

Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – September 17, 2025

I. CALL TO ORDER:

Vice Chair Kelley 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: Vice Chair Kelley; Board Member Nassif; Board Member Gilmore; Board Member Hitt;
Board Member Tinsley

Absent: Chairman Cusack; Board Member Merrell

III. PUBLIC COMMENTS:

No public comments

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

No update

b) Status Update: Budget – Donna Gilmore

No Update

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 last Saturdays Parade, Street Fair and Car Show Debbie Rivera from the TOAV to provide feedback from Parks and Recreation. Planning has begun for the Holiday event in the Village in December.

d) Town of Apple Valley Update

Lindey from the TOAV reported that the winners of the 2025 parade will be announced on social media and will be invited to the Council meeting on October 28th to receive their certificates. The Powhatan sidewalk project just completed the 30% design review meeting and are coordinating with the utility companies (Edison and Southwest Gas) The new Planning Director, David Contreras started last week.

e) Marketing/Business Relations Update – Rosanne Weathers

Rosanne reported on some statistics from the Street Fair and Car Show as well as plans on expanding both next year. Overall, both the Community and the Board have stated that this was the best and most well-attended event so far and we are all looking forward to growing the events year after year. The tentative date for the 2026 event is September 12th.

The September e-Newsletter has gone out to the community and included among other important community information, statistics of activity as a result of the AVSD Overtime

Contract that went into effect on July 1st. Newsletter contributions are open to all businesses in the Village.

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

Board Member Tinsley discussed the plan for Caltrans and the TOAV to do a signal vs. a roundabout at Pawnee and Hwy 18N. and what the plan is to put the Specific Plan into action.

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 August 20, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Approval of Treasurer's Report – August 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion to approve Minutes and Treasurers Report: Board Member Nassif

Second- Board Member Hitt

Minutes Unanimously approved.

Treasurers report Unanimously approved.

VII. NEW BOARD BUSINESS

- No new business

VII. BOARD COMMENTS

- Vice Chair Kelley

VIII. ADJOURNMENT:

Vice Chair Kelley

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

Motion unanimously carried to adjourn the meeting at 9:32 am.

Next meeting is on October 15, 2025 9:00 a.m. at the Town of Apple Valley Council Chambers.

Respectfully Submitted
Rosanne Weathers
Marketing/Business Relations Consultant

Approved:

Chairman Cusack