

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 18, 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; Vice Chair Kelley; Gilmore; Hitt; Nassif; and Tinsley

Absent: and Sandwick

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported nothing new with the landscape committee. New banners are being made and will be up for the parade.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated nothing new at the time.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new updates. Have a meeting on 8/24/21.

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

No Town personnel at meeting to report.

- **1st Marketing Solutions Update – Eileen Vindiola**

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

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

Board Member Tinsley advised will try to have an update for the next meeting. The Planning Commission is supposed to invite Board Member Tinsley to their next meeting.

e) Status Update: Security – Larry Cusack

Chairman Cusack reported the PBID does not have a Security Company and the committee will work on a RFP to send out.

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 August 18, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of August 2021

Recommendation:

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

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

VI. NEW BOARD BUSINESS

New Security Company

The Board decided to review the RFP and send out to bid. Chairman Cusack, and Board Members Sandwick and Hitt will be on the new Security Committee.

PBID Renewal Committee

Ed Henning explained the committee has two items to review. The first item was to receive and approve or receive and file the management plan. The management plan consists of a 10-year plan. The ratio, formula and rate will stay the same. Since a 10-year plan put an option to increase rate to 6% if needed. This is just a guideline for the Board to use as needed. Board Member Nassif made a motion to receive and approve the management plan. Board Member Hitt seconded the motion and the board unanimously approve the management plan.

The second item is to start the petition process. Each petition will be a custom form for each Owner. Ed will send to Board Members as needed. Please return to Eileen to hold and return to Ed.

VII. Board Comments

No Board comments.

VIII. ADJOURNMENT:

Board Member Tinsley motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:43a.m. The next meeting is September 15, 2021, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack