

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – October 20, 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; and Tinsley

Absent: Vice Chair Kelley; Hitt; and Sandwick

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

No update.

Chairman Cusack reported all the banners are up and done.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she received the report back. The report has been sent to Orlando for reimbursement. Everything looked good on the report. Board Member Gilmore asked Orlando to please process asap, as the PBID accounts and CDs are low.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Marketing Committee had a Meeting on Monday and they discussed next year's event dates. Next years' dates are based around school breaks and other local events.

The committee discussed how the Fall Parade and Street Fair went. Board Member Nassif stated some glitches with the event but overall was good. Everyone he talked to was happy and excited to be out in the community. Received a lot of positive feedback.

A mixer is being tentatively planned for February 2022 to help with the PBID renewal process.

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

Kenny reported the Fall parade winners will be announced on November 9th at the Town Council meeting. The PBID Village event 2022 dates will be added to the Town calendar.

Lastly, the Town contract will remain the same except the cost to help with the renewal process.

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

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

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

Board Member Tinsley reported that Daniel from Terra Nova has a meeting scheduled for November 8th to get an update. The Specific Plan is making progress. Terra Nova would like to make a presentation to the Board at the November board meeting and they with the community.

Board Member Tinsley also reported he will work on getting PBID renewal signatures from Robert Martinez, and Assistance League.

e) Status Update: Security – Larry Cusack

Chairman Cusack reported waiting on a few more bids and have a couple already in. Once receive all the bids are received the Security Committee will start interviews.

f) Suggested Items for the Next Agenda

- PBID Renewal
- Review RFP for a new Security Company
- Specific Plan Presentation

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 September 15, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of September 2021

Recommendation:

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

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

VI. NEW BOARD BUSINESS

New Security Company

Chairman Cusack advised waiting on more bids and after receiving they will start interviews.

PBID Renewal Committee

Ed Henning reported this is prime time to get signatures for business owners. It is important to try to get as many signatures as possible before everyone gets busy with the holidays. All the Board Members have turned in their petitions but Board Members Hitt and Nassif.

Ed stated received a couple big signatures, two of the three big ones. If we can get Franklin to sign that would be great. Scott is trying to go a conference in Vegas to get the Frankin signature. Orlando will also help with that.

Chairman Cusack asked Lovella to help with Board Member Hitt's petitions. Ed stated the Board is at the halfway point and doing great with signatures. Board Member Tinsley stated maybe can use the information from Terranova presentation to create a brochure to use for the community.

ARGP – Big Apple

Board Member Gilmore presented an ARGP application for Big Apple. Donna spoke to Jack at Big Apple and verified the work. Big Apple repaved the parking lot for the facility in the Village behind B of A. Board Member Gilmore verified the work was done and looks good. Board Member Nassif made a motion to approve the Big Apple ARGP application, it was seconded by Board Member Tinsley and the Board unanimously passed the motion to approve the ARGP Big Apple application.

Town Marketing Contract

Chairman Cusack stated would be an additional \$4,000 for the marketing efforts with the PBID renewal in 2022. Chairman Cusack asked Kenny from the Town to change the contract referring to the number of hours not to exceed \$4,000. It will depend on the number of hours used to help with the PBID renewal.

Board Comments

The Town reported they received a grant from the transportation department where they will pay up to 50% of the sidewalk costs not to exceed over \$361,000. Town will then pay 25% and PBID 25% of the costs. Design cost was \$78,000. Construction will start in March and May it should be completed.

VII. ADJOURNMENT:

Board Member Tinsley motioned to adjourn and second by Board Member Nassif. The motion unanimously carried to adjourn the meeting of the Town

of Apple Valley – Council Chambers at 9:46a.m. The next meeting is November 17, 2021, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack