

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 24, 2023**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:02a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Vice Chair Kelley; Gilmore; Nassif and Tinsley

Absent: Hitt; and Merrill

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Chairman Cusack reported the sidewalk project has been taken over by the Town. Nothing is needed from the PBID.

Board Member Gilmore reported that Board Member Hitt met with the new landscaping Team, and they will be replacing all the dead plants and bushes.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated the only \$1,200 in account. She has requested a check from Orlando at the Town, but they advised her they are waiting for the Auditor to finish. Auditor hasn't looked at anything within the last 2-weeks. Chairman Cusack will see if he can help.

c) Status Update: Marketing – Scott Nassif

Chairman Cusack reported had a recent event meeting and everything going well. Believe ready for the event.

- **Town of Apple Valley Update**

- The Town representative stated still working on the sidewalk project and the Town will be having a float this year for the parade.

- **1st Marketing Solutions Update – Eileen Vindiola**
Eileen reported on the August Marketing Report. Please refer to the attached Marketing Report.

d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley
Board Member Tinsley would like to see more community outreach and marketing plan for Specific Plan.

e) Status Update: Security – Larry Cusack
Chairman Cusack reported he gave the security company notice of cancellation of their services. The Board will revisit security in 6-12 months.

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 July 27, 2023

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of July 2023

Recommendation:

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

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

VI. NEW BOARD BUSINESS

No New Business

Board Comments

Chairman Cusack suggested having a last-minute meeting the week of the parade to make sure we have everything needed.

Chairman Cusack stated next month's meeting will need to be moved to September 27th.

VII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Board Member Tinsley. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:28a.m. The next meeting is September 27th, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack