

Apple Valley Village Property-Owners Business Improvement District  
P.O. Box 1044  
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**MEETING AGENDA**

**Wednesday, September 15, 2021**

PUBLIC PARTICIPATION IS INVITED. Any member of the public may speak on any matter within the subject matter jurisdiction of the Board. If you wish to be heard on any item on the Regular Meeting agenda, including matters not on the agenda but within the subject matter jurisdiction of the Board, please so indicate by filling out a **REQUEST TO SPEAK** form and give to the Board Secretary at the beginning of the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Board may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3. Public Comments are *suggested to be* limited to three (3) minutes per speaker.

*The Board recognizes its obligation to provide equal access to those individuals with disabilities. Please contact the Board Secretary at (760) 810-9856 two working days prior to the scheduled meeting for any requests for reasonable accommodations.*

*Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet will be made available for public inspection.*

**Meeting Location:** Town of Apple Valley – Council Chambers

**Time:** 9:00 a.m.

**CALL TO ORDER:** Chairman Cusack

**ROLL CALL:**

Board Members: Chairman Cusack\_\_\_\_\_, Vice Chair Kelley\_\_\_\_\_  
Gilmore\_\_\_\_\_, Hitt\_\_\_\_\_, Nassif\_\_\_\_\_, Tinsley\_\_\_\_\_, and Sandwick

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THE AGENDA)

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**PUBLIC COMMENTS**

**1. COMMITTEE UPDATES**

**A. Status Update: Landscape Committee - Chris Hitt  
Recommendation:**

**B. Status Update: Budget Committee – Donna Gilmore  
Recommendation:**

**C. Status Update: Marketing Committee – Scott Nassif**

**Recommendation:**  
Information Only

- **Town of Apple Valley Update**
- **1<sup>st</sup> Marketing Solutions Update**

**D. Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley**  
**Recommendation:**

**E. Status Update: Security – Larry Cusack**  
**Recommendation:**

**F. Suggested items for next agenda**

**2. CONSENT AGENDA ITEMS:**

Recommendation: Adopt all items listed below on the Consent Agenda in one motion. The Consent Agenda is composed of routine non-controversial items of business and will be adopted in whole in one motion.

**A. Approval of Minutes of August 18, 2021**

**Recommendation**

Approve the subject minutes as part of the consent agenda

**B. Treasurer’s Report – August 2021**

**Recommendation:**

Approve the subject treasurer’s report as part of the consent agenda

**3. NEW BOARD BUSINESS**

- RFP for New Security Company
- PBID Renewal

**4. BOARD COMMENTS: Chairman Cusack**

**5. ADJOURNMENT: Chairman Cusack**

APPLE VALLEY VILLAGE PBID  
 REVENUE & EXPENDITURE REPORT  
 CHECKING ACCOUNT AT CITIZENS BUSINESS BANK  
 FOR THE MONTH ENDING AUGUST 31, 2021

REVENUES

Tsf of Funds	50,000.00
Street Fair	<u>159.12</u>
Total	\$50,159.12

EXPENDITURES

Administrative Secretary (Marketing Solutions)	2,500.00
Banner/Kiosk Signs (Reimbursments Donna Gilmore)	300.00
Banner/Kiosk signs (Naming It 4 U-banners)	5,801.29
Consultant Services (Ed Henning)	7,800.00
Marketing Services (Constant Contact)	55.00
Marketing Services (Marketing Solutions)	1,350.00
Marketing Services (Naming It 4 U-parade flags)	764.49
Marketing Services (Mark Faus-designs)	1,175.00
Marketing Events (Marketing Solutions)	1,750.00
Marketing Events (El Dorado-radio)	3,785.00
Marketing Events (Naming It 4 U-steet fair)	862.00
Marketing Events (Marketing Solutions-ads)	260.64
Marketing Events (Insurance)	253.32
Median Electric/Water (SCE)	15.31
Security (Infinity Natl Security)	3,213.20
Phone (Verizon)	<u>63.59</u>
Total Expenses	\$ 29,948.84

CHECKING ACCOUNT BALANCE AS OF 8-31-21 \$ 55,826.62

SAVINGS ACCOUNT WITH CAPITAL ONE

Balance as of 8-31-21 interest (.40%) \$15.02 \$ 152,640.85

ASSESSMENT MONEY HELD BY TOWN

As of 2-28-21 \$ 360,583.13

Respectfully submitted  
 Donna Gilmore  
 Treasurer  
 Apple Valley Village PBID