

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – March 19, 2025**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:00am

II. ROLL CALL:

Roll call was taken with the following Board Members present.

Present: Chairman Cusack; Gilmore; Hitt; Tinsley; Merrell and Nassif

Absent: Vice Chair Kelley

III. PUBLIC COMMENTS:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt continues to communicate with Sylvia from the TOAV regarding the ongoing sidewalk project.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore shared that the current Budget Committee term ends on June 30th, 2025, so plans should be made to prepare. Lindsey from the TOAV gave an assessment account check. The amount will be reflected in the March 2025 Treasurers Report.

c) Status Update: Marketing – Scott Nassif

The marketing committee met on 3/18/25. Plans are underway for the Business Mixer on May 22nd. The location has been confirmed, and postcards will be ordered. A soft plan will be investigated to encourage businesses who do not have a current TOAV Business License to apply for one. Rosanne Weathers is creating a list of those businesses that are operating a storefront in the PBID without a current business license.

d) Town of Apple Valley Update

- Sylvia updated us on the ongoing sidewalk project in the Village. The project is approximately 50% done as of the time of this meeting.
- Lyndsey will issue an invoice to PBID for the Sidewalk Project as was previously planned for.
- A few small and miscellaneous expenses from the 2024 parade are being reconciled and will be reported to this board soon.

- A parade meeting will take place with the TOAV, PBID Marketing Committee and Rosanne Weathers prior to the next Board meeting to initiate plans and responsibilities.
- A more thorough look into the solar structure on Hwy 18 is taking place to confirm it has the proper plans and permits.

e) Marketing/Business Relations Update – Rosanne Weathers

- Rosanne reported that the mixer postcard has been designed and approved. When they arrive, Rosanne will visit the PBID businesses personally to extend the invitations and speak with businesses and owners.
- Rosanne is working on a plan to market and fill in all of the Kiosk signs along Highway 18.
- Rosanne continues to work on completing a list of licensed businesses in the Village.
- Chris Hitt will provide a list/map of existing Kiosk sign owners.

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

- Specific Plan workshop dates are still being coordinated with Orlando and Chris.
- Bob suggested adding an agenda item to the Mixer to discuss the plan with attendees. Bob suggested that a member of this Board regularly attend the DRC and or DAV meetings as a Liaison.

g) Suggested Items for the Next Agenda

Budget Committee

2025 Parade, Car Show and Street Fair

Christmas in The Village

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 March 19, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer's Report – March 2025

Recommendation:

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

Motion to approve: Board Member Hitt

Seconded: Board Member Tinsley

Minutes Unanimously approved.

Treasurers report Unanimously approved.

VI. NEW BOARD BUSINESS

- **New website agreements, plans and design. New site will be uploaded and ready for traffic within 60 days of payment to the webmaster.**

- **Recommendation:**

Approve the 2 invoices presented to the board in the meeting addendum for the agenda dated 3/19/25 to build a new website.

Motion to approve: Board Member Hitt

Seconded: Board Member Merrell

Invoices Unanimously approved.

VII. BOARD COMMENTS

- Board Member Tinsley suggested a PBID “Kick off Project”

VIII. ADJOURNMENT:

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

Seconded: Board Member Merrell

The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:55 am The next meeting is April 16, 2025 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

Chairman Cusack