

Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 21, 2026

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; Vice Chair Kelley; Board Member Gilmore; Board Member Tinsley; Board Member Merrell

Absent: Board Member Nassif; Board Member Hitt

III. PUBLIC COMMENTS:

No public comments

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board member Hitt was not present

b) Status Update: Budget – Donna Gilmore

No Update

c) Status Update: Marketing – Scott Nassif

Board Member Nassif was not present

d) Status Update: Town of Apple Valley Update-Lindy Daugherty

- Town Staff expect to have the PBID disbursement check processed within the next two weeks,
- Marketing for the Façade improvement and ADA enhancement grants will begin in February, with door-to-door notices as well as online.
- Town Staff and Mayor Pro Tem Leon filmed a segment for State of The Town featuring the Village and Village Specific Plan.
- Polymer Concepts on Manhasset hosted a groundbreaking ceremony for their 50,000 sf manufacturing facility.
- A 14-unit 16,000 sf multi-tenant commercial/industrial building is under construction on Pioneer.
- Pawnee signal coordination continues with Cal Trans. Cal Trans will install their signal and will then fund the Town's modification to the signal to make it a fully signalized, ADA accessible signal with crosswalks.
- Town Staff will meet with Chris Hitt to discuss development processes.

e) Marketing/Business Relations Update – Rosanne Weathers

- The 2026 Happy Trails Street Fair is scheduled for September 12 and we are currently seeking sponsorships for both the street fair and the car show. Marketing materials are currently being created and will be presented to the Marketing Committee when appropriate.
- A draft of an ARGP flyer for a mailing has been included with this month's board packet. The board has requested edits so those changes will be made.
- PBID needs an updated mailing list that includes new and current owners only.
- Instagram Followers are up 2,460 (2,382 +78)
- Facebook Followers are up 3,552 (3,500 +52)
- The current marketing contract with Rosanne Weathers will expire on January 31, 2026. If renewed, the new contract period would be from 2/1/26 to 1/31/27.

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

Board member Tinsley has asked to be notified in a timely manner regarding and project applications and progress therein in order that the board can be better informed.

V. Suggested Items for the Next Agenda

Choose new board positions

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 December 17, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Approval of Treasurer's Report December 2025

Recommendation:

Approve the subject Treasurers Report as part of the consent agenda.

Motion to approve Minutes and Treasurers Reports: Board Member Tinsley

Second- Board Member Gilmore

Minutes Unanimously approved.

Treasurers reports Unanimously approved.

VII. NEW BOARD BUSINESS

Approval of Marketing Contract with Rosanne Weathers 2/1/2026-1/31/2027

Recommendation:

Motion to approve Marketing Contract for 1 year: Board Member Merrell

Second- Board Member Tinsley

Marketing Contract Renewal Unanimously approved.

2026 Board Election Results-

Vice Chair Kelley, Board Member Gilmore and Board Member Tinsley have been re-Elected to serve new 3 year (2026-2028) terms on the PBID Board of Directors.

Motion to approve re-elected Board members: Board Member Merrell

Second- Chairman Cusack

Re-Elected Board Members Unanimously approved.

VII. BOARD COMMENTS

Chairman Cusack

VIII. ADJOURNMENT:

Chairman Cusack

Motion to adjourn: Board Member Gilmore

Seconded: Board Member Tinsley

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

Next meeting is on February 21, 2026 9:00 a.m. at the Town of Apple Valley Council Chambers.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

Chairman Cusack