

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – June 16, 2021**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:05a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Vice Chair Kelley; and Hitt

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt was not present at the meeting. Chairman Cusack reported the signs for the Street Fair are up. Board Member Gilmore reported the deposit for the new banners was made.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated the budget is on the agenda for the next Town Council meeting for approval.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif had no new marketing update, but the Street Fair on July 3rd, 2021. No known issues for the upcoming event.

- **Town of Apple Valley Update – Kenny Sousa**

Kenny reported the PBID budget is on the next Town Council meeting agenda for approval. He also reported he worked with Ed on the budget for the PBID renewal process.

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

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

d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley
Board Member Tinsley reported no new update on the specific plan. He is not sure now who is replacing Lori. Will request an update.

e) Status Update: Security – Larry Cusack
Chairman Cusack reported no new update with the Security Company. The PBID still has not received a bill from them. Chairman Cusack stated a new security company is needed or look into going back to the Sheriff.

f) Suggested Items for the Next Agenda

- PBID Renewal
- 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 June 16, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of June 2021

Recommendation:

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

Motion by Board Member Nassif and second by Board Member Gilmore.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

New Security Company

The Board decided to vote on cancelling the Contract with I.N.S Security because they are non-responsive to the Village requests, needs and have not met the standards set in the contract.

Board Member Gilmore made a motion to cancel the contract and start looking for a new security company. Board Member Tinsley seconded the motion, and the Board passed the motion unanimously.

Board Member Gilmore will send a notice to I.N.S. Security to cancel and a request to send the PBID the final invoice. Also, she will request the tracker and sign back.

Board Member Gilmore will look into the COP's as well. It was suggested to ask Jason or another representative from the Sheriff to attend the next meeting to see how they can help the PBID.

PBID Renewal Committee

Ed Henning gave an overview of the June 8th meeting. He advised the board that if they decide to go to a 10-year term then they will need to project the budget over the 10-year term. Also, talk of boundary changes would depend on how the Owners respond to the changes of boundaries. If the owners agree with the expansion of the boundaries, then they will make the change, but if the Owners do not agree with the boundary changes, then will not change the boundaries.

Ed stated the Sandwich properties are already in the boundaries and nothing new for them. He is still reviewing some things to see if can exclude the mobile parks. Ed will work on some maps and zoning for potential new suggested boundaries for the Board to review and approve. The goal is to start petitioning in September.

VII. Board Comments

Board Member Tinsley received an email from Lori that will have a specific plan update tomorrow. Also, Board Member Tinsley suggested having 1st Marketing Solutions more involved in the PBID renewal and petition process.

Board Member Gilmore shared she sent out kiosk sign invoices and the invoices show the 2020 fees were waived. Only being charged for 2021.

Chairman Cusack stated will need everyone to help with petitions and will be a busy next couple of years.

VIII. ADJOURNMENT:

Board Member Tinsley motioned to adjourn and second by Board Member Gilmore. 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 July 21, 2021, at 9:00 a.m. at the Mojave Water Agency Conference Center.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack