

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes May 13, 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 Nassif; Board Member Hitt; Board Member Tinsley

Absent: Board Member Merrell

III. PUBLIC COMMENTS:

Community Member Paul Bolding has offered his expertise as an Artist if The Village PBID has any upcoming need for his talents. His resume was provided and will also be shared with Sara from TOAV.

IV. Committee Updates

- **Status update: Landscape – Chris Hitt**

Board Member Hitt is researching vendors to provide a higher quality banner material as the previous banners very quickly deteriorated and need to be replaced. Several kiosk signs have been rehabbed and Board Member Gilmore has indicated that one side of High Desert Hydroponics Kiosk sign still needs to be addressed. Board member Tinsley expressed his interest in working with Board member Hitt on procuring more art pieces for the Village.

- **Status Update: Budget – Donna Gilmore**

No Update.

- **Status Update: Marketing – Scott Nassif**

- Board Member Nassif shared information on this morning's Marketing Meeting which included updates on the upcoming Street Fair and some preliminary discussions on the new 2027 Event "A Taste of The Village!". Board Member Nassif will reach out to The Rotary Club of Apple Valley to schedule the first planning meeting for the event.

- Future marketing meetings are now occurring 1 hour prior to the PBID Board meetings. Locations may change each month.

- **Status Update: Town of Apple Valley Update-Lindy Daugherty**
- Lindy suggested to pass on Community Member Paul Bolding’s contact information to Sara Kreig (TOAV) as she has worked on many public art projects within Apple Valley.
- The Powhattan sidewalk project is ongoing but is almost complete. It was determined that there was a shortfall on grant funding so the grant writer is applying for another 1 Million Dollar Grant to complete the project.
- Town staff will be attending ICSC in Las Vegas on Wednesday 5/20/26 where they will meet with retailers, brokers and developers and other cities. They will be showcasing vacant and available properties in the Village as a part of their schedule.
- Polymer Concepts is going well. They have up righted all their tilt up walls and their project is ongoing.
- The TOAV is meeting with Donna to finalize some items on the budget.
- There is a property on Powhattan that is currently listed for sale and the brokers will be contacted to help if needed in marketing that property.
- **Marketing/Business Relations Update – Rosanne Weathers**
 - Social Media updates-Platform numbers continue to grow.
 - Applications go “Live” on June 1st, 2026 for the 2026 Street Fair. Fees will increase by \$5 to new vendors and returning vendors will pay the 2025 rate of \$45.00. Debbie Rivera and Sarah Kreig from TOAV have been invited to the next Marketing meeting on 6/17/2026 at 8am to begin planning for the next event.
 - Next E-Newsletter Update-June 1st
 - 2027 “Taste of The Village” meeting will be scheduled with The Rotary Club of Apple Valley.
- **Status Update: Specific Plan Committee – Bob Tinsley & Jennifer Kelley**

Board member Tinsley expressed a desire to better market the Polymer Concepts building project and says that he believes that the amount of jobs coming to the village as a result of that project should be a highlight talking point. Board member Tinsley asked for and was given an update from Board Member Hitt regarding the repair bids on the Monument sign that was damaged by a vehicle last month. The irrigation has been turned on to prevent vegetation loss. Board Member Hit approved a quote from Briteview for the repairs to be made on the valves. Electrical, solar and rock replacement remain outstanding as Shannon from Conco and Board Member Hit have yet to meet to discuss completion.

V. Suggested Items for the Next Agenda

- **New Budget-July 1, 2026-June 30, 2027**

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 March 18 and April 15, 2026

Recommendation:

Approve the subject minutes as part of the consent agenda.

Approval of Treasurer's Report for April 2026

Recommendation:

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

Motion to approve Minutes & Treasurers Report: Board Member Hitt

2nd Board Member Nassif

Minutes and Treasurers report Unanimously approved.

VII. NEW BOARD BUSINESS

- **5% Tax Assessment Increase**

Approve the 5% Tax assessment Increase for the new tax year to be used for Village aesthetic improvements and to cover overhead cost increases.

Motion to approve: Board Member Nassif

2nd Board Member Hitt

Motion passes. Vote to approve is 5-1 with Board Member Gilmore voting Nay.

- **Proposed 2026-2027 Budget**

Board Member Gilmore has presented her proposed budget for the term 2026-2027 and the Board has indicated where changes should be made. The Board will vote on the budget at its next meeting pending the suggested edits.

VII. BOARD COMMENTS

None

VIII. ADJOURNMENT:

Motion to adjourn: Board Member Gilmore

Seconded: Board Member Nassif

Motion unanimously carried to adjourn the meeting at 9:29 am.

Next meeting is on June 17, 2026 9:00 a.m. at the Town of Apple Valley Council Chambers.

Respectfully Submitted

Rosanne Weathers

Marketing/Business Relations Consultant

Approved:

Chairman Cusack