

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 15, 2025**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:08a.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 still working on the sidewalk project. A bid has gone out already. Board Member Hitt asked if money to purchase the animals and to replace some broken banners. Board Member Gilmore advised yet ok to add to budget.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore shared no new update. The PBID has a new Auditor,

c) Status Update: Marketing – Scott Nassif

Chairman Cusack shared that there was no marketing meeting this month and he has already talked to Debbie about the Street Fair and Parade and the date will be 9/13/2024. PBID Board was good with the date.

- **Town of Apple Valley Update**

- Town representative, Lindy, shared Terra Nova will start to educate and promote the Specific Plan. Should start seeing more things about the Specific Plan.

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

- Eileen reported on the December Marketing Report. Please refer to the attached Marketing Report.

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

Board Member Tinsley requests to be keep involved with anything with the PBID and would like to see it promoted more. He is requesting again to be invited to meetings where it pertains to the Specific Plan and the Village.

e) Suggested Items for the Next Agenda

- New Officers

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 December 18, 2024

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – December

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

Nominating Committee – The Nominating Committee met and counted the ballots. 14 returned ballots; 12 signed; 3 unsigned
Chairman Cusack and Board Member Tinsley were re-elected.

Board Comments

Chairman Cusack asked the Board to please think of new projects for next year and wished everyone a Happy Holidays.

VII. ADJOURNMENT:

Board Member Tinsley motioned to adjourn and second by Board Member Gilmore. The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:27 a.m. The next meeting is January 15, at 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Eileen Vindiola
Marketing Consultant

Approved:

Chairman Cusack