of the Board of Directors is scheduled for 5:15 p.m., CT, Wednesday, September 1, 2021, Mirror Room, for the election of officers. The September meeting of the Board of Directors, committee chairs and council of advisors is Wednesday, September 15, 2021, 11 a.m., ET.

Adjournment

The meeting adjourned at 4:25 p.m., CT.

Jerry Lewallen, President

Stevie Kernick, Recording Secretary