

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – October 30, 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; Vice Chair Kelley; Gilmore; Nassif; Tinsley

Absent: Board Member Hitt

III. PUBLIC COMMENTS:

Local business owner suggested adding to the agenda how to get more participating from local businesses. He suggests maybe sending email blasts the day before the meeting or a door to door campaign. He also suggested that he has a large warehouse for a potential mixer.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt was not present.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she received the town check for last years' expenses. Everything is good and nothing is needed.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that the Parade Committee met post the parade and street fair to debrief about the event. He stated that the events went well overall and a great success. It was a well-attended event but would like to see more parade entries. The winners attended the Apple Valley Council meeting and received their certificates and checks. The vendors were happy, and this was a great marketing event for the Village.

d) Status Update: Specific Plan Committee – Bob Tinsley

Board Member Tinsley advised the committee that he has been in touch with Lori and she will put the first part of the draft by November. It is

estimated that it will cost approximately \$13,000 plus in order to move forward with the RFP. This is for the Specific Plan. Donna advised Bob to send her the invoice. This cost is already in the budget and has been approved. Bob and Scott will start educating the public on the Specific Plan.

e) Status Update: Sheriff's Department – Joy Ballinger

Sherriff was not present.

f) Suggested items for next agenda

Timeline for PBID Renewal

How to get more participation in the PBID

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 September 18, 2019

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of September 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) Private Security

Chairman Cusack advised the board he has not yet looked into private security but that the next step would be how to get a formal job description. Also, Chairman Cusack would like to set up a Committee to check on prices, how it would work, and if the Sheriffs' services would still be needed. The committee will consist of Larry, Chet, and Jennifer. The committee will meet and set up a starting guideline and get RFP's.

b) Nominating Committee

Board member Gilmore advised it is time for election of officers. Letter will need to be sent out in November in order to vote by December. Eileen will send out all mailing correspondence for the elections. Donna will need the date of the December meeting in order to ensure all votes are in.

Officers up for election are:

Bob Tinsley
Donna Gilmore
Jennifer Kelly

The nominating committee will be Larry and Scott.

c) Status Update: Town of Apple Valley – Kenneth Sousa

Kenneth reported that the award ceremony for the parade winners went well. Everyone showed up except a couple and those who did not show up already picked up their checks. The newsletter will also go out soon and wanted to confirm the Village would be hosting the lighting contest. It was confirmed and Kenneth will add to the newsletter.

d) Status Update: 1st Marketing Solutions – Eileen Vindiola

Eileen reported that the recap meeting for the parade and street fair went well. Groovelabs did a great job, check in went well, thank you certificates were added to the packets, street fair vendors were happy, the band was great, and the announcer at the end of parade was good.

2020 ideas included preparing the main announcer better, Sheriff department to have an entry, more diversity for floats, Gran Marshall should be before the Council, put fire truck first, have a marching group with flags second, ask school police for an entry, have a kids area, and floats/cars should display at the end of John Glenn near Powhattan.

Potential 2020 event dates are June 7, 2020 or June 27, 2020 for Street Fair and October 10, 2020 or October 19, 2020 for the Parade & Street Fair.

Scott advised that October 10, 2020 might be the Air Show to please confirm the Air Show date before scheduling.

VII. Board Comments

Board Member Tinsley suggested contacting the town to ask them to contact the PBID when they have new potential development within the Village. Board Member Nassif agrees that this would be helpful, and they

can help to guide the potential developers to help them better plan and utilize different incentives to help them develop at lower costs.

VIII. ADJOURNMENT:

Board Member Tinsley 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 9:55 a.m. to the next meeting of November 21, 2019 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Executive Secretary

Approved:

Chairman Cusack