

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – July 26, 2023**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:00a.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; and Merrill

III. PUBLIC COMMENTS:

Kim Scully attended and prayed for the Village and Town of Apple Valley.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported he worked with Mike Attaberry and the new landscape company to advise them what areas need to be cleaned and fixed. Some of those areas included the ditches and medians.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated the CPA retired and has found a new CPA in Victorville. The account only has about \$13,000 available. Treasurer Gilmore spoke to Orlando about an advance, and he advised her no, that was not an option. Also, she has requested the June report from Sydney but still has not received a response.

c) Status Update: Marketing – Scott Nassif

Chairman Cusack reported had a recent marketing meeting and everything going well. Need a Grand Marshal and more parade entries.

- **Town of Apple Valley Update**

Debbie Rivera from the Town stated still working sidewalk projects and the Town will be having a float this year. Also, the Town will be helping us contact past parade entry participants to enter.

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

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

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

Board Member Tinsley met with Marketing Solutions to discuss marketing for the Specific Plan. They would like to have more mixers to help promote the coming soon of the Specific Plan.

e) Status Update: Security – Larry Cusack

Chairman Cusack reported Security company is still patrolling the Village.

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 June 21, 2023

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of June 2023

Recommendation:

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

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

VI. NEW BOARD BUSINESS

Security Contract

Chairman Cusack explained the PBID will need to vote if they would like to keep security. The company has increased their rate from \$25 to \$30 per hour. Board Member Hitt made a motion to cancel security. Board Member Tinsley 2nd the motion. The motion passed with a 3-2 vote.

ARGP – Kim Scully

Treasurer Gilmore shared reviewed and took pictures of the completed work. Treasurer Gilmore made a motion to approve Kim Scully ARGP Application. Board Member Hit 2nd the motion and passed unanimously.

Board Comments

Chairman Cusack stated might need to move the next meeting date and to keep promoting the parade and street fair.

Board Member Gilmore suggested looking into other prizes as many of the organizations are not cashing the checks.

VII. 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 9:40a.m. The next meeting is August 16, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack