

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – May 15, 2024**

I. CALL TO ORDER:

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

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt had no new update.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore present the budget. Board Member Hitt made a motion to approve the budget. Board Member Nassif seconded the motion, and the Board unanimously approved the new 2024/2025 budget. Treasurer Gilmore will take the approved budget to the next Town Council Meeting.

Treasurer Gilmore reported she received a \$2,600.00 fine from the IRS for filing late. Treasurer Gilmore called the Auditor and is waiting to hear back from her.

Chairman Cusack asked why the Sherriff budget went from \$10,000 to \$5,000. Treasurer Gilmore advised them that the budget has decreased due to only 1 event per year. We no longer do 2 event per year.

Treasurer Gilmore also advised that the budget does have \$10,000 in the budget for marketing and possibly to redesign the website.

Lindy, Town Representative, explained that the sidewalk project is about \$100,000 short. She advised the Board that a payment is needed for the project. Chairman Cusack and Board Member Hitt advised the Board that \$80,000 has already been paid by the PBID. Nothing else is currently due from the PBID. Lindy will verify.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif advised we had a marketing meeting on Monday. Everything is coming together for the event. Lots of marketing going on and getting lots of interests.

- **Town of Apple Valley Update**

The Town representative stated still working on the sidewalk project and explained that the sidewalk project is about \$100,000 short. She advised the Board that a payment is needed for the project.

Chairman Cusack and Board Member Hitt stated that \$80,000 has already been paid by the PBID. Nothing else is currently due from the PBID. Lindy will verify.

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

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

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

No new update.

e) Status Update: Security – Larry Cusack

Chairman Cusack advised the board that security is still on hold and how did the board feel about security. Board Member Nassif stated he does not feel the security did a difference. The Sherriff has been patrolling the Village lately and addressing any issues. The Board feels that the security provided by the Sherriff is sufficient.

f) Suggested Items for the Next Agenda

- None

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 May 15, 2024

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – Month of May 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 Nassif. 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 Hitt. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:28a.m. The next meeting is June 19, 2024 at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack