

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – April 20, 2022**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:03a.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

Board Member Hitt not available. Chairman Cusack reported they are working on the north side of Hwy 18 to start the Sidewalk Project.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated no update but will schedule a budget meeting in June.

c) Status Update: Marketing – Scott Nassif

No new update.

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

Town was not available.

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

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

Board Member Gilmore stated that wowie is handling all website stuff. We are no longer using GoDaddy.

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

Board Member Tinsley reported received an update from Daniel and sent out to the Board. A lot of work is being done and will be presenting to the planning commission. Planning Commission meeting is on May 18th 6pm.

e) Status Update: Security – Larry Cusack

Chairman Cusack reported he has seen security around Town and that when an incident occurs, they do call him to report. He stated they are working out well.

Board Member Nassif stated Security is a great talking and selling point. He also spoke to Jason, and they are focusing right now on the east side of the Village.

Board Member Gilmore will speak to the COPs as well to patrol problem areas.

f) Suggested Items for the Next Agenda

- PBID Renewal
- Budget Proposal

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 March 16, 2022

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of March 2022

Recommendation:

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

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

VI. NEW BOARD BUSINESS

PBID Renewal

Ed report the PBID is currently at 42%. Chairman Cusack stated the Storage Company was closed he will need to go back to try to get the petition signed. Ed advised the Storage Company is a big one we need to capture.

Ed was able to obtain Franklin's signature. Says we need about 5-6 more signature to capture but if we are not successful, we will need to carve out the added area from the boundaries. Board Member Tinsley will try to get Helen Hinkle.

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 9:28a.m. The next meeting is May 18, 2022, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack