

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – November 15, 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; 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 still working with Mike Attaberry and the new landscape company on clean up and replacing bushes/plants etc.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated she is having a hard time getting in contact with the new CPA in Victorville. The CPA is not returning her phone calls. Treasurer Gilmore will be going to her office and if no work has been completed, Treasurer Gilmore will pick up the Village paperwork and find a new CPA to assist.

c) Status Update: Marketing – Scott Nassif

No update.

- **Town of Apple Valley Update**

The Town representative stated the Town is still working on the sidewalk project. They are also working on trying to obtain some grants to help pay for the project.

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

Eileen reported on the November 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

- Budget for Landscape Yard Art (Vote)
- Nominations

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 consist of Chairman Cusack, Vice Chair Kelley and Treasurer Gilmore.

Board Comments

Chairman Cusack stated if we can get the final date for the Street Fair, Care Show and Parade for 2024.

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 9:21 a.m. The next meeting is December 20, 2023, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack