

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – March 21, 2018**

I. CALL TO ORDER:

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:09a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Cambridge; Chairman Collingsworth; Nassif; Gilmore; Cusack

Absent: Hitt; Kelley

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt was not present. On May 8 at 5PM there will be a meeting in regards to the Highway 18 Corridor Project and sidewalk paving.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that the budget is looking good and no one is over budget at this time.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that there would be a Spring Mixer coming up in the next few months on May 10, 2018.

d) Status Update: Sheriffs Department – Joy Ballinger

Sergeant Laura from the PD gave the PBID Board the statistics report to review regarding the calls/incidents taken place during the last month.

e) Suggested items for next agenda

Increased Funding for Police (attach proposal)

V. CONSENT AGENDA

Recommendation: Adopt all below listed items on the Consent

Agenda in one motion. The Consent Agenda is composed of routine non-controversial items of business that will be adopted in whole in one motion.

- a) Approval of Minutes of February 21, 2018.

Recommendation:

Approve the subject minutes as part of the consent agenda.

- b) Treasurer's Report – Month of February 2018

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Nassif and second by Chairman Collingsworth to approve items a and b.

The motion passed unanimously.

Board Member Cusack abstained

Board Member Cambridge abstained

Treasurer Gilmore abstained

VI. NEW BOARD BUSINESS

- a) **Town of Apple Valley Update**

No new update.

- b) **Police Department Extra Patrolling Cost**

The board discussed the possibility to increase the funding levels to be able to allocate more time to patrolling and being proactive with sweeps rather than a specific deputy being only assigned to the PBID area. With the increase with time/funding it will allow the deputies to patrol for 8 hours rather than 4 which would help make the PBID safer.

- c) **Marketing Contract from the Town**

Orlando from the Town stated that the new contract would not exceed \$902 a month for marketing. It will be an hourly rate and will not exceed \$902 and if the hours are less than that amount then they will receive such pay. This will provide a true cost of services since documentation will be given to the board.

Motion by Board Member Nassif and seconded by Board Member Cambridge to approve the 2018 contract with the Town of Apple Valley for services.

ROLL CALL VOTE:

Board Members: Gilmore__Y__, Chairman Collingsworth__Y__
Cambridge__Y__, Nassif__Y__, Cusack__Y__, Hitt__NP__,
Kelley__NP__.

Vote: 5-0-2

The motion passed

d) Funding for John Glenn Road and Sidewalks

Orlando from the Town stated that there is Local Transportation Funds (LTF) available and will be applied to the project. John Glenn Road is dedicated, but not up to the standards required by the Town to allow them to take over the responsibilities of the road. Orlando stated that the funding level of the PBID would be matched by LTF dollar for dollar. The estimated cost for the paving of the road is \$250,000 and upward of \$400,000 for the sidewalks to be completed as well.

Motion by Board Member Cambridge and seconded by Board Member Cusack to approve the funding intent of \$250,000 to go towards the improvement of John Glenn Road with matching funding level from LTF.

ROLL CALL VOTE:

Board Members: Gilmore__Y__, Chairman Collingsworth__Y__
Cambridge__Y__, Nassif__Y__, Cusack__Y__, Hitt__NP__,
Kelley__NP__.

Vote: 5-0-2

The motion passed

e) Merrell Johnson Funding

This item is tabled until the next meeting.

f) Daily Press Ads

Treasurer Gilmore stated she has a new point of contact for the Daily Press. She would like to see an improvement in regards to the work and contacts being made by the Daily Press or the funding could be discontinued.

g) Signature Events Update

Angelique stated she that the mixer will be changed to April 26th at the Rusty Bull. In regards to the Street Fair it looks like it take place on June 16 (Fathers Day). She had questions about the RFP process and how the board evaluates them.

VII. Board Comments

Chairman Collingsworth is pleased that the John Glenn Road is moving in the right direction and the funding provided by the PBID will being leveraged by the Town.

VIII. ADJOURNMENT:

Board Member Cusack motioned to adjourn and second by Board Member Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:25 a.m. to the next meeting of April 18, 2018 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth