

**Apple Valley Village**  
**Property Business Improvement District**  
**Board Meeting**  
**Minutes – October 15, 2025**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AV Village PBID at 9:05am

**II. ROLL CALL:**

Roll calls were taken with the following Board Members present.

**Present:** Chairman Cusack, Vice Chair Kelley; Board Member Nassif; Board Member Gilmore; Board Member Tinsley; Board Member Merrell

**Absent:** Board Member Hitt

**III. PUBLIC COMMENTS:**

No public comments

**IV. Committee Updates**

**a) Status update: Landscape – Chris Hitt**

Chairman Cusack reported on Board Member Hitt's behalf that new Christmas In The Village banners will be ordered for the street light poles in the Village.

**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 the upcoming Christmas in the Village event. We are still debriefing from the Parade and Street Fair and awards and cash prizes for the 2025 Parade were given out at last night's Town Council meeting.

**d) Town of Apple Valley Update**

Rich from the TOAV updated us on the Caltrans Hwy 18/ Pawnee Signal project. As a component of that project there will be pedestrian access across Hwy 18 added but no completion date was given. Rich also shared that The Veterans Monument will officially open on November 11, 2025.

**e) Marketing/Business Relations Update – Rosanne Weathers**

Rosanne updated the board on the planning for the December 6<sup>th</sup> Christmas in the Village Holiday Market, social media growth and the upcoming E-Newsletter and the Holiday Business Decorating contest that will run through the Month of December.

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

There are some modifications being made to the Specific Plan that will allow Village Business growth.

## **V. Suggested Items for the Next Agenda**

A nominating committee needs to be formed for the upcoming PBID Board election in December.

## **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 September 17, 2025**

#### **Recommendation:**

Approve the subject minutes as part of the consent agenda.

### **Approval of Treasurer's Report – September 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 Tinsley

*Minutes Unanimously approved.*

*Treasurers report Unanimously approved.*

## **VII. NEW BOARD BUSINESS**

No new business

## **VII. BOARD COMMENTS**

Chairman Cusack

## **VIII. ADJOURNMENT:**

Chairman Cusack

***Motion to adjourn: Board Member Gilmore***

***Seconded: Board Member Nassif***

Motion unanimously carried to adjourn the meeting at 9:30 am.

Next meeting is on November 19, 2025 9:00 a.m. at the Town of Apple Valley Council Chambers.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

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Chairman Cusack