

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 15, 2020**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:03 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:

Chet Hitt discussed the benefits of having a private security company. He stated a private security company can provide more coverage for the Village and it would be great for Public Relations. He suggests having the Village name put on the vehicle and the company to personally contact each business to introduce themselves. He also stated the sheriff and new security company would need to collaborate with each other.

Chet also discussed how he would like to see a subcommittee created for redevelopment of the Village. Larry suggested Chet meet with a couple board member to discuss in more detail and to form a new committee.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated he is waiting on the town to put the project out for bid. Chris informed everyone the project will not interfere with any Village events. Larry would like to see the project completed by October 2020. Chris will follow up with Brad to see the status of the bid.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore reported the 6-month report was sent out. There was no questions or comments on the report.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new marketing updates. The Marketing Committee will meet on January 27, 2020. He stated 2020 dates have been set and the committee will be working on the Spring Mixer date and location.

d) Status Update: Specific Plan Committee – Bob Tinsley

Board Member Tinsley reported he hasn't heard from Lori. Scott stated he will check on the draft of the RFP, but he hasn't heard anything from Lori as well. Scott made a note to check on the RFP.

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

Jason informed the board the total budget is still at \$60,000. This calculates to \$79.96 per hour per Deputy. There is about \$31,000 left to cover the next 6 months. Donna and Larry informed Sheriff Rosebaum that the budget is incorrect. It is supposed to be \$45,000. Rosebaum advise the board he will need to reconfigure the hours to adjust to the new budget amount. He will look into this a report back the changes.

f) Status Update: Security – Larry Cusack

Larry reported the committee met and discussed the RFP for security. The committee will work on any changes or corrections the board might have and Lindsey will send to them for approval to send out. Larry would like to send out to at least 5 companies for quotes. The top 3 businesses will be brought to the next board meeting for approval. Larry suggested at least 32-35 hours per week would be great.

Larry thanked the Sheriff for a great job and asked if Joy can send the last report to the board.

Donna will confirm if the contract and payment can be done directly by the PBID or if it has to go through the Town.

g) Suggested items for next agenda

Review and approve top 3 Security quotes

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 December 18, 2019

Recommendation:

Approve the subject minutes as part of the consent agenda with the following changes: change under the Security Committee section to

“Draft RFP”.

b) Treasurer's Report – Month of December 2019

Recommendation:

Approve the subject Treasurer's report as part of the consent agenda.

Motion by Board Member Sandwick and second by Board Member Hitt to approve items a and b with the suggested changes.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

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

Kenneth reported that the newsletter went out to print. It included the new Board Member section. Changes to the code will need to be in the next quarter edition. Kenneth spoke to Apple Valley High School about their check from the parade that they have not picked up yet. He will drop it off at the school. Kenneth will also speak to Orlando regarding the Security RFP. He asked that the draft RFP be sent to Orland for review.

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

Eileen went over the provided report to include:

- 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 were picked up and would like to know who do they go to? Chris suggested everyone in the Village should get one, Derrick would like some, and the Town of Apple Valley Chamber of Commerce should have some. The PDF was shared on the website.
- Marketing meeting is scheduled for January 27, 2020 and will be bi-monthly.
- A meeting with Chris has been set for January 15, 2020 to discuss a brochure.
- 2020 dates have been shared with the past 3 years of participants and vendors along with a survey.
- Board Secretary Services included the board meeting and agenda notification on website, board minutes distributed, board meeting reminders, and security meeting scheduled.

**c) Announcement and Presentation of the Lighting Holiday Contest
Winners – Larry Cusack**

Larry presented the winners with their certificate and check.

Best Overall Lighting - Mollies (Not Present)

Best Lighting – Las Brisas (Not Present)

Best Theme – Wisprenn (Present)

VII. Board Comments

Board Member Hitt would like to be a part of the Specific Plan Committee. The Committee will be Bob, Jennifer and Chris.

VIII. ADJOURNMENT:

Board Member Tinsley 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 February 19, 2020 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack