

**Apple Valley Village Property-Owners Business Improvement District  
P.O. Box 1044  
Apple Valley, Calif. 92307**

**Phone: 760-810-9856**

**Fax: 760-240-7685**

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**MEETING AGENDA**

**Thursday, October 22, 2015**

PUBLIC PARTICIPATION IS INVITED. Any member of the public may speak on any matter within the subject matter jurisdiction of the Board. If you wish to be heard on any item on the Regular Meeting agenda, including matters not on the agenda but within the subject matter jurisdiction of the Board, please so indicate by filling out a **REQUEST TO SPEAK** form and give to the Board Secretary at the beginning of the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Board may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3. Public Comments are *suggested to be* limited to three (3) minutes per speaker.

*The Board recognizes its obligation to provide equal access to those individuals with disabilities. Please contact the Board Secretary at (760) 810-9856 two working days prior to the scheduled meeting for any requests for reasonable accommodations.*

*Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet will be made available for public inspection.*

**Meeting Location:** MWA  
13846 Conference Center Drive  
Apple Valley, CA 92307-4377

**Time:** 10:00 a.m.

**CLOSED SESSION: SIGNATURE EVENTS DISCUSSION**

**CALL TO ORDER: Chairman Robinson**

**ROLL CALL:**

Board Members: Gilmore\_\_\_\_\_, Hitt\_\_\_\_\_, Chairman Robinson\_\_\_\_\_, Cambridge\_\_\_\_\_,  
Nassif\_\_\_\_\_, Cusack\_\_\_\_\_.

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THE AGENDA)

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## PUBLIC COMMENTS

### 1. COMMITTEE UPDATES

- A. **Status Update: Landscape Committee - Chris Hitt**  
**Recommendation:**  
Information only
- B. **Status Update: Budget Committee – Donna Gilmore**  
**Recommendation:**  
Information only
- C. **Status Update: Marketing Committee – Scott Nassif**  
**Recommendation:**  
Information Only
- D. **Suggested items for next agenda**

### 2. CONSENT AGENDA ITEMS:

Recommendation: Adopt all items listed below on the Consent Agenda in one motion. The Consent Agenda is composed of routine non-controversial items of business and will be adopted in whole in one motion.

- A. **Approval of Minutes of August 19, 2015**  
**Recommendation:**  
Approve the subject minutes as part of the consent agenda
- B. **Approval of Minutes of August 24, 2015**  
**Recommendation:**  
Approve the subject minutes as part of the consent agenda
- C. **Treasurer’s Report – August 2015**  
**Recommendation:**  
Approve the subject treasurer’s report as part of the consent agenda
- D. **Treasurer’s Report – September 2015**  
**Recommendation:**  
Approve the subject treasurer’s report as part of the consent agenda

### 3. NEW BOARD BUSINESS

- A. **Parade Review**
- B. **PBID Schedule – For the remainder of the year**
- C. **RFP**
- D. **Nominating Committee**

**E. PBID Mailing List and Database Update**

4. **BOARD COMMENTS:** Chairman Robinson
5. **ADJOURNMENT:** Chairman Robinson

**Next meeting is on Wednesday, November 18, 2015 at Mojave Water Agency, 9:00 a.m. located at 13846 Conference Center, Apple Valley CA.**

**APPLE VALLEY VILLAGE PBID  
REVENUE & EXPENDITURE REPORT  
CHECKING ACCOUNT AT CITIZENS BUSINESS BANK  
FOR THE MONTH ENDING SEPTEMBER 30, 2015**

**REVENUES**

<b>Kiosk Sign Renewal</b>	<b>\$ 175.00</b>
<b>Transfer of funds</b>	<b>25,000.00</b>

**EXPENDITURES**

<b>Administrative Consultant (Brett Savage)</b>	<b>\$ 1,500.00</b>
<b>Banners/Signage (Chris Hitt banner change)</b>	<b>200.00</b>
<b>Banners/Signage (Naminit 4 U)</b>	<b>1,069.20</b>
<b>Consultant (Ed Henning)</b>	<b>500.00</b>
<b>Marketing (AV Chamber of Commerce 7/1 to 8/24)</b>	<b>1,000.00</b>
<b>Marketing (Town Of Apple Valley Parade Insurance)</b>	<b>306.00</b>
<b>Marketing (KFRG-FM)</b>	<b>3,100.00</b>
<b>Marketing (Angelique Johnson)</b>	<b>750.00</b>
<b>Marketing (Daily Press)</b>	<b>600.00</b>
<b>Marketing (LoveMedia Group)</b>	<b>495.00</b>
<b>Marketing (El Dorado Broadcasting)</b>	<b>6,000.00</b>
<b>Marketing (Mojave Copy)</b>	<b>179.27</b>
<b>Marketing (A1 Portables)</b>	<b>705.00</b>
<b>Marketing (Groovelabs)</b>	<b>2,072.00</b>
<b>Marketing (Victor Valley Chamber)</b>	<b>50.00</b>
<b>Small Office Supplies (Donna Gilmore)</b>	<b>15.99</b>
<b>Landscaping (AV Ranchos)</b>	<b>59.78</b>
<b>Landscaping (SCE)</b>	<b>53.90</b>
<b>Meeting Refreshments (Donna Gilmore)</b>	<b>5.96</b>
<b>Phone (Verizon)</b>	<b>50.19</b>
<b>Total Expense</b>	<b>\$ 18,712.29</b>

**CHECKING ACCOUNT BALANCE AS OF 9-30-15 \$ 61,570.30**

**SAVINGS ACCOUNT WITH ING**

**Balance as of 9-30-15 interest .40% (\$178.36) \$531,143.97**

**ASSESSMENT MONEY HELD BY TOWN**

**As of 5-31-15**

**\$518,991.21**

**Respectfully submitted  
Donna Gilmore  
Treasurer  
Apple Valley Village PBID**

**APPLE VALLEY VILLAGE PBID  
REVENUE & EXPENDITURE REPORT  
FOR THE QUARTER ENDING SEPTEMBER 30, 2015**

**REVENUES**

<b>Kiosk Signs</b>			<b><u>700.00</u></b>
	<b>Total Income</b>	<b>\$</b>	<b>700.00</b>

**EXPENDITURES**

<b>Administrative Consultant (Brett Savage)</b>	<b>\$ 4,500.00</b>
<b>Consultant Services (Ed Henning)</b>	<b>500.00</b>
<b>Legal/Accounting (BB &amp; K)</b>	<b>1,326.97</b>
<b>Marketing (Angelique Johnson)</b>	<b>3,950.00</b>
<b>Marketing (Love Media Group)</b>	<b>990.00</b>
<b>Marketing (Daily Press)</b>	<b>1,950.00</b>
<b>Marketing (AV Chamber)</b>	<b>1,000.00</b>
<b>Marketing (Mojave Copy-Mixer Invites&amp;newspaper design)</b>	<b>1,112.81</b>
<b>Marketing (Las Brisas-Mixer)</b>	<b>344.09</b>
<b>Marketing (Arrowhead Advertising-radio production)</b>	<b>850.00</b>
<b>Marketing (High Desert Comm Foundation-Maps)</b>	<b>1,025.00</b>
<b>Marketing (El Dorado Broadcasters-radio ads)</b>	<b>6,000.00</b>
<b>Marketing (KFRG-radio ads)</b>	<b>3,100.00</b>
<b>Marketing (Town of Apple Valley-parade insurance)</b>	<b>306.00</b>
<b>Marketing (A-1 Portables-parade toilets)</b>	<b>705.00</b>
<b>Marketing (Groovelabs-parade sound system)</b>	<b>2,072.00</b>
<b>Marketing (Victor Valley Chamber-ads)</b>	<b>50.00</b>
<b>Meeting Refreshments (Donna Gilmore)</b>	<b>17.89</b>

<b>Banners/Signage (Namingit 4 U)</b>	<b>1,705.86</b>
<b>Median Electric</b>	<b>158.24</b>
<b>Median Water</b>	<b>114.01</b>
<b>Reimbursement Banners/Signage (Chris Hitt)</b>	<b>200.00</b>
<b>Small Office Supplies (Donna Gilmore)</b>	<b>15.99</b>
<b>Phone (Verizon)</b>	<b><u>150.07</u></b>
<b>Total Expense</b>	<b>\$ 32,144.02</b>

<b>Checking Account Balance 9-30-15</b>	<b>\$ 61,570.30</b>
<b>Savings Account Balance 9-30-15</b>	<b>\$531,143.97</b>

**Respectfully submitted**  
**Donna Gilmore**  
**Treasurer**  
**Apple Valley Village PBID**