

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 16, 2022**

I. CALL TO ORDER:

Vice Chair Kelley called the meeting to order of the AV Village PBID at 9:04a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present:; Vice Chair Kelley; Gilmore; Hitt; Nassif; and Tinsley

Absent: Chairman Cusack and Sandwick

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported he is not currently working on any projects but easements. He is waiting on the Town for this project.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she paid an invoice for \$184,000 for the Specific Plan. No other projects can be started this year.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported on the recent Mixer. The Mixer was a success and a great turn out. Chairman Cusack and Board Member Tinsley did an excellent job speaking. Received only positive feedback. Suggestion was to have a bigger room for the June Mixer.

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

Town was not available.

- **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 no new update. Has requested an update and once he receives, he will send it out to the Board.

The June Mixer he agrees needs a bigger room and he should have a new update to present at this Mixer.

e) Status Update: Security – Larry Cusack
Chairman Cusack not available to give update.
Board member Gilmore stated she has the security report if anyone would like to see the activity in the Village.

Board Members stated they are seeing the new company working in the Village.

f) Suggested Items for the Next Agenda

- Election Results
- Appointment of Officers

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 December 15, 2021

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of December 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

Contest Winners

Wisprenn was a no show. Check will be mailed.

A representative from the COP's and Explorers was present. Checks and certificates were given as a thank you for helping with the parade.

ARGP for Chet Hitt

Chet Hitt provided an ARGP application in the amount of \$436.49 for repairs, sidewalks and walkways. Board member Tinsley made a motion to approve the amount of \$436.49. Board Member Nassif seconded the motion and the Board unanimously approved in the amount of \$436.49.

Elections

Secretary Eileen sent out the ballots for reelection of Chairman Cusack and Board Member Sandwick.

Ballots due by March 10, 2022, and Board Member Gilmore has received five ballots back. Needs someone to help count the ballots.

PBID Renewal Committee

The PBID is still at 25% for petitions signed.

Board Member Nassif is still talking to Franklin and the Broker for the Franklin Center. Broker is trying to get the petition signed.

Board Comments

Board Member Tinsley would like the PowerPoint for the Specific Plan on the website not the video.

VII. ADJOURNMENT:

Board Member Tinsley motioned to adjourn and second by Board Member Gilmore. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:31a.m. The next meeting is March 16, 2022, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Vice Chair Kelley