

Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – December 17, 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, Vice Chair Kelley; Board Member Nassif; Board Member Hitt; Board Member Gilmore; Board Member Tinsley; Board Member Merrell

Absent: N/A

III. PUBLIC COMMENTS:

No public comments

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board member Hitt will be ordering new Banners for Halloween and Thanksgiving and is considering new iron sculpture designs sent to him by Board Member Kelley.

b) Status Update: Budget – Donna Gilmore

No Update

c) Status Update: Marketing – Scott Nassif

Board Member Nassif reported that the Marketing meeting that was scheduled for December had to be cancelled due to scheduling issues.

d) Town of Apple Valley Update-Lindy Daugherty

- A new Town Manager, Todd Bodem, started this month, with outgoing Town Manager Doug Robertson departing at the end of month.
- Assistant Town Manager Orlando Acevedo is no longer with the town and Silvia Urenda has been appointed Interim Deputy Director of Economic Development and Housing. Silvia completes the Village sidewalk project and is rolling out the new façade and ADA improvement grant program for businesses in the Village in January.
- The new planning director, David Contreras, met with town management to give an overview of the specific plan and the different districts within the plan that each have different design standards and permitted uses. Recently there has been proposed major automotive in district one, which does not allow for major automotive. The PBID and Town management will continue to explore possible amendments to the specific plan.
- Economic Development and Planning formed a team to support development in the Village, with a dedicated planner knowledgeable on the Village Specific plan, to assist businesses and developers.

- I have changed roles in the town, from executive assistant to the assistant town manager to administrative analyst, giving me a broader scope that allows me to work with our developers, contractors, and business owners and review and improve our processes.

e) Marketing/Business Relations Update – Rosanne Weathers

- Rosanne updated the board on the December 6th Christmas in the Village Holiday Market and thanked Sciens Apple Valley Communications Division for their Sponsorship, Kelley’s Underground Construction and Hitt Plumbing for their generous equipment donations for the event and the Apple Valley Moose Lodge for their \$1,000 toy donation for the AV Police Activities League. Next Years event will be on 12/5/2026 with the location and time TBD.
- Instagram followers are up by 145/Facebook followers are up by 111
- The current marketing contract will expire on January 31, 2026 so the board will vote at the January 2026 meeting on renewing the agreement between Rosanne Weathers and PBID.
- **Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley**
No update

V. Suggested Items for the Next Agenda

PBID Board Election.

Marketing contract renewal

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 October 15, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Approval of Treasurer’s Reports – October & November 2025

Recommendation:

Approve the subject minutes 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

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 9:43 am.

Next meeting is on January 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