

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – November 17, 2021**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:06a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Vice Chair Kelley; Gilmore; Nassif; and Tinsley

Absent: Board Member Hitt; and Sandwick

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

No update.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she is waiting on the check from the Town of Apple Valley. Orlando informed the Board should receive the check soon.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Marketing Committee had a recap event meeting last week. The overall critique was that the event went well. 2022 dates have been set and changed to new dates with hope to accommodate schools and other events to promote more involvement.

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

Kenny reported the Town received the new contract. Nothing else needed for the contract.

Also, the presentation for the parade winners was held at the last Town Council meeting. The pictures of the presentation are on social media.

- **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 had no update due to the Specific Plan presentation under new business.

e) Status Update: Security – Larry Cusack
Chairman Cusack reported received four quotes from new security companies. The Security Committee reviewed them and asked the Board to review and provide a recommendation for the next meeting.

f) Suggested Items for the Next Agenda

- PBID Renewal
- Recommendation for a 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 October 20, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of October 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 Board to review the quotes and provide recommendation at the next meeting.

PBID Renewal Committee

Ed Henning reported sitting good now with petitions signed. Currently at a little over 35%. That is better than previous years. Still need Mojave Water Agency to sign and Board Member Nassif. Board Member Hitt had three of his petitions signed since last meeting. Board Member Nassif and Orlando will work on getting Franklin petition signed at the Las Vegas Conference at the beginning of December. The current percentage of petitions signed still includes the expansion areas. Board Member Tinsley said still waiting on Assistance League, but they will sign. Ed would like to wrap up the petition signing process as soon as possible.

Specific Plan Presentation

Nicole from Terra Nova showed a Specific Plan presentation.

Board Comments

No Board Comments.

VII. ADJOURNMENT:

Board Member Gilmore 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 10:05a.m. The next meeting is December 15, 2021, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack