

Apple Valley Village Property-Owners Business Improvement District
P.O. Box 1044
Apple Valley, Calif. 92307

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MEETING AGENDA

Thursday, August 24, 2023

PUBLIC PARTICIPATION IS INVITED. Any member of the public may speak on any matter within the subject matter jurisdiction of the Board. If you wish to be heard on any item on the Regular Meeting agenda, including matters not on the agenda but within the subject matter jurisdiction of the Board, please so indicate by filling out a **REQUEST TO SPEAK** form and give to the Board Secretary at the beginning of the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Board may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3. Public Comments are *suggested to be* limited to three (3) minutes per speaker.

The Board recognizes its obligation to provide equal access to those individuals with disabilities. Please contact the Board Secretary at (760) 810-9856 two working days prior to the scheduled meeting for any requests for reasonable accommodations.

Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet will be made available for public inspection.

Meeting Location: Town of Apple Valley – Council Chambers

Time: 9:00 a.m.

CALL TO ORDER: Chairman Cusack

ROLL CALL:

Board Members: Chairman Cusack_____, Vice Chair Kelley_____
Gilmore_____, Hitt_____, Merrell_____, Nassif_____, and Tinsley_____

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THE AGENDA)

PUBLIC COMMENTS

1. COMMITTEE UPDATES

- A. Status Update: Landscape Committee - Chris Hitt
Recommendation:**

- B. Status Update: Budget Committee – Donna Gilmore
Recommendation:**

- C. Status Update: Marketing Committee – Scott Nassif**

Recommendation:
Information Only

- Town of Apple Valley Update – Debbie Rivera
- 1st Marketing Solutions Update

D. **Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley**
Recommendation:

E. **Status Update: Security – Larry Cusack**
Recommendation:

F. **Suggested items for next agenda.**

2. **CONSENT AGENDA ITEMS:**

Recommendation: Adopt all items listed below on the Consent Agenda in one motion. The Consent Agenda is composed of routine non-controversial items of business and will be adopted in whole in one motion.

A. **Approval of Minutes of July 26, 2023**

Recommendation

Approve the subject minutes as part of the consent agenda

B. **Treasurer's Report – July 2023**

Recommendation:

Approve the subject treasurer's report as part of the consent agenda

3. **NEW BOARD BUSINESS**

4. **BOARD COMMENTS:** Chairman Cusack

5. **ADJOURNMENT:** Chairman Cusack

APPLE VALLEY VILLAGE PBID
 REVENUE & EXPENDITURE REPORT
 CHECKING ACCOUNT AT CITIZENS BUSINESS BANK
 FOR THE MONTH ENDING JULY 31, 2023

REVENUES

Street Fair/Parade	\$ 248.47
Ts of Funds	5,000.00
Voided Checks from Parade	350.00
Kiosk Signs	75.00
Total	\$5,673.47

EXPENDITURES

Administrative Secretary (Marketing Solutions)	2,500.00
Banner/Kiosk Signs (Reimbursements Donna Gilmore)	300.00
Banner/Kiosk Signs (Chromatic Graphics-Kiosk sign)	139.10
ARGP (Kim Scully)	2,131.24
Marketing General (Constant Contact)	91.00
Marketing General (Marketing Solutions)	1,350.00
Marketing Events (El Dorado radio)	4,125.00
Marketing Events (ARMAC Ins-parade))	443.07
Marketing Events (Chromatic Graphs-street fair)	1,114.32
Marketing Events (Events Planner)	1,750.00
Marketing Events (Google ads-street fair)	107.95
Marketing Events (replace check from parade)	100.00
Phone (Verizon)	71.54
Median Utilities (Liberty)	84.83
Security	3,408.00
Total Expenses	\$ 12,766.95

CHECKING ACCOUNT BALANCE AS OF 7-31-23 \$ 12,750.13

SAVINGS ACCOUNT WITH CAPITAL ONE

Balance as of 7-31-23 interest (.40%) \$.55 \$ 7,776.34

ASSESSMENT MONEY HELD BY TOWN

As of 6-30-23 \$ 270,440.98

Respectfully submitted
 Donna Gilmore
 Treasurer
 Apple Valley Village PBID