**MINUTES OF THE MEETING**

**BOARD OF GOVERNORS**

**AMERICAN LAND TITLE ASSOCIATION**

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| February 21, 2019  9:00 a.m. PT | The Sanctuary Beach Resort  Marina, CA |

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| GOVERNORS PARTICIPATING:  Cynthia Durham Blair, NTP, President  William Burding, Jr., NTP  Don Kennedy  Mary O’Donnell  Maureen Pfaff, WTP, NTP  Jack Rattikin III  David Townsend, MTP, NTP  Richard H. Welshons  Daniel M. Wold  GOVERNORS NOT PARTICIPATING:  Steven G. Day, NTP  GUEST SPEAKER:  Cynthia A. McGovern, PhD  ALSO PARTICIPATING:  Cornelia M. Horner, CMP, Interim CEO  Justin Ailes  Elizabeth Blosser  Steve Gottheim  Kelly Lyn Romeo, CAE  Jeremy Yohe | Columbia, SC  Santa Ana, CA  Santa Ana, CA  Maitland, FL  Port Angeles, WA  Ft. Worth, TX  Columbia, MO  Hastings, MN  Minneapolis, MN  Jacksonville, FL  San Francisco, CA  Washington, DC  Washington, DC  Washington, DC  Washington, DC  Washington, DC  Washington, DC |
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1. Call to Order

President Cynthia Durham Blair called the meeting to order at 9:05 a.m. PT.

2. Approval of Minutes

**A motion was made and seconded** to approve minutes of the Board as presented for the following meetings:

* October 10, 2018
* January 30, 2019, as amended.

**Motion carried.**

3. President’s Report

President Cynthia Durham Blair welcomed the Board and focused the President’s Report on the ALTA Digital Closing Committee which was formed in October of 2018.

Because of the overwhelming interest in this topic, the Committee has been structured into a Task Force and an Executive Committee. Following a survey of the full Committee, the following objectives have been identified:

* Monitor legislation and regulations related to aspects of digital closing.
* Host digital closing road shows that include both the title and lending communities.
* Track emerging technology that is likely to be used in the digital closing space (blockchain, biometrics, open source portals, and platform integration, etc.).
* Create tools, resources, and best practices for agents to use while implementing digital closing.
* Collect industry and consumer data and statistics on digital closing interest and trends.

The Digital Closing Committee will hold its first meeting in conjunction with ALTA SPRINGBOARD. Blair thanked Elizabeth Blosser for her excellent work in support of this priority and the Digital Closing Committee.

4. New Business

**A motion was made and seconded** to Amend ALTA Title Insurance & Settlement Company Best Practices Framework and Assessment Procedures under Pillar 1 to include the following provision requiring listing in the ALTA Registry:

* Establish and maintain a unique ALTA Registry Universal ID (ALTA ID) using the ALTA Registry platform for each settlement office location (subject to those business entity types supported by the ALTA Registry) and to update the Assessment Procedures as presented.

**Motion carried.**

**A motion was made and seconded** to amend the National Title Professional (NTP) Program Policies & Procedures to allow the NTP Council more flexibility when reviewing renewal applications. The proposed changes affect the Extension and the Renewal Requirements Overview sections of the Policies & Procedures. A redline version of the changes is included immediately following this Action Item.

**Motion carried.**

5. Abstracters & Title Insurance Agents’ Section

Chair Bill Burding reported on the priorities of the Section:

* Promoting the ALTA Marketplace
* GSE Engagement
* Innovation for Agents
* Standardized Closing Instructions

Wire Transfer Fraud continues to be a top topic at every agent event, as does Remote Online Notary (RON). The Section is very interested in working with banks to perform payee matching.

6. Title Insurance Underwriters’ Section

Chair Dan Wold reported on the priorities of the Section:

* Promote and assist the data and analytics work group in collecting member survey data.
  + Cyber Survey launched (500+ responses collected to date)
* Monitor and support the work of the GSE Engagement Council.
* Assist in the further adoption of the ALTA Registry by title companies.
* Monitor technology innovations and gather information to share with membership.
* Work with the Agents section on RESPA guidance.

