

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 17, 2021**

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; Nassif, Sandwick and Tinsley

Absent: Hitt

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt was not at meeting. No update.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that through the end of January 2021 \$520,000 was spent and \$266,000 left. \$100,000 has already been paid for the specific plan. Once the \$100,000 is done the remaining balance will be billed. The Town billed \$300,000 for John Glenn and was paid.

Chairman Cusack advised the Town Council approved the reimbursement owed to the PBID at the last Town Council meeting. Board member Gilmore will contact Orlando for the status of the reimbursement check.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Marketing Committee has decided on a Street Fair, Car Show and Chili Cook-Off on July 3, 2021. The event will take place at James Woody Park. The fall event date is still pending on if the AV Air Show will take place.

- **Town of Apple Valley Update – Orlando Acevedo**

No Town Update.

- **1st Marketing Solutions Update – Lovella Sullivan**

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

Chairman Cusack asked Eileen to remind Orlando or Kenny to please attend the monthly meetings.

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

Board Member Tinsley reported he has not heard anything back yet for an update on the specific plan. Board member Tinsley will continue to follow up with Lori.

e) Status Update: Security – Larry Cusack

Chairman Cusack was not able to meet with I.N.S. Security but will schedule a meeting before the next Board Meeting.

f) Suggested Items for the Next Agenda

- Renewal of PBID

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 January 20, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of January 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

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

The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Renewal of PBID Proposal and Timeline

Board Member Gilmore sent the proposal and timeline to the board for review. The Board needs to decide if they want to do a 5 year or 10-year renewal. A committee is needed to review the proposal and timeline. Also, the boarders will need to be adjusted to remove the mobile home park.

Chairman Cusack advised the Board will need to start getting signatures for the petition in July. The Board would like Lovella to create a flyer or brochure

that shows pictures and content of what the PBID has done. This flyer or brochure will be used to help obtain signatures.

b) Contract Approval for Ed Henning

Board Member Gilmore advised Ed Henning's contract for renewing the PBID is \$22,500. The contract would need to be signed and an advance of \$2,500 will need to be paid. Board Member Nassif made a motion to proceed on with the contract. Vice Chair Kelley 2nd the motion, and the board unanimously passed the motion.

VII. Board Comments

Board member Tinsley advised the Specific Plan committee is trying to schedule a meeting with the planning commission in mid-March.

Board Member Gilmore advised the AV Chamber of Commerce membership was renewed.

Board Member Sandwick stated he will be resigning from his Board position. He would still like to help with events, when needed, and would like to suggest his son Blaine for his position. He will bring Blaine to the next meeting to meet the Board.

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 9:45a.m. The next meeting is March 17, 2021 at 9:00 a.m. at the Town of Apple Valley Council Chamber.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack