

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – October 18, 2023**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AV Village PBID at 9:05a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Cusack; Gilmore; Hitt; and Merrell;

**Absent:** Vice Chair Kelley; Nassif and Tinsley

**III. PUBLIC COMMENTS:**

No public comments.

**IV. Committee Updates**

**a) Status update: Landscape – Chris Hitt**

Board Member Hitt reported he is making a horse and buggy for the Post Office. He has met with the Town and new landscaping company, and they are cleaning up and fixing the median. They will be working on straightening the trees and replacing bushes. They estimate about \$10,000 to fix everything and clean the ditches.

**b) Status Update: Budget – Donna Gilmore**

Treasurer Gilmore stated she does not have an update.

**c) Status Update: Marketing – Scott Nassif**

Chairman Cusack shared the parade, street fair and car show will be the 2<sup>nd</sup> or 3<sup>rd</sup> Saturday of September 2024.

Chairman Cusack would also like the Town to be educated on the event, application, and anything else that pertains to this event and anything else in the Village, such as Kiosk signs.

- **Town of Apple Valley Update**

No new updates.

- **1<sup>st</sup> Marketing Solutions Update – Eileen Vindiola**

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

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

**e) Suggested Items for the Next Agenda**

**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 October 18, 2023**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**Treasurer's Report – Month of October 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 Merrell.  
The motion passed unanimously.

**VI. NEW BOARD BUSINESS**

• **Nominating Committee**

The nominating committee will be Chairman Cusack and Board Member Gilmore. Up for re-election is Board Member Hitt and Nassif.

Eileen will send out election voting forms to all property owners in the Village.

**Board Comments**

Chairman Cusack shared that the Village has 3 open kiosk signs.

**VII. ADJOURNMENT:**

Board Member Hitt motioned to adjourn and second by Board Member Merrell. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:25a.m. The next meeting is November 15, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

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Eileen Vindiola  
Marketing Consultant

Approved:

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Chairman Cusack