

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – December 15, 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; Hitt; Nassif; Tinsley and Sandwick

Absent: Vice Chair Kelley

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported he ordered 176 new clamps for the Village banners. The new banner clips were not holding. He would also like to order new kiosk signs to add the logo.

Chairman Cusack added the Village area will look nice once the sidewalk project is complete.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she received the check from the Town of \$350,000 and the Specific Plan Project has a balance of \$150,000.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new Marketing Update.

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

Kenny had nothing to report. He did attend the renewal meeting yesterday.

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

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

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

Board Member Tinsley reported the presentation on December 8th went great. Terra Nova will email the presentation to the Board. It was a well-attended event, and everyone was positive.

e) Status Update: Security – Larry Cusack

Chairman Cusack stated will discuss under new business.

f) Suggested Items for the Next Agenda

- PBID Renewal Update
- Elections

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 November 17, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of November 2021

Recommendation:

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

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

VI. NEW BOARD BUSINESS

New Security Company

Chairman Cusack advised Board the local AV Security Company will cost around \$39,000 a year. The Whittier Security Company would need to purchase a car and Securitas is not within budget. The Security Committee recommends the Apple Valley Security Company. For 32 hours a week it will cost about \$4,000 more then budgeted amount. Board Member Hitt motioned to increase the budget amount to the \$39,000 and hire the Apple Valley Security Company. Board Member Nassif seconded the motion and it passed unanimously.

PBID Renewal Committee

Ed Henning reported the Board is still at 25% for petitions signed. He asked the Board to push the petitions started in January to hit the 50% needed as soon as possible.

Board Member Nassif reported he has gone back and forth with Franklin. Franklin was supposed to meet with Orlando at the Vegas convention, but the representative from Franklin was ill and could not meet. Orlando and Board Member Nassif are still working on Franklin.

Chairman Cusack stated Lovella offered to help with petitions after the New Year.

Ed stated Mojave Water would not sign. Board Member Hitt asked that the petition for Mojave Water be sent to him, and he will try to get it signed.

Board Member Tinsley said he will take care of Chet Hitt's petition and asked Ed to send the petition to him via email.

Board Comments

Board Member Tinsley would like to use Terra Nova's presentation to create a marketing tool to use when requesting petition signatures.

Board Member Gilmore stated the Board will need to have an election and to please add to the next agenda.

VII. ADJOURNMENT:

Board Member Hitt 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 9:43a.m. The next meeting is January 19, 2022, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack