

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – December 18, 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; Nassif, Sandwick, and Tinsley

Absent:

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated he met with Brad Miller and everything is ready for the Outer Hwy 18 Project. At the beginning of the year 2020 they will go out to bid and the job will start in spring. Also, the project won't interfere with any of the PBID Village events.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore had no update.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new marketing updates besides the Christmas tree lighting contest. Board Member Hitt stated he judged along with Lovella and Eileen the tree lighting contest. Eileen advised the winners were announced on Facebook. Chairman Cusack asked that the videos on Facebook be fixed as they were not running correctly. The winners will be announced at the next PBID meeting. Board member Tinsley asked that the 2020 dates of events be sent to him. Eileen will send out to the board.

d) Status Update: Specific Plan Committee – Bob Tinsley

Board Member Tinsley reported that Lori contacted him and will send over a draft shortly. Bob advised it's been awhile and should have received a draft already. Board member Nassif advised he would inquire about the status of the draft.

e) Status Update: Sheriff's Department – Jason Rosebaum

Jason informed the board he was approached by board member Hitt if they Sherriff's department could do some adjustments to the hours to provide more coverage for the Village during peak time. Jason adjusted his team's hours and they have been staggering hours that consisted on various shifts such as 8am-4pm; 6pm-10pm; 12am-8am; and 7pm-11pm. He can continue to stagger hours to see what times and days' work best, but he cannot offer more hours. Jason advised the board if they have any requests for specific times and days to let Jason know and he will see if he can accommodate those requests. Also, he advised the board Froggy's does not want them patrolling near their business. Jason advised there is a problem area right near Froggy's that needs to be patrolled. Chairman Cusack stated the owner of Froggy's is fine with them patrolling near their business but just not parked out front of the business.

f) Status Update: Security – Larry Cusack

Larry reported the board that he met with the committee and discussed the RFP for security. The RFP was sent out to the board to review. Board member Gilmore advised some typos. Board member Sandwick would like to move forward with the RFP because he believes they may be able to get more hours and service through a private company. He also thinks this can help show what the PBID is doing for the Village. A great marketing tool. Chairman Cusack would like the board to review the RFP and make their suggestions and changes. He would also like to see it maybe only six pages and to have it completed by the February meeting for approval.

g) Nominating Committee – Larry Cusack and Scott Nassif

Chairman Cusack announced the reelection of Vice Chair Kelly, board member Gilmore, and board member Tinsley.

h) Suggested items for next agenda

Updated RFP for Security

Holiday lighting contest winners are to be announced and presented their awards.

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 November 21, 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 holiday lighting contest winners were announced on Facebook and website. He asked if Eileen or Lovella can contact the winners to invite them to the next PBID meeting. Also, the PBID 2020 event dates have been added to the Town's calendar. Lastly, he will announce the new board member Sandwick in the upcoming newsletter.

b) **Status Update: 1st Marketing Solutions – Eileen Vindiola**

Eileen went over the provided report to include:

- Holiday lighting contest was judged on Friday 12/13 by Chris Hitt, Lovella Sullivan and Eileen Vindiola. Announcement and winners posted to AV Village Facebook page and the winners were tagged.
- 2020 Event Dates are:
 - Street Fair Saturday June 27, 2020
 - Street Fair and Parade Saturday October 10, 2020
- Village Directory and map was mailed November 2019. 500 pieces to be picked up and delivered and the PDF will be shared on the website.
- Website no new updates.
- Meeting with Towns End is still pending.
- Village Mixers tentative for April/May 2020 and September/October 2020.
- Board Secretary Services included the board meeting and agenda notification on website, board minutes distributed, board meeting reminders, security meeting scheduled, and timeline provided for PBID renewal.

c) Timeline for PBID Renewal – Eileen Vindiola

Eileen shared the timeline update from Ed. The timeline is as follows:
Current five-year PBID term runs from 2018-2022
Start writing the new Management District Plan (MDP) Summer/Fall 2021
Gather signing the petitions Summer/Fall 2021
PBID renewal ballot process is Spring 2022

Eileen advised that Ed informed her that the board may want to consider the next renewal be for 10 years rather than 5 years like the past two renewals have been. Also, that if the PBID isn't renewed by mid-2022, the PBID still has funding and operating authority through December 31, 2022.

d) Appointment of Officers

Scott motioned to vote on reelecting Vice Chair Kelly, Board member Gilmore and board member Tinsley. The vote unanimously reelected them back into office with the same positions.

VII. Board Comments

Board Member Tinsley suggested sending out the minutes earlier for them to review and who is up for reelection next. Donna will send out the election information. Board member Hitt suggested having a nice new brochure created that shows what the PBID has done and information about the PBID. He would like to see this new brochure sent out to all the businesses and sent with the petitions when it's time to renew.

VIII. ADJOURNMENT:

Board Member Kelly motioned to adjourn and second by Board Member Tinsley. 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 January 15, 2020 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack