

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

I. CALL TO ORDER:

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

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Vice Chair Kelley; and Sandwick

III. PUBLIC COMMENTS:

Public comment from Kim Scully. Kim prayed for the PBID.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported nothing new with the landscape committee. They are waiting for updated Santa pictures for the banners. Once receive will send to the landscape committee for approval.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated nothing new at the time.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the summer street fair was a success and was well attended. He received positive responses from the vendors and community in attendance. He was able to explain to everyone he spoke with that this was a PBID event. Board Member Nassif also thanked First Marketing Solutions for their work.

Suggestions from the Board:

- Add time to the digital signs
- Communicate the time with the Town
- Thank Blane for all his help

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

Kenny asked the Board if they will be sponsoring the Concerts in the Park event. Board Member Gilmore said yes, and they will attend the Sponsor event in the evening.

- **1st Marketing Solutions Update – Eileen Vindiola**
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 sent an email with the update. No new updates.

e) Status Update: Security – Larry Cusack
Chairman Cusack reported the PBID does not have a Security Company at the moment. They will also look into going back to the Sheriff or a way to donate to the Citizen on Patrol for their services.

f) Suggested Items for the Next Agenda

- PBID Renewal
- Review RFP for 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 July 21, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of July 2021

Recommendation:

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

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

VI. NEW BOARD BUSINESS

New Security Company

The Board covered in the security update.

PBID Renewal Committee

Ed Henning explained the committee has met already three times. They are assembling a management plan to share at the August meeting for approval. Some items that will be included in this plan are the change to 10 years, keep rations and rates the same for the first years and the increase rate for each year. Also, some boundary changes to form a more rectangular boundary of the Village. This would include some non-residential areas allowing the PBID more options for conducting events and putting up banners and signs within these new boundary areas.

Ed reminded the board they will still need to help with collecting petitions and signatures, which should start in September.

Lastly, he would like to work with the Specific Plan committee to ensure these potential new boundaries are included in the specific plans.

ARGP Applications

Reviewed the ARGP applications for Melissa Beezley and Scully Joint Living Trust. Board Member Gilmore verified everything, and the applications are good to pass. Board Member Hitt made a motion to approve the applications and Board Member Gilmore seconded the motions. The Board unanimously passed the motion to approve and reimburse the ARGP applications.

VII. Board Comments

Board Member Gilmore asked if we had a listing of available properties in the Village, because we have received a few phone calls asking about properties. Kenny advised the Board he will investigate this and see if we can maybe have a resource page of some local Real Estate Companies in the Village.

VIII. ADJOURNMENT:

Board Member Tinsley 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 9:46a.m. The next meeting is August 18, 2021, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack