

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – September 16, 2020**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:02 a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Vice Chair Kelley; Gilmore; Hitt, and
Sandwick

Absent: Nassif and Tinsley

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated his budget should have \$150,000 left. He had some horse lined up to purchase for the Village. With the expenses of the Specific Plan and Sidewalk Project, Chairman Cusack ask Board Member Gilmore to prove what will be left in the budget as of June 2021. He also ask Board Member Hitt to price the horses with a committee and at the next board meeting they will decide how many they can purchase this budget year. The Landscape Committee consists of Board Member Hitt, Vice Chair Kelley, and Board Member Gilmore.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she will get the budget for June to see how much is left to spend on the horses. Board Member Gilmore will contact the auditor to see where they are at with the audit.

c) Status Update: Marketing – Scott Nassif

No Marketing Update

- **Town of Apple Valley Update – Orlando Acevedo**
No Town 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

Chairman Cusack advised the motion to approve the new Specific Plan was approved at the last Town of Apple Valley Council Meeting. The deposit will be \$100,000.

e) Status Update: Security Company – Eddie

Chairman Cusack stated he has checked the GPS and the security company is moving around. Still have no update on the businesses and the signage is still a problem because it is too small.

Board Member Gilmore will contact the security company because she has not received an invoice as of yet.

f) Status Update: Security – Larry Cusack

Chairman Cusack reported the Security Company is tracking the activity of the security company. An issue that they are still having is about the signage on the car. The committee will have a meeting with the security company to address the issue. GPS was also added and will have a small minor fee. Board Member Gilmore advised the security company has not yet billed the PBID for their services. The security company has been seen doing rounds and the PBID will need a list of businesses that they have visited. Any issues with security please contact Chairman Cusack.

g) Suggested items for next agenda

- Budget for June 2021
- Budget for Horses
- Adjustment to the Landscaping Budget

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 September 16, 2020

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of September 2020

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Vice Chair Kelley.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Appoint Nominating Committee

Board member Gilmore advised Board Member Hitt and Nassif are up for reelection. Chairman Cusack, Vice Chair Kelley, and Board Member Gilmore will be on the nominating committee. Board Member Gilmore and Eileen Vindiola will send out letters when it is time for reelection.

b) Adjustment of Budget for Specific Plan

Chairman Cusack stated the Specific Plan budget needs adjustment. It needs to be raised from \$75,000 to \$100,000. Board Member Hitt motioned and Board Member Kelley seconded the motion to change the specific plan budget. The Board approved.

VII. Board Comments

Board Member Hitt stated the decals for the Street Fair signs will be arriving next week and he will put the signs up for the event throughout Apple Valley.

VIII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Vice Chair Kelley. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:42a.m. to the next meeting of October 21, 2020 at 9:00 a.m. at the Town of Apple Valley Council Chamber.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack