

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 19, 2020**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:00 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 comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated the Town of Apple Valley put out the new project for bid. He is currently waiting for bids and will confirm the company select will work around the events to ensure no interference with the Village events.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore reported no new update and will schedule a budget meeting in April 2020.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new marketing updates and all event dates are set.

d) Status Update: Specific Plan Committee – Bob Tinsley

Board Member Tinsley reported he had the documents from Lori. They were found in his junk mail. Board Member Tinsley would like the board to look at the specific plan Lori put together and to please give any suggestions. Board Member Nassif advised it is an RFP that needs the boards approval to move forward in order to be reviewed at the Town of Apple Valley Board meeting in March. The board provided a consensus to move forward. Board Member Tinsley will inform Lori to move forward with the RFP.

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

Jason Rosebaum provided a report detailing the recent activity within the Village. He also reported activity has been low for the night hours.

f) Status Update: Security – Larry Cusack

Chairman Cusack reported that the RFP's for security were reviewed by the Security Committee. The Committee selected two companies to move forward with True Liberty Protections and Infinity National Security. The Committee will interview these two companies and will then bring who they would like to hire at the next board meeting for approval.

Board Member Gilmore suggested setting aside money for the Sherriff and new security company at the next April budget meeting.

Chairman Cusack congratulated Captain Jason Cunningham on his new position. He also thanked the Sherriff department for all their support to the Village.

Captain Cunningham wanted to ensure that the cancelling of the Sherriff contract was due to something that the Sherriff Department was not providing. He explained that a pro to having an outside security company is that they will have more hours of patrolling. A con is that there could be a delay when they respond to a situation. The Captain assured the board will still conduct their regular patrolling duties. He also informed the board that events would be an additional cost to the Village and a contract may be needed for just events.

Jason Rosebaum reported that the last parade and street fair they provide 6 Officers for the parade and 2 Officers for the street fair.

Chairman Cusack asked that Lovella provide a budget for events reflecting the number of Officers that will be needed.

Board Member Sandwick ask the Captain if the security company did not work out, could they call the Sherriff back for help? The Captain said absolutely they would be willing to help. Board Member Sandwick also asked if they would be willing to look at the RFP's for suggestions? The Captain said yes. Board Member Sandwick and Board Member Hitt will meet with the Captain to review the RFP.

g) Suggested items for next agenda

Approve New Security Company

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.

Approval of Minutes of February 19, 2020

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of February 2020

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Board Member Tinsley 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 Park and Recreational Department was able to contact the property owner of the dirt lot on John Glenn and everything is in place for the Hoppy Beer Run event. Nothing else to report.

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

Eileen went over the provided report that included:

2020 Event Dates

- Saturday, June 27, 2020 James A Woody Community Center
- Saturday, October 10, 202 John Glenn Road

Marketing Meetings

- Bi-Monthly beginning January 27, 2020 at the Town of Apple Valley

Website – additional updates and modifications made

- Street Fair and Car Show Applications 2/24/20
- Board photos completed 2/18/20. Photos to replace current board photos.

Announcement of 2020 dates

- Website – 2/24/20
- Emails to past participants (vendors, car show and parade entries)

2020 Semi-Annual AV Village Mixers

- Thursday, April 23, 2020 Location TBD
 - Thursday, August 27, 2020 Location TBD
- Proposed locations: Moose Lodge/Rusty Bull/AV Comm
September/October 2020

Past Event Participants' Survey

- 327 emails delivered (total vendors and parade participants 2016-2019)
total of two campaigns

Campaign #1

- 95 opened 27.8% (*Ind. Std = 17.38%*)
- 11 clicked 3.2% (*Ind. Std. 2.04%*)

Campaign #2

- 68 opened 20.8% (*Ind. Std = 17.38%*)
- 13 clicked 4.0% (*Ind. Std. 2.04%*)

Board Secretary Services

- Board Meeting and agenda notification on website (public)
- Board minutes distributed
- Board Meeting reminders via email and text
- Final review of RFP completed by sub-committee

VII. Board Comments

Board Member Tinsley asked about forming a subcommittee for redevelopment, but Chairman Cusack advised that should be a part of the Specific Plan Committee.

VIII. ADJOURNMENT:

Board Member Gillmore motioned to adjourn and second by Board Member Nassiff. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:38 a.m. to the next meeting of March 18, 2020 at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack