

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – May 17, 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; and Tinsley

Absent: Vice Chair Kelley; and Nassif

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 no new update.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new updates. Will be setting a marketing meeting to discuss in more detail the September event.

- **Town of Apple Valley Update**

Debbie Rivera from the Town stated still working sidewalk projects and would like to be a part of the marketing meetings to see how the Town can collaborate to help more.

Chairman Cusack would like to have an update on the Town regarding the finances. The PBID still has not received any further updates.

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

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

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

No new update but Board Member Tinsley would like to start marketing the Specific Plan. Board Member Tinsley can help answer any questions.

e) Status Update: Security – Larry Cusack

Chairman Cusack reported Security company is still patrolling the Village. A Security meeting needs to be scheduled after June 12th to see if any updates need to be made to contract.

Board Member Hitt would like to speak to them regarding Motorhomes being parked in the Village for months at a time.

f) Suggested Items for the Next Agenda

- None

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 May 17, 2023

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of May 2023

Recommendation:

Approve the subject treasurers report as part of the consent agenda. Minutes approved with the correction to Budget section. The PBID has not sent the budget to the Town Council for vote yet. PBID had to vote in May first then send to the Town.

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

VI. NEW BOARD BUSINESS

Tax Increase

Chairman Cusack explained the PBID can implement up to a 6% increase for tax assessments each year.

Treasurer Gilmore stated that at a 6% increase that is about \$10,000 additional annual income.

Board Member Hitt made a motion to increase tax assessment by 6% this year. Board Member Nassif seconded the motion and passed unanimously.

Budget

Treasurer Gilmore shared the new budget with the Board. Marketing Solutions is staying the same. Postage budget amount was increased because of the increase on postage. Consulting Services is \$10,000, utilities and marketing the same. Security budget increased to \$40,000.

Motion by Board Member Hitt made a motion to approve the new budget. Board Member Nassif 2nd the motion. The motion passed unanimously.

Board Comments

No Board Comments

VII. ADJOURNMENT:

Board Member Gilmore 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 June 21, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack