

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – September 15, 2021**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AV Village PBID at 9:10a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Cusack; Gilmore; Nassif; Tinsley; and Sandwick

**Absent:** Vice Chair Kelley; and Hitt;

**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 CPA for the Town took the year off and had to find a new CPA. Board Member Gilmore found a new CPA and dropped off everything with them. Just waiting for the work to be completed.

**c) Status Update: Marketing – Scott Nassif**

Board Member Nassif reported no new updates.

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

- Kenny reported promoting the Fall Parade and Street Fair. He will handle the Town Council and the cars for them to use in the parade.

- **1<sup>st</sup> 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 advised the Specific Plan is moving forward as planned. He sent a draft of with is going on to the board via email. The next meeting is on September 20<sup>th</sup> to review this draft.

Board Member Tinsley would like to start looking at Marketing for the Specific Plan. Marketing should include how to promote growth, sales and what the future plans are for the Village He would like to see brochures or trifolds to outline what is coming in the future and to have to hand out during the signing of petitions.

**e) Status Update: Security – Larry Cusack**

Chairman Cusack reported the security committee is meeting tomorrow. An RFP was sent out to an interested security company.

**f) Suggested Items for the Next Agenda**

- PBID Renewal
- Review RFP for new Security Company
- Recap of Parade & Street Fair

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

**VI. NEW BOARD BUSINESS**

**New Security Company**

Board member Gilmore sent out the RFP to Larry to move forward with looking for a new security company.

**PBID Renewal Committee**

Ed Henning explained the first step is to do one on ones first for petitions. If all board members get their one-on-one petitions signed this should put the board at 50.1%. Once the board gets a signature, please send them to Eileen and send the name to Ed. As of today, board is at about 12% so far. We want to try to get signature as soon as possible so it can be sent over to the Town for approval.

Chairman Cusack passed out brochures to each board member to pass out with petition. Goal is to complete petitions by end of the year.

**Board Comments**

No Board comments.

**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 9:33a.m. The next meeting is October 20, 2021, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

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Eileen Vindiola  
Marketing Consultant

Approved:

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Chairman Cusack