

Apple Valley Village Property-Owners Business Improvement District
P.O. Box 1044
Apple Valley, Calif. 92307

Phone: 760-810-9856

Fax: 760-240-7685

MEETING AGENDA

Wednesday, February 17, 2021

PUBLIC PARTICIPATION IS INVITED. Any member of the public may speak on any matter within the subject matter jurisdiction of the Board. If you wish to be heard on any item on the Regular Meeting agenda, including matters not on the agenda but within the subject matter jurisdiction of the Board, please so indicate by filling out a **REQUEST TO SPEAK** form and give to the Board Secretary at the beginning of the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Board may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3. Public Comments are *suggested to be* limited to three (3) minutes per speaker.

The Board recognizes its obligation to provide equal access to those individuals with disabilities. Please contact the Board Secretary at (760) 810-9856 two working days prior to the scheduled meeting for any requests for reasonable accommodations.

Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet will be made available for public inspection.

Meeting Location: Town of Apple Valley – Town Council Room

Time: 9:00 a.m.

CALL TO ORDER: Chairman Cusack

ROLL CALL:

Board Members: Chairman Cusack_____, Vice Chair Kelley_____
Gilmore_____, Hitt_____, Nassif_____, Sandwick_____, Tinsley_____

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THE AGENDA)

PUBLIC COMMENTS

1. COMMITTEE UPDATES

A. Status Update: Landscape Committee - Chris Hitt
Recommendation:
Information only

B. Status Update: Budget Committee – Donna Gilmore

Recommendation:

Information only

C. Status Update: Marketing Committee – Scott Nassif

Recommendation:

Information Only

- **Town of Apple Valley Update**
- **1st Marketing Solutions Update**

D. Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley

Recommendation:

Information Only

E. Status Update: Security – Larry Cusack

Recommendation:

Information Only

F. Suggested items for next agenda

2. CONSENT AGENDA ITEMS:

Recommendation: Adopt all items listed below on the Consent Agenda in one motion. The Consent Agenda is composed of routine non-controversial items of business and will be adopted in whole in one motion.

A. Approval of Minutes of January 20, 2021

Recommendation

Approve the subject minutes as part of the consent agenda

B. Treasurer's Report – January 2021

Recommendation:

Approve the subject treasurer's report as part of the consent agenda

3. NEW BOARD BUSINESS

- Renewal of PBID Proposal and Timeline
- Contract Approval for Ed Henning

4. BOARD COMMENTS: Chairman Cusack

5. ADJOURNMENT: Chairman Cusack

APPLE VALLEY VILLAGE PBID
REVENUE & EXPENDITURE REPORT
CHECKING ACCOUNT AT CITIZENS BUSINESS BANK
FOR THE MONTH ENDING JANUARY 31, 2021

REVENUES

Transfer from savings	\$ 100,000.00
Total	\$ 100,000.00

EXPENDITURES

Administrative Secretary (Marketing Solutions)	2,500.00
Banner/Kiosk Signs (Reimbursements Donna Gilmore)	300.00
Banner/Kiosk Signs (Hitt Plumbing-banner change)	700.00
Insurance (Philadelphia Ins Co.)	2,163.00
Postage (stamps)	61.00
Marketing (Constant Contact)	55.00
Marketing Services (Marketing Solutions)	1,350.00
Marketing Services (Greter High Desert Chamber of Commerce)	320.00
Marketing Services (Facebook)	100.00
Marketing Events (Holiday Contest)	700.00
Marketing Events (Laser Graphics-trophies)	91.59
Median Electric/Water (SCE)	12.73
Median Water (Liberty Utilities)	62.70
Specific Plan (Town of Apple Valley)	100,000.00
Capital Improvements (Hitt Construction-planter repairs)	110.00
Phone (Verizon)	<u>63.58</u>
Total Expenses	\$108,589.60

CHECKING ACCOUNT BALANCE AS OF 1-31-21 \$ 43,883.74

SAVINGS ACCOUNT WITH CAPITAL ONE

Balance as of 1-31-21 interest (.40%) \$57.13 \$ 102,399.15

ASSESSMENT MONEY HELD BY TOWN

As of 6-30-20 \$ 484,000.00

Respectfully submitted
Donna Gilmore
Treasurer
Apple Valley Village PBID