

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

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:01 a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Sandwick

Guest: Blane Sandwick

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

No landscaping update: Village Pole Banners have been redesigned and are 6' tall, logo on bottom, and desert wildlife added for aesthetics. Summer Street Fair, Car Show, and Chili Cook-off date to be added.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated the Town reimbursement check for \$186,500 was received and deposited. (report attached)

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 and the Marketing Committee had two short calls to go over event pieces but have not met in person this month.

Action Item: Schedule Marketing Committee Meeting

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

Ken Sousa reported on the Accessibility Project phase II. Completion is expected end of 2021 to end of quarter one in 2022.

Chairman Cusack requested Town include the Landscape Committee in this project.

Board member Tinsley requested the Town include the Special Plan discussion be included in the project.

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

Lovella reported on the March Marketing Report. Please refer to the attached Marketing Report.

Discussion ensued on Traffic Plan form August 2018 that included both the Happy Trials Parade as well as the Summer Street Fair map, approved by Town. Donna to research company name and Lovella to search old files for the document.

Action Item: Follow-up on Traffic Plan Map

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

Board Member Tinsley reported that the second Planning Commission meeting will be held via Zoom tonight, March 17th. Board Member Tinsley shared the link and information with board previously. K. Sousa shared that this information is also on the Town website.

e) Status Update: Security – Larry Cusack

Nothing to report. Chairman Cusack was not able to meet with I.N.S. Security since last meeting and requests Security Committee meeting be scheduled and add discussion on Security to next months' agenda.

Action Item: Schedule Security Committee Meeting

f) Suggested Items for the Next Agenda

- PBID Renewal Committee
- Budget Committee
- Proposed New Board Member, Blane Sandwick

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 February 17, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of February 2021

Recommendation:

Approve the subject treasurers report as part of the consent agenda.

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

The motion passed unanimously.

VI. NEW BOARD BUSINESS

Renewal of PBID Proposal and Timeline

Contractor Ed Henning gave update: PBID renewal is on schedule. PBIDs across the state have been successful in renewals at a higher rate than before. Vote for PBID would take place in Spring 2022, where the confidence level should be higher due to post-pandemic timing.

Next steps are to discuss framework of renewal term, 5 year versus 10 years, and discussion of changing PBID boundaries. Boundaries have remained the same the last two renewal periods. Discussion ensued on extending boundaries and how that could affect the renewal voting percentage. 50% plus one is needed to pass. Petition process should start June/July 2021 to have time to canvas and set election for Spring 2022.

Action Item: Chairman Cusack to create PBID Renewal Committee.

VII. Board Comments

Board member Tinsley welcomed Blane Sandwick to the meeting and look forward to working with Blane on the board after Board votes in April.

Board member Hitt echoed this sentiment. Board member Hitt requested that the meeting to discuss security happen as soon as possible. Also requested to be added to the Marketing Committee and the change the time from 5pm as he is not available.

Board Member Nassif commented that he is in support of the 10-year renewal timeframe for the PBID and looks forward to what the committee decides.

VIII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Board Member Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:53a.m. The next meeting is April 21, 2021 at 9:00 a.m. at the Town of Apple Valley Council Chamber.

Respectfully Submitted

Lovella Sullivan
Marketing Consultant

Approved:

Chairman Cusack