

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

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 Tinsley; Board Member Merrell;
Board Member Hitt

Absent: Chairman Cusack; Board Member Gilmore

III. PUBLIC COMMENTS:

Amber Tromble of the Apple Valley Rotary Club is interested in collaborating with PBID to develop a “Taste of The Village” event for 2027. A marketing meeting will be scheduled to explore the details and needs for the potential project.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

The 10 decorative Rusted Joshua Trees have arrived, and planning has begun for their installation in the Village. Board Members Hitt and Kelley will identify the locations for each installation.

b) Status Update: Budget – Donna Gilmore

Not Present

c) Status Update: Marketing – Scott Nassif

Board Member Nassif shared additional information and history of past plans for “A Taste of The Village” and the potential for adding other elements to the event.

The future marketing meetings may be moved to a different day pending approval of all involved.

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

- Economic Development department is gathering information to market vacant properties in the Village.
- The façade and ADA improvement grant applications are currently in review.
- Powhattan Rd sidewalk project- SW Gas is relocating their above ground pipes to central road. Design is 95% complete.
- Public Works needs to have the irrigation repaired for the damaged monument sign. The PBID needs to determine if they want to repair the entire structure, or just the irrigation. The contractors’ bids for the project need to be re-submitted as it has been determined that the scope of work was not accurately presented to each contractor therefore the bids cannot be fairly compared. Chris Hitt stated he will update us. The board requested

information on whether insurance claims were filed or claims for restitution were pursued. Town staff will consult with Government Services and will provide an answer.

e) Marketing/Business Relations Update – Rosanne Weathers

- Social Media updates
- Website update
- Street Fair/Car Show Update
- E-Newsletter Update
- 2026 Mixer Plans were discussed and will be discussed at the next Marketing meeting.

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

No update

V. Suggested Items for the Next Agenda

None

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 February 18, 2025

Recommendation:

Approve the subject minutes as part of the consent agenda.

Approval of Treasurer’s Report February 2025

Recommendation:

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

Motion to approve Minutes and Treasurers Reports: Board Member Nassif

Minutes Unanimously approved.

Treasurers reports Unanimously approved.

VII. NEW BOARD BUSINESS

No New Business

VII. BOARD COMMENTS

None

VIII. ADJOURNMENT:

Vice Chair Kelley

Motion to adjourn: Board Member Nassif

Seconded: Board Member Hitt

Motion unanimously carried to adjourn the meeting at 9:44 am.

Next meeting is on April 15, 2026 9:00 a.m. at the Town of Apple Valley Council Chambers.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

Vice Chair Kelley