

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – October 16, 2024**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AV Village PBID at 9:10a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Cusack; Gilmore; Hitt; Merrel, and Tinsley

**Absent:** Vice Chair Kelley and Nassif

**III. PUBLIC COMMENTS:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt had no new update besides still working on getting a quote for the horses. Banners are all changed out.

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

Treasurer Gilmore shared no new update. The PBID has a new Auditor but she is still working and no new update as of yet.

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

Chairman Cusack shared that Marketing Solutions will be leaving the PBID after the website is complete. As of January 2025, the PBID will need to find a new Secretary and marketing company.

- **Town of Apple Valley Update**

Town representative, Lindy, shared the parade winners were given their check and awards at the last Town Meeting. The sidewalk project is still on track and will start interviews for companies in November.

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

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

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

Board Member Tinsley reported he met with Richard and Doug. Bob is requesting to have a PBID Board Member involved when there is a potential new Business Owner interested in the Village. He shared the purpose of the Specific Plan is to be able to change and accommodate the business owners. He strongly believes the PBID would be involved in the application process.

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

- New Marketing & Board Secretary
- Nominating 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 October 16, 2024**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**Treasurer's Report – October**

**Recommendation:**

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

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

**VI. NEW BOARD BUSINESS**

No New Business

**Board Comments**

Chairman Cusack shared the PBID is looking into more Christmas Decorations. Would like to decorate the Village more.

**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 9:29 a.m. The next meeting is November 20, 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