

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – September 27, 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; Merrell; Nassif and Tinsley

Absent: Vice Chair Kelley; and Tinsley

III. PUBLIC COMMENTS:

Rich, Owner of Molly's Diner, informed the Board he has not been having luck with the Parade. He advise the Board he will be forced to close if the Parade is going to continue passing through hos restaurant. He had a lot of vandalism again this year. Many people were using his restaurant for the bathroom and sitting or taking the chairs from his patio to sit on. Also had many ice creams stolen from his freezers by the kids participating in the parade. Vandalism to his bathroom and many stolen drinks. Also his parking lot was full of people parked for the parade and his customers could not come in our out. He is requesting the parade route be moved from his restaurant next year or he will close.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt reported he worked with Mike Atteberry from Public Works on ensuring the new landscaping company is doing what they are supposed to be doing. He will be meeting with them all again because he still has many dead bushes and trees that need to be replaced. He will keep on them.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she received a check from the Town. She still has not heard from the new Auditor. Donna will follow up on the Auditor and likely look for another Auditor, since hard to get a hold of the new current Auditor.

c) Status Update: Marketing – Scott Nassif

Boar Member Nassif reported parade, car show and street fair went well. Marketing committee will meet next month. The Board voted and they will not host a Holiday contest this year.

- **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 September Marketing Report. Please refer to the attached Marketing Report.

d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley
No Update.

e) Status Update: Security – Larry Cusack
Chairman Cusack reported the contract with security has officially been terminated no more security. Will revisit security in 2024.

f) Suggested Items for the Next Agenda

- Nominating Committee

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 August 27, 2023

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of August 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 Hitt.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

No New Business

Board Comments

Board Member Merrell suggests they rethink the parade and logistics of the route to improve the concerns of local Village businesses such as Molly's.

Chairman Cusack thanked everyone for their help with the event and for their participation on the Board.

VII. ADJOURNMENT:

Board Member Nassif 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 9:42a.m. The next meeting is October 18, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack