

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

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:06a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Gilmore; Hitt; Merrell; Nassif and Tinsley

Absent: Vice Chair Kelley

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 she is working on the budget.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported the Marketing Committee had a meeting with the Town. The Town will be handling the parade portion of the 2024 September event. They will be doing more social media and have a landing page on their website for the event.

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

Lindy, the Town representative, shared the Town is still working on the sidewalk project. Chris will help to get the signature for Helen since the Town is having a hard time getting in contact with her. Also they are having trouble getting the signature for the gas station owner as well.

- Lindy also stated they are working on the parade and will be meeting with public works soon.

- **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 stated nothing new. Chairman Cusack advised the Board that the Town dedicated a section in the State of the Town presentation to the Specific Plan.

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 April 17, 2024

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of April 2024

Recommendation:

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

Minutes approved.

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

VI. NEW BOARD BUSINESS

Budget

Treasurer Gilmore is working on the busget but had some questions fo the Board. Once she is completed with the budget she will schedule a meeting with the Town.

Treasurer Gilmore asked the Board if they would like to sponosor the Town again for \$1,000. Board Member Hitt made a motion and Board Member Merrell second the motion.

Board Member Gilmore also asked if the Board would like to retain services for Ed. She recommends as he can do the update for the owners. Also if the Board would like to do an increase. The Board can do an increase of up to 55 max. Board Member Hitt made a motion to do a 5% increase. Board Member Nassif second the motion and it passed unanimously.

Board Comments

No Board Comments

ADJOURNMENT:

Board Member Hitt 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 9:28a.m. The next meeting is May 15, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack