

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 21, 2019**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:00a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Gilmore; Nassif; Hitt; Tinsley

Absent: Vice Chair Kelley

III. PUBLIC COMMENTS:

Chet Hitt asked if there are other committees to discuss issues such as the homeless. He would like to participate on these committees. Chairman Cusack advised subcommittees do exist, but not necessarily for homeless issue.

Board Member Nassif suggested Chet should meet with some of the Board Members, no more than three, to discuss his issues. Chairman Cusack will contact Chet to set up a meeting.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated he met with Brad and they finalized the plans. Some of the signs will need to be moved and he will call to make sure everything is ready to make public and go out to bid.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she is waiting for the CPA to finish the review for last year. Nothing else to report on.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that the Marketing Committee met last week and discussed coordinating advertisement for the upcoming Parade and Street Fair. Lovella is working with the newspaper and radio station for partnership and advertisement trade.

d) Status Update: Sheriffs Department – Joy Ballinger

Joy reported that the stats were sent over to the Board for review. Although the stats may not reflect the homeless issues, the homeless are being taken to jail if a warrant allows them to. Also she advised the Board that a particular church is offering free rides to the homeless. This is allowing the homeless to return to the Village area a lot sooner after being released from jail. She will work on finding out what church this is to ask them to please not return the homeless to businesses within the Village.

Chet Hitt advised Joy that he had a problem with the lady working in the front at the Station. He went into the station asking for a Vandalism No Trespassing Form and the lady was telling Chet they did not have a form. Chet and the lady working up front went back and forth arguing and the Sergeant had to come out and resolve the conflict. Joy will investigate this and make sure the forms are up front.

e) Suggested items for next agenda

Street Corner Signs

Preliminary parade budget Board approval

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 July 17, 2019.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of July 2019

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Board Member Tinsley to approve items a and b.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Update from the Specific Plan Committee

Board Member Tinsley advised the committee has not yet met but that he spoke to Lori. The project will cost approximately half million dollars.

Lori first needs a commitment from the Board before they can proceed. The first step will be to get a price from Lori in order to get an RFP. The Board approves starting the RFP process and Treasurer Donna will draft a letter for Chairman Cusack to sign to start the process. Motion by Board Member Nassif and second by Board Member Tinsley to approve the RFP process.

ROLL CALL VOTE:

Board Members: Gilmore__Y___, Chairman Cusack__Y__
Tinsley__Y__, Nassif__Y___, Hitt__Y___, Vice-Chair Kelley_____.

Motion passes
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b) 1st Marketing Solutions Update

Eileen Vindiola, 1st Marketing Solutions representative, advised that El Dorado is negotiated and running spots on KATJ, Y102, and the Spanish station through the event. Spanish station will be closer to event date rather than for vendors and parade entries.

We have John canvassing the Village businesses with flyers and posters for visual places with traffic. Tonyan is also coming in. We have approximately 6-8 vendors signed up. Confirmed Sponsors include El Dorado with \$3,000 trade with matched paid advertising, Conco Construction with \$1,500 trade, and Daily Press with \$2,750 trade with matched paid advertising. We are more focus on digital this time but still have print and real estate on pages.

Board Member Hitt would like to trade for advertising Hitt Plumbing for \$1,500 on all print.

VII. Board Comments

Donna stated she received a certificate for the sponsorship of the Concerts in the Park.

VIII. ADJOURNMENT:

Board Member Tinsley motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:28 a.m. to the next meeting of September 18, 2019 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Executive Secretary

Approved:

Chairman Cusack