

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – July 16, 2025**

I. CALL TO ORDER:

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

II. ROLL CALL:

Roll calls were taken with the following Board Members present.

Present: Chairman Cusack; Board Member Nassif; Board Member Gilmore; Board Member Hitt

Absent: Vice Chair Kelley; Board Member Tinsley; Board Member Merrell

III. PUBLIC COMMENTS:

No public comments

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt continues to research sculpture options for the Boards consideration for installation in the Village.

b) Status Update: Budget – Donna Gilmore

Board Member Gilmore is preparing records for the auditor. She is also working to clear up a date discrepancy that was made by the auditor (not PBID) in records given to the IRS which has resulted in erroneous penalties to PBID.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported on the Marketing meeting that occurred the day before this meeting. Among the items discussed were the upcoming Parade, Street Fair and Car Show. Also discussed were planning/participation options and for decorating the light poles in the village for the Christmas in the Village event for the month of December.

d) Town of Apple Valley Update

The North sidewalk project is now complete.

The engineering department did a job walk with the engineering firm that is contracted to do the Powhatan sidewalk project and have identified right of way issues and will work with Southwest gas to reconcile the fixture that is blocking the path of travel.

They are also working to safety issues that have been identified at Central and Powhatan.

The PBID budget will go before the Town Council on 7/22/25.

The TOAV is working on their float entry for the upcoming parade.

The invoice for Capital Projects will be emailed to Donna and she will take care of it.

e) Marketing/Business Relations Update – Rosanne Weathers

The Board received updates on the following-

The website continues to be updated and social media stats are up from previous months on both Facebook and Instagram, content from businesses continues to be shared daily. Facebook admin access continues to be an issue. Lindy will reach out to Orlando for possible assistance.

Food vendor and non-food vendor applications for the Street Fair are coming in. Off The Grid will be our beer vendor and we will work with them to create a more confined area for them.

The next Newsletter is scheduled to go out in September featuring stories and information from Village businesses. Captain Visosky has agreed to regularly contribute.

Planning has begun for “Christmas in The Village” for this December.

A draft “letter of Encouragement” for businesses who are found to not be in compliance with TOAV Business License requirements was shared with the board for review and will not be acted upon without the boards approval.

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

Board Member Tinsley and Vice Chair Kelley not present

V. Suggested Items for the Next Agenda

No items were suggested.

VI. 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 June 18, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Treasurer’s Report – June 2025

Recommendation:

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

Motion to approve Treasurers Report only:

Board Member Gilmore

Seconded: Board Member Hitt

Treasurers report Unanimously approved.

Minutes **NOT VOTED ON**- No quorum of board members who were present on 6/18/25 were present at today’s meeting so this item has been moved to the August meeting.

VII. NEW BOARD BUSINESS

- **None**

VII. BOARD COMMENTS

- Chairman Cusack

VIII. ADJOURNMENT:

Chairman Cusack

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

The motion unanimously carried to adjourn the meeting of the Town of Apple Valley – Council Chambers at 9:36 am. The next meeting is August 20, 2025 9:00 a.m. at the Town of Apple Valley.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

Chairman Cusack