

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – January 20, 2021**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AV Village PBID at 9:06 a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Cusack; Gilmore; Hitt; Nassif, Sandwick and Tinsley

**Absent:** Vice Chair Kelley

**III. PUBLIC COMMENTS:**

No public comment.

**IV. Committee Updates**

**a) Status update: Landscape – Chris Hitt**

Board Member Hitt stated he has nothing to report but minor maintenance. He spoke to Mike from Town to speak to Lawn Master about cleaning the ditches as it is part of their contract. Chairman Cusack ask Board Member Hitt to please replace the bricks near Bill's Polls and Las Brisas.

Board Member Gilmore stated the deposit of \$75,000 was paid to the Town for the Sidewalk Project. Board Member Hitt has not received an updated as to the status of the project. He is concern about the Town mentioning they wanted to replace the entire sidewalk, when initially the bid was for only adding sidewalk where needed. The replacement of the entire sidewalk is not in the contract. Board Member Hitt will monitor and discuss with the Town.

**b) Status Update: Budget – Donna Gilmore**

Treasurer Gilmore stated she is waiting for the Town to approve the report at the February meeting. The Town was not able to approve at the January meeting because they did not have a quorum to vote.

**c) Status Update: Marketing – Scott Nassif**

Board Member Nassif reported the Marketing Committee had a meeting and 1<sup>st</sup> Marketing Solutions proposed a Chili Cook Off and Car Show for

Father's Day weekend. The Board was good with the proposed event and potential date.

Board Member Gilmore stated she made certificates for the Christmas lighting contest winners. She mailed the certificates and the checks to the winners.

- **Town of Apple Valley Update – Orlando Acevedo**  
No Town Update.
- **1<sup>st</sup> Marketing Solutions Update – Lovella Sullivan**  
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 he emailed Lori regarding status but no update. Things are moving slowly due to COVID and not being able to meet with council or have public community meetings. Will try to have an update for the next meeting.

**e) Status Update: Security – Larry Cusack**

Chairman Cusack received pictures and a December 2020 report of check in points from I.N.S. Security. He gave copies to all the Board Members. He is going to try to have a monthly report to present at each meeting. Chairman Cusack is also trying to schedule a meeting with I.N.S. Security as soon as possible to discuss putting the Village logo sign back on the vehicles.

Board Member Sandwick would like a more detailed report like the Sheriff use to provide with details, traffic in the Village and activity going on. Also, he would like to know if I.N.S. Security is only going to the businesses with the checkpoints or all Village businesses. He would like to see a list of all businesses visited.

**f) Suggested Items for the Next Agenda**

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

**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 December 16, 2020**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

## **Treasurer's Report – Month of December 2020**

### **Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Board Member Nassif.

The motion passed unanimously.

## **VI. NEW BOARD BUSINESS**

### **a) Appointing Officers**

Board Member Tinsley made a motion and Board Member Sandwick second the motion to reappoint Chairman Cusack, Vice Chair Kelley, Secretary Chris Hitt and Treasurer Gilmore. The Board unanimously approved reelection of the officers.

### **b) Vote Consent Agenda for November**

Board Member Hitt made a motion and Board Member Nassif second to approve the November 2020 minutes and treasurer's report.

### **c) Ratify Voting Results**

Board Member Hitt and Board Member Nassif are up for election. Chairman Cusack made a motion and Board Member Sandwick second the motion to ratify and approve the voting results from the December meeting.

## **VII. Board Comments**

Board member Gilmore stated she will contact Ed Henning to get a new proposal and timeline for the PBID renewal for the next meeting.

Chairman Cusack stated the mobile home park wants to be removed from the district. The mobile park that is location on Pioneer might be able to be removed from the district but probably not the HWY 18 mobile home park. He asked the Board to think about carving out Pioneer on the new map to remove the mobile home park in this area.

## **VIII. ADJOURNMENT:**

Board Member Gilmore motioned to adjourn and second by Board Member Tinsley. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:45a.m. The next meeting is February 17, 2021 at 9:00 a.m. at the Town of Apple Valley Council Chamber.

Respectfully Submitted

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Eileen Vindiola  
Marketing Consultant

Approved:

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Chairman Cusack