

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

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

**III. PUBLIC COMMENTS:**

Public comment from Kim Scully. She prayed for the PBID.

**IV. Committee Updates**

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

Board Member Hitt had no new update besides the banners for 4<sup>th</sup> of July were put up the parade and street fair banners will go up next.

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

Treasurer Gilmore shared that everything is prepared and ready to send to the CPA. The PBID Board needs to find a new CPA because they received a letter regarding a fine and potential lien. The current CPA was late and does not call back.

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

Board Member Nassif advised we had a marketing meeting and Everything is coming together for the event. Lots of marketing going on and getting lots of interests. No other updates.

- **Town of Apple Valley Update**

The Town representative stated they are still working on and promoting participants for the parade. They are doing lots of social media to market the event.

Sylvia from the Town reported that the sidewalk project is still in process. They have about 90% of the easement sign offs complete. Rich from the Town also shared the different funding and grants that will help pay for the sidewalk project.

- **1<sup>st</sup> Marketing Solutions Update – Eileen Vindiola**  
Eileen reported on the July Marketing Report. Please refer to the attached Marketing Report. Pricing for the website will be added to the next agenda.

**d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley**  
No new update.

**e) Status Update: Security – Larry Cusack**  
No new update.

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

- Website design and Pricing

## **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 July 17, 2024**

#### **Recommendation:**

Approve the subject minutes as part of the consent agenda.

### **Treasurer's Report – Month of July 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**

ARGP Kim Scully: Treasurer Gilmore presented the ARGP application for Kim Scully. Treasurer Gilmore stated she reviewed the work and made a motion to approve the ARGP application in the amount of \$2,259. Board Member Hitt seconded the motion and approved unanimously.

### **Board Comments**

No Board Comments.

## **VII. ADJOURNMENT:**

Board Member Gilmore motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:36a.m. The next meeting is August 21, 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