

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – June 17, 2020**

I. CALL TO ORDER:

Board Member Hitt 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: Gilmore; Hitt; Nassif, Sandwick, and Tinsley

Absent: Chairman Cusack; Vice Chair Kelley

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated the Contractor finished on Friday and is now cleaning up. Board Member Hitt also mentioned that a planter was hit over the weekend and has been fixed.

Board Member Hitt discussed how he met with Orlando and the Town to discuss finishing the sidewalk project. This was a project that was started and not completed. Orlando would like to know if the Board agrees to proceed on with the project. If the Board approves the project the PBID share will be approximately \$260,000 to finish all sidewalks in the Village from the Fire Station to Rite Aid on the north side of HWY 18.

Board Member Hitt mentioned the need of parking in the Village. He suggested buying empty properties in the Village for additional parking. Board Member Gilmore advised this would need to be a project for the future because the budget for purchasing property was allocated to the Specific Plan project. This would need to be on the next proposal budget.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore reported the budget was approved and going to Town Council on Tuesday for their approval.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Street Fair was cancelled due to not enough participation. A future date will be discussed with the Marketing Committee.

- **Town of Apple Valley Update – Kenneth Sousa**

No update.

- **1st Marketing Solutions Update – Eileen Vindiola**

Eileen read the Marketing Report. Please refer to the attached Marketing Report.

d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley

Board Member Tinsley reported the PBID has six proposals submitted. Board Member Tinsley and Vice Chair Kelley have reviewed the proposals. Board Member Tinsley will schedule a meeting with Vice Chair Kelley and Lori to review the costs because the proposals were submitted with no costs. Once costs are reviewed Board Member Tinsley and Vice Chair Kelley will bring the selected proposals to the Board for approval. Board Member Tinsley suggested not starting any new projects until they are finished with the Specific Plan project to ensure there is enough money to complete this project.

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

Sheriff Jason Rosebaum reported the PBID has about \$2,500 left for the remaining of the contract. He will ensure the complete amount gets applied. Activity is reported the same and no spikes. Homeless seems a little lower. The Sheriff also advised they would be doing a Criminal Transit project tomorrow, that is not part of the contract.

Sheriff Jason Rosebaum would like to remind the PBID to allow adequate time to schedule the Sheriff for all Village events.

f) Status Update: Security – Chris Hitt

Chairman Hitt reported that the Security Committee met and reviewed the contract. The name on the contract needs to be changed from Division to District.

Board Member Sandwick will work on the days the Security company will work. It will include an A, B, and C schedule to rotate weekly. Sheriff Rosenbaum agrees that a constant changing schedule is needed to help avoid having a routine or pattern. Sheriff Rosebaum also suggests adding something like, "Life threatening emergency situations or situations in progress to call 911." After calling 911 to then call Security company.

g) Suggested items for next agenda

Sidewalk Project – Approval to Move Forward

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 May 20, 2020

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of May 2020

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 with the correction of changing Vice Chair Kelley to Co-Chair from Assistant.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) ARGP Approval – Donna Gilmore

Board member Gilmore suggested approving the ARGP for the Assistance League of Victor Valley. Board member Gilmore explained how the Assistance League is a non-profit and that the PBID uses the parking lot for events. It would be a good gesture to approve the application. Board Member Nassif reminded the Board that this program is typically for visual improvements such as landscaping etc. Board Member Nassif made a motion to approve the application and Board Member Hitt 2nd the motion with the correction of adding how the PBID uses the Assistance League parking lot to the application. Board Member Gilmore will make this change.

VII. Board Comments

No board comments.

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 9:48 a.m. to the next meeting of June 15, 2020 at 9:00 a.m. at Mojave Water Agency.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack