

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – May 19, 2021**

I. CALL TO ORDER:

Vice Chair Kelley called the meeting to order of the AV Village PBID at 9:11a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Vice Chair Kelley; Gilmore; Hitt; Nassif; and Sandwick

Absent: Chairman Cusack; and Tinsley

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported no new update on landscaping at moment.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated had a budget meeting and the committee went over the new proposed budget.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Marketing Committee has no new updates. Did not have a meeting before board meeting. Committee is working on the July 3rd event.

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

No Town Update.

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

Eileen reported on the May Marketing Report. Please refer to the attached Marketing Report.

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

Vice Chair Kelley reported that they are working on GIS (Graphic Interference System) mapping. No other update.

e) Status Update: Security – Larry Cusack

No Update.

f) Suggested Items for the Next Agenda

- New Security Company

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 April 21, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of April 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

Budget Committee Proposal

Board Member Gilmore stated the proposed new budget was sent to the Board via email for their review and she confirmed with Ed Henning that the \$2,000 on budget for training is not a requirement. This can be removed from the budget. The budget looks good and the PBID should end up with \$125,000 left.

Board Member Nassif made a motion to approve the new proposed budget. Board Member Hitt seconded the motion and the motion passed unanimously.

PBID Renewal Committee

Ed Henning gave a brief recap of the PBID renewal committee meeting. He advised the board no decisions have been made. First step is to have a management district plan that outlines the terms, assessment rates, starting rates, and number of years for the term. If the Board would like to do a 10-year term they will need to have a projected budget for those 10 years to determine what the increase assessment would be during those 10 years. The tentative start would be July 2022.

Ed advised that at the next PBID Renewal Committee meeting they will look more at the budget and how each property owner voted. Key votes he knows will be Dr. Reddy's and Franklin property.

VII. Board Comments

No Board comments.

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 June 16, 2021, at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Vice Chair Kelley