

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – September 18, 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; Gilmore; Hitt; Merrel, 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 had no new update besides had to replace 3 signs for the event that were destroyed.

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

Treasurer Gilmore shared she found a new Auditor that has taken on the PBID as a new client. She is currently working with the new Auditor.

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

Board Member Nassif advised no September meeting. No new updates.

- **Town of Apple Valley Update**

The Town representative stated the Town will start advertising the sidewalk project on November 6, 2024.

Town representative, Lindy, shared the parade was a success with 48 registered participants. The winners will be announced at the next Town Council meeting in October.

- **1<sup>st</sup> Marketing Solutions Update – Eileen Vindiola**

Eileen reported on the September 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**

Board Member Tinsley reported no new updates. Everything is currently with the Town, and he would like to see more activity from the Town about the Specific Plan.

Board Member Tinsley requested to be added to the DAB Committee so he can answer questions about the Specific Plan. Board Member Nassif will speak to Orlando and Doug.

**e) Status Update: Security – Larry Cusack**

No new update.

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

- No New Items

**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 – July & August**

**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 Nassif. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:41 a.m. The next meeting is October 15, 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