

Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 18, 2026

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AV Village PBID at 9:04am

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; Board Member Hitt

Absent: Board Member Nassif

III. PUBLIC COMMENTS:

No public comments

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board member Hitt Has ordered the metal art pieces to be installed and will keep the board updated on the progress of the project as far as delivery and installation.

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 (Lindy Daugherty) provided the following updates:

- The commercial grant program for façade and ADA improvements is launching, with marketing rolling out in the coming days.
- The Powhattan sidewalk project is continuing through the design phase.
- State of the Town will be taking place today, with a segment highlighting opportunities and growth in the Village.
- The town issued the annual check disbursement to the PBID
- A building permit was issued for Polymer Concepts.

e) Marketing/Business Relations Update – Rosanne Weathers

- Instagram Followers are up 2,485 (2,460 +25)
- Facebook Followers are up 3,552 (3,552 +0)
- Ongoing planning continues for both the 2026 Street Fair and 2026 Christmas in the Village.

- The next E-Newsletter will go out at the end of March.

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

No update

V. Suggested Items for the Next Agenda

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 January 21, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Approval of Treasurer’s Report January 2025

Recommendation:

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

Motion to approve Minutes and Treasurers Reports: Board Member Hitt

Second- Board Member Gilmore

Minutes Unanimously approved.

Treasurers reports Unanimously approved.

VII. NEW BOARD BUSINESS

2026 Elected Board Member Positions-

Vice Chair Kelley, Board Member Gilmore and Board Member Tinsley having all been re-Elected to serve new 3 year (2026-2028) terms on the PBID Board of Directors, will continue on in their past positions as will all of the existing Board Members.

Motion to approve: Chairman Cusack

Second- Chairman Hitt

Board Member Positions Unanimously approved.

VII. BOARD COMMENTS

Chairman Cusack

VIII. ADJOURNMENT:

Chairman Cusack

Motion to adjourn: Board Member Merrill

Seconded: Board Member Gilmore

Motion unanimously carried to adjourn the meeting at 9:34 am.

Next meeting is on March 18, 2026 9:00 a.m. at the Town of Apple Valley Council Chambers.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

Chairman Cusack