7. Old Business

Report from the Underwriters’ Section Nominating Committee was provided by President-Elect Mary O’Donnell.

**A motion was made and seconded** to request a formal recommendation of multiple candidates for the open Board seat to be provided by the Underwriters’ Section Nominating Committee to the Board prior to March 15, 2019.

**Motion carried.**

8. Association Report

Interim CEO Cornelia Horner provided an update to the report submitted in the Board Agenda Book.

Membership & Financial Overview:

Year-end financials show a net revenue $200,000 in excess of budget. Dues revenue came in stronger than anticipated and staff worked hard to manage expenses.

The Association has 5,353 paid members for 2019, more than 200 of which converted from a Policy Forms License to Membership. Revenue for Membership is on track to meet 2019 budget projections.

Strategic Priorities:

ALTA Registry. The ALTA Registry just surpassed 6,900 listings overnight. Staff is working hard to assist title agents to submit their listings for confirmation to reach the milestone of 10,000 listings. Efforts are also ongoing to promote use of the Registry and to sign more customers to use the Registry listing data.

Talent Focus. The Compensation Index will be ready for beta testing in early March. This is a result of work by the ALTA Talent Committee and staff member Deirdre Green. In order to maintain some confidentiality of data provided, information from at least 5 companies in a market will be required for granular data to be displayed.

Communicate the Benefits of What You Do. HOP Leader Training will be examined for the next generation of training and information sharing.

Protect Data and Money. The Digital Fix electronic publication launched in early February and will be published in the 2nd and 4th week of the month. The open rate of 46% was very positive.

Harness the Power of Values and Culture. The Our Values Work Group is preparing to launch the ALTA Our Values award program for nominees. The Awards will be presented at ALTA ONE.

Advocacy

* Data Security and Privacy promises to be a multi-year conversation. A recent request for input from Rep. Crapo is starting the process.
* AML/FinCEN reporting continues to be important to ALTA members.
* Marijuana issues continue to crop up but interest and urgency seems to be localized.
* State regulators are interested in all innovations impacting the industry.

9. GSE Engagement Council Report

Chairs Bill Burding & Mary O’Donnell reported that the Council is making the progress expected in establishing a great conversational relationship with the GSEs and everyone is ready for the next steps.

The next steps may include developing a formal ask, finding an opportunity to partner, or continuing the analysis of mutual pain points in the process.

10. Strategic Conversation – Next Steps for the GSE Engagement Council

The Board discussed ways to help guide the conversations the Council will continue to have with the GSEs. The Board concluded that ALTA would benefit from thinking about the data we have and how that data can add context and authentication the story of the land title industry. The thinking is that data would help articulate the protections provided by the industry against the risks consumers, lenders, and investors would otherwise assume.

**No Action Was Taken**

11. Program: How to Make the ALTA State Speech Personal

Orange Leaf Consulting CEO Cynthia McGovern facilitated a conversation about delivering an impactful and personal version of the ALTA State Speech to audiences at the state land title association meetings around the country.

12. Strategic Conversation – Wire Transfer Fraud

Wire Fraud continues to be a thread to the industry and to have an impact on the entire real estate and mortgage finance industry. In order to combat this criminal trend, we need to greatly expand the effort to educate consumers and to engage partners to help.

**A motion was made and seconded** to establish a Coalition to Stop Real Estate Wire Transfer Fraud owned and financed by ALTA with the intent to bring in other investors to share the cost of an advertising campaign. ALTA will invest an amount not to exceed $500,000 from the Industry Development Fund to organize and launch the Coalition and to develop and deploy in the initial advertising campaign targeted to influencers to ultimately empower and protect consumers.

**Motion carried.**

13. The meeting was adjourned at 3:40 p.m. PT.