

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – March 20, 2024**

I. CALL TO ORDER:

Vice Chair Kelley 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: Vice Chair Kelley; Gilmore; Hitt; Merrell; Nassif and Tinsley

Absent: Chairman Cusack

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt has no update.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated a budget meeting is scheduled with Orlando in April. She has asked the Board Members to please review the budget and let her know any changes before the April meeting.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Town will be taking the lead on the parade and co-marketing the event. He thinks this will make the process easier, since applications are being dropped at the Town. The PBID will focus on the Car Show and Street Fair.

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

Lindy, the Town representative, shared the Town did their 1st post about the parade and created a landing page on their website that should be up soon. Lindy advised she will be coordinating the events/parade meetings.

Lindy also shared the Town is having some trouble with the signature from Village Owners for the easements to continue the sidewalk project. She has asked Board Member Merrell if he might be able to assist with helping to obtain some of these signatures.

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

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

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

Board Member Tinsley requests a Specific Plan presentation at the summer mixer. He would like to keep up the momentum and spread the word about the Specific Plan.

Board Member Tinsley would also like to be added to the DAB Committee. Board Member Nassif thinks that is a great idea and will investigate that for Board Member Tinsley.

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 March 20, 2024

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of March 2024

Recommendation:

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

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

VI. NEW BOARD BUSINESS

Budget Committee

Treasurer Gilmore will be meeting with Orlando in April to discuss the budget.

Board Comments

Board Member Nassif agrees that the PBID should not lose momentum and should promote the Specific Plan more to the community.

Board Member Hitt spoke to Sherriff Dicus and he is thinking about being the Grand Marshal for the parade and can bring several horses with him.

VII. ADJOURNMENT:

Board Member Nassif motioned to adjourn and second by Board Member Merrell second the motion. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:26a.m. The next meeting is April 17, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Vice Chair Kelley