

**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 9:00a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Cusack; Gilmore; Hitt; and Nassif

**Absent:** Vice Chair Kelley; Merrill, and Tinsley

**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. Chairman Cusack asked Board Member Hitt to continue to look for animal statues and obtain some quotes for this year.

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

Treasurer Gilmore shared no new update besides she turned in everything that was needed to the Auditor and just waiting for the check.

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

Chairman Cusack shared that there was no marketing meeting this month as the committee was not available to meet. Chairman Cusack introduced Roseanne Weathers as the Business Owner of The Village Vault, and she will be the new marketing company taking over for the PBID.

Roseanne introduced herself and shared that she has 20 years' experience, and she is a business owner and resident of Apple Valley. She is excited to join the team and will be working closely with the Town of Apple Valley.

- **Town of Apple Valley Update**

Town representative, Orlando, shared Terra Nova will start to educate and promote the Specific Plan more. He shared a plan of the 3 different steps that Terra Nova will follow to help promote the Specific Plan. They will be doing a variety of different events such as mixers and educational. Orlando shared that the Town and Terra Nova will include the PBID in the planning so they can be involved

and help to answer questions about the Specific Plan. Orlando addressed Board Member Tinsley's concerns about not promoting the Specific Plan more, as a resolution the Town proposed these ideas from Terra Nova. Orlando will email the Board the proposal of these events.

Orlando also shared the sidewalk project which is moving forward and K&C Construction won the bid for 1.8 million dollars. The only area that will not have sidewalk is the sidewalks in front of Helen Hinkley. As they did not sign off on the rights.

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

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

**d) Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley**  
Update given by Town.

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

- Vote on New Marketing Contract

**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 January 15, 2024**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**Treasurer's Report – January**

**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**

**Election of Officers** – Board Member Nassif made a motion for Larry Cusack as Chairman, Jennifer Kelley as Vice Chair, Chris Hitt as Secretary and Donna Gilmore as Treasurer. Board member Hitt 2<sup>nd</sup> the motion and passed unanimously. The board will remain the same for 2025.

**Board Comments**

Chairman Cusack advised will have the contract for Roseanne next week so can vote at the next meeting.

Board Member Hitt shared having issues with homeless and will be speaking to the Sherriff about the areas behind Froggy's.

**VII. ADJOURNMENT:**

Board Member Hitt was 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 February 19, 2025 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