

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – December 20, 2023**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AV Village PBID at 9:04a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

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

**Absent:** Vice Chair Kelley; Hitt, and Nassif

**III. PUBLIC COMMENTS:**

No public comments.

**IV. Committee Updates**

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

No update.

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

Treasurer Gilmore stated she received the report from the CPA and passed the audit. Treasurer Gilmore will send to the Town and will have to complete another audit in six months.

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

No update.

- **Town of Apple Valley Update – Lindy Daugherty**

The Town representative reported the Town is still working on the sidewalk project and still working on trying to obtain some grants.

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

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

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

Board Member Tinsley reported he would like to see collateral or bullet points sent out in January or February. He would like to work on marketing material asap.

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

- Budget for Landscape Yard Art (Vote)
- New Officers

**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 December 20, 2023**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**Treasurer's Report – Month of December 2023**

**Recommendation:**

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

Motion by Board Member Tinsley and second by Board Member Merrell.  
The motion passed unanimously.

**VI. NEW BOARD BUSINESS**

**Budget Landscape Art**

Tabled until the next meeting.

**Nominating Committee**

The PBID had 17 ballots returned. Board Member Hitt received 16 votes. Board Member Nassif received 15 votes and Bruce A. received 1 vote.

Board Member Tinsley made a motion to reelect Board Member Hitt and Nassif. Board Member Gilmore seconded the motion and the motion passed unanimously.

**Board Comments**

Chairman Cusack wished everyone a Merry Christmas and to think about what we can do for the 2024 year.

Board Member Merrell also stated he is available to be on a committee that looks for grants.

**VII. ADJOURNMENT:**

Board Member Tinsley 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 9:21 a.m. The next meeting is January 17, 2024, 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