

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

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:05 a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Vice Chair Kelley; Gilmore; Hitt

Absent: Board Members Nassif; Tinsley

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 presented update: Town of Apple Valley has all the plans and Board Member Hitt expects to hear back from Town after the first of the year (January 2020).

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that a check from the Town of Apple Valley bounced but this has been remedied.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif was absent. No report available.

d) Status Update: Specific Plan Committee – Bob Tinsley

Board Member Tinsley was absent. No report available.

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

Most of the hours from the Sheriff's Dept were attributed to coverage of the Happy Trails Parade and Street Fair. No other updates available.

f) Nominating Committee – Larry Cusack and Scott Nassif

Nomination to fill vacancy: Derek Sandwick, High Desert Underground

Motion to approve: Board Member Hitt, 2nd Vice-chair Kelley:
Unanimous

g) Private Security

Chairman Cusack advised the committee has not yet met. Meeting to be scheduled and update at next board meeting.

h) Timeline for PBID Renewal

No report provided from consultant Ed Henning

i) Suggested items for next agenda

No items brought forth

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 October 30, 2019

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of October 2019

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Vice-chair Kelley and second by Board Member Hitt to approve items a and b.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

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

Kenneth reported that the Town newsletter was mailed with the updates from the event and ad on holiday decorating contest.

b) Status Update: 1st Marketing Solutions – Lovella Sullivan

Lovella went over the provided report to include:

- Final budget for Happy Trails Parade & Street Fair presented: event under budget \$4,301.

- Holiday Decorating Contest flyer hand delivered to area businesses, ad in Town Newsletter and flyer on website
- 2020 event dates: Street Fair June 27th; HTP & SF October 10th
- Survey to vendors to go out December 2019
- Marketing committee met in November: Bi-monthly marketing meetings beginning in January
- Village Directory & Map Project: final changes made, to be mailed in November, 500 extras to be distributed to area businesses; pdf shared on website
- Semi-annual business mixer dates tentative: April/May 2020; September/October 2020
- Board secretary items provided: as per contact; Board ballots were confirmed mailed November 13-1st Class mail

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 Hitt motioned to adjourn and second by Board Member Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:43 a.m. to the next meeting of December 18, 2019 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Lovell Sullivan
Marketing Consultant

Approved:

Chairman Cusack