

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – April 19, 2023**

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; Hitt; Nassif and Tinsley

Absent: Vice Chair Kelley;

III. PUBLIC COMMENTS:

No public comment.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member reported spoke to Orlando with the Town and the north sidewalk project is delayed.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated the PBID has about \$40,000 in the account. The new budget has been sent to the Town for Council to vote on at the next Town Council meeting. The PBID budget committee has requested better communication with Treasurer Gilmore and Town Finance Department.

Treasurer Gilmore also stated the Town still has not found the \$300,000 lost check.

PBID Board Members requested the Town looks into late property assessment payments to place liens on those properties.

c) Status Update: Marketing – Scott Nassif

No new update.

- **Town of Apple Valley Update**

Debbie Rivera from the Town stated the Town still have quarterly meetings with the PBID budget committee. Also the sidewalk project is delayed because still need more signature for right a ways. Should take about six months to complete.

- The Town is available to help with the Fall Event.

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

d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley
No new update but the newest updated specific plan is on the website.

e) Status Update: Security – Larry Cusack
Chairman Cusack reported no new updates. Eileen will schedule a meeting with them to renew contract.

f) Suggested Items for the Next Agenda

- Rate Increase
- Budget

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 15, 2023

Recommendation

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of March 2023

Recommendation:

Approve the subject treasurers report as part of the consent agenda.
Motion by Board Member Tinsley and second by Board Member Hitt.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

New Board Member

Brad Merrell, from Merrell Johnson, requested to join the PBID Board. Board Member Tinsley made a motion to appoint Mr. Merrell as a new PBID Board Member. Board Member Hitt 2nd the motion and unanimously approved Brad Merrell as a new PBID Board Member.

VII. Board Comments

No Board Comments

VIII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:25a.m. The next meeting is May 17, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack