

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – September 18, 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; Hitt; Nassif; Tinsley

**Absent:** Vice Chair Kelley

**III. PUBLIC COMMENTS:**

Chet Hitt asked if people can donate to the PBID for a specific area or project. Also, if fundraiser can be held. The committee advise Chet that the PBID is a nonprofit organization and can receive donations but a subcommittee of PBID would have to be created and donated to the subcommittee.

Chet shared that he had a great meeting with Chairman Cusack, Board Member Hitt, Doug Robertson and Guy Eisenbrey on August 29, 2019. They discussed various topics such as private security, purchasing property for public parking, walking pass on both sides of the Village, and making the Village into a potential art district. Chet gave minutes of the meeting to the committee to review.

**IV. Committee Updates**

**a) Status update: Landscape – Chris Hitt**

Board Member Hitt stated he met with Brad Miller and the plans are complete. They will be going out to bid and trying to make sure that no work is being done while an event is going on. The project start time is spring 2020.

**b) Status Update: Budget – Donna Gilmore**

Treasurer Gilmore stated that the report from the CPA was received and it will be given to Orlando at the town for a check. Everything looks good.

**c) Status Update: Marketing – Scott Nassif**

Board Member Nassif stated that the Parade Committee met at public works and everything is good. Board Member Nassif will be attending the Chamber of Commerce lunch to tell everyone about the event. He will also take applications and flyers about the event.

Eileen reported they have 17 vendors and 12 parade applications so far. Also typically the last week of the event is when majority of the participants will turn in their application.

Board Member Hitt reported everything is good on his end for the event.

**d) Status Update: Specific Plan Committee – Bob Tinsley**

Board Member Tinsley advised the committee that Larry has completed the letter than need to be drafted. The letter will be sent over to Laurie and we are now waiting on them. Board Member Tinsley asked Donna to please send a copy of the letter to him as well and he will schedule a meeting with them for an update.

**e) Status Update: Sheriffs Department – Jason Rosenbaum**

Jason reported that nothing different from the stats that were presented. There was a total of 65.5 hours and that is also included in the st

**f) Suggested items for next agenda**

Private Security

Appoint Nominating Committee

**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 August 21, 2019**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b) Treasurer's Report – Month of August 2019**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

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

The motion passed unanimously.

## **VI. NEW BOARD BUSINESS**

### **a) Street Corner Signs**

Board Member Hitt spoke about the street corner signs. He brought photos of what the signs would look like. He can get quotes if the committee is interested in new signs. These signs would be placed in the Village. Board Member Hitt advised the committee that the Town possibly might pay for what an original regular street sign costs and the PBID would be responsible for the difference for the upgraded version of the street sign. Chris will figure out how many signs would be needed, and the committee can then determine if it is within the budget.

Donna advised everyone that the PBID has \$300,000 and \$100,000 is just operating expenses so for everyone to please take that into consideration as well.

### **b) Preliminary Parade Budget**

Eileen reported on the preliminary parade budget. The budget falls under the original budgeted amount so no vote is needed.

### **c) Status Update: 1<sup>st</sup> Marketing Solutions Update – Eileen Vindiola**

Eileen reported we have 17 vendors and 12 parade participants. El Dorado is running radio spots on all stations for vendors, sponsorship, and event attendance. Digital ads, social media, and banner ads are running in Daily Press. Also ads running in Siverts Publishing.

Groovelabs has been confirmed, United Rentals for the generator is pending, Bear Valley Rentals is confirmed, the Band is still pending, signage has been confirmed, the insurance is pending final vendor list, Air Expressway Towing is confirmed and good to set up in front of their business, breakfast is confirmed with Rusty Bull, Conco Construction is donating a generator, Grand Marshal is Marcy Taylor, postcards have been mailed to the businesses for the closures, poster and flyers also distributed to the Village business, and the Town of AV is utilizing Facebook to promote the event.

The Village Directory and Map was mailed to Marketing Committee and waiting for final review. The website has been updated and modifications made. The Board meeting and agenda notification on website, board minutes distributed, and board meeting reminders were sent via email and text.

**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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**VII. Board Comments**

No board comments.

**VIII. ADJOURNMENT:**

Board Member Nassif 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 9:45 a.m. to the next meeting of October 16, 2019 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

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Eileen Vindiola  
Executive Secretary

Approved:

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Chairman Cusack