

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 21, 2024**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:03a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Gilmore; Hitt; and Tinsley

Absent: Vice Chair Kelley; Merrell; Nassif

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. Chairman Cusack recommends purchasing a couple animals a year. Board Member Hitt anticipates about \$60,000 a year.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated the budget committee will need to start planning in March and be approved by Town Council in June 2024.

c) Status Update: Marketing – Scott Nassif

No new updates.

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

Lindy, the Town representative, shared she will be scheduling a meeting to discuss the parade. She will be sending our new dates.

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

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

Board Member Gilmore suggested not using Las Brisas for the Mixers if they are going to charge to use the room. She can book the Moose Lodge for free.

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

Board Member Tinsley would like to get some collaterals for the specific plan as soon as possible. He would also like to ask Town if someone from the PBID can be on the Development Advisory Board. He would like to see more collaboration with the Town to promote the specific plan, and the new 200 jobs coming soon to the Village.

e) Suggested Items for the Next Agenda

- Budget 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 January 17, 2024

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of January 2024

Recommendation:

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

Motion by Board Member Hitt and second by Board Member Gilmore.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

No new business.

Board Comments

No board comments.

VII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Board Member Tinsley second the motion. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:21a.m. The next meeting is March 20, 2024, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack