

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 17, 2024**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:01a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent:

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt is working on getting designs for desert animal for the Village medians. The Post Office artwork is complete and looks great.

Board Member Hitt is also working on straightening the trees within the medians.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated everything is good and the audit is complete.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported no new updates.

- **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.

Lindy passed on a message that AV Glass is concerned about transits and asking if security is supposed to be provided. Chairman Cusack advised Lindy that security is currently not available and was a courtesy service.

Lindy reminded the Board to contact Code Enforcement for encampments and graffiti and reported the specific plan link on the website is not working.

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

d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley
Board Member Tinsley reported it is in limbo at the moment. he would like to see collateral or bullet points. He would like to work on marketing material asap.

e) Suggested Items for the Next Agenda

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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 January 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

Budget Landscape Art

Board Member Hitt requested suggestions for art. The Board Members suggest: Coyotes, Horses, Donkey and sheep. Board Member Tinsley suggested art is needed for the round about at Yucca Loma.

New Officers

Board Member Merrell made a motion to approve the following new officers:

Larry Cusack – Chairman
Jennifer Kelley – Vice Chair
Donna Gilmore – Treasurer
Chris Hitt – Secretary

Board Member Hitt second the motion and unanimously passed the motion of the new officers.

Board Comments

Board Member Merrell advised the committee he will be out of state during the February meeting and cannot make it.

Vice Chair Kelley recommends starting mixers again for 2024.

VII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Chairman Cusack second the motion. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:28a.m. The next meeting is February 21, 2024, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack