

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – February 19, 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; Vice Chair Kelley; Gilmore; Hitt; Tinsley; Merrell 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 taking care of signs and banners.

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

Treasurer Gilmore shared that she is waiting for a check from the TOAV. Lindsey stated that she will issue a check for half the amount due in approximately 1 week.

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

Board member Nassif shared that a marketing meeting had taken place on February 18th with Board members Nassif, Hitt and Chairman Cusack in attendance. At this meeting it was decided that the Spring mixer for Village Businesses will be held on May 22, 2025 at 5:30PM with the location TBA.

**• Town of Apple Valley Update**

Sylvia updated us on the Village sidewalk project.

**• Marketing/Business Relations Update – Rosanne Weathers**

Rosanne reported that she is busy creating new ways to communicate with Licensed businesses in The Village of Apple Valley, look into a new solution for a new website, informative email blasts and better social media communication.

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

Bob Tinsley is working on a plan to reach out to PBID business owners, perhaps with a postcard.

**e) 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 February 19, 2025**

##### **Recommendation:**

Approve the subject minutes as part of the consent agenda.

Minutes approved.

#### **Treasurer's Report – February 2025**

##### **Recommendation:**

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

***Motion to approve: Board Member Tinsley***

***Seconded: Board Member Hitt***

Minutes approved.

Treasurers report approved.

#### **VI. NEW BOARD BUSINESS**

- **Cancellation of website contract.**

The Board voted unanimously to cancel the website project currently in process and seek out an alternative solution. A certified letter will be sent to the vendor.

- **Board Comments**

Board Member Tinsley inquired about a building project on Hwy 18 and Lindy with the TOAV will report back.

#### **VII. ADJOURNMENT:**

- ***Motion to adjourn: Board Member Tinsley***

***Seconded: Board Member Hitt***

The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:33 a.m. The next meeting is March 19, 2025 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

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Chairman Cusack