

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – April 21, 2021**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:00a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Gilmore; Hitt; Nassif; and Sandwick

Absent: Vice Chair Kelley; and Tinsley

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported only project working on is the sidewalk project. Board Member Hitt had a meeting with Brad, TJ, Carrie, Chet and Orlando about the existing sidewalk in front of Carpinos. The sidewalk is not ADA, so they are thinking of expanding but this would take away parking in the front of the restaurant. This would take away parking from many businesses in the Village. Chairman Cusack asked why they are making the sidewalk 6ft when ADA only needs to be 4ft. Board Member Hitt will ask.

Board Member Hitt also shared the new banners are designed and almost ready to send to print. These banners will no longer be 4 ft but now 6ft. Board Member Gilmore asked Board Member Hitt to send out the artwork to all Board Members for review and approval. Chairman Cusack asked Board Member Hitt to please have them complete before the July 3rd event.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated nothing new to report. The budget is due in June and will have everything together for next month to vote.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Marketing Committee is working on a recap and milestones brochure. It is not finalized yet but is a work in progress. Also, the fall parade is schedule for October 9, 2021.

- **Town of Apple Valley Update – Orlando Acevedo**
No Town Update.
- **1st Marketing Solutions Update – Lovella Sullivan**
Eileen reported on the April Marketing Report. Please refer to the attached Marketing Report.

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

No Specific Plan update.

e) Status Update: Security – Larry Cusack

Chairman Cusack met with Eddie from I.N.S. Security. Chairman Cusack made changes to their patrolling schedule, so they are patrolling more in the evening. He also requested weekly reports and schedules from I.N.S. Security. Logo is displayed now on the vehicle. It is a little white care with a light on top. Chairman Cusack asked the Board to help look out for them to ensure they are doing the proper rounds and if the PBID will continue their services with I.N.S. Insurance.

f) Suggested Items for the Next Agenda

- Budget Committee

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 March 17, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of March 2021

Recommendation:

Approve the subject treasurers report 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

Proposal New Board Member, Blane Sandwick

Board Member Hitt made a motion to accept the proposal of a new Board Member, Blane Sandwick. Board Member Nassif seconded the motion and the motion unanimously passed.

Budget Committee

A budget committee meeting needs to be scheduled. Eileen will schedule. The budget committee will consist of Board Members Gilmore, Hitt and Nassif. Lovella will need to attend as well to discuss any changes to 1st Marketing Solutions contract.

PBID Renewal Committee

The first step in the PBID renewal process is to create a committee and meet with Ed Henning. The committee will consist of Chairman Cusack, Vice Chair Kelley, and Board Member Hitt. Lovella and Eileen will also attend the committee meetings for the marketing aspect of the renewal. Also, the Board will need to decide if will have an increase to assessment. Eileen will schedule a meeting.

ARGP Rusty Bull Application for Approval

Board Member Gilmore reported she has verified and reviewed all documentation for reimbursement of \$970.27 for the Rusty Bull. Board Member Gilmore advised the application received met the qualifications. Board Member Nassif made a motion to approve the ARGP application for Rusty Bull in the amount of \$970.27. Board Member Hitt seconded the motion and it unanimously passed.

VII. Board Comments

Chairman Cusack advised PBID monthly meeting will open to the public next monthly. They can have a max of 50 people. Eileen will find out if the meetings can be held back at Mojave Water.

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 9:35a.m. The next meeting is April 19, 2021 at 9:00 a.m. at the Town of Apple Valley Council Chamber.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack