

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – October 15, 2014**

**I. CALL TO ORDER:**

Vice-Chairman Collingsworth called the meeting to order of the AVVPBID at 9:03a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Robinson; Vice-Chairman Collingsworth; Nassif; Hitt

**Absent:** Gilmore; Chairman Cusack; Past Chairman Cambridge

**III. Public Comments:**

Kim Scully stated that she completed the project within her property with concern to her parking lot. She inquired about her ARGP application and whether it was approved or not.

**IV. Committee Updates**

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

Board Member Hitt stated that he met with Charles this past month. He will be convening a Landscape committee meeting with the new landscape architect. All of the kiosk signs are completed besides the top of the signs. The new kiosk sign vendor is called Naming it For You. Hitt also provided the board members with an updated map of the kiosk signs within the Village.

**b) Status Update: Budget – Donna Gilmore**

Vice-Chairman Collingsworth stated that there are no new updates.

**c) Status Update: Marketing – Scott Nassif**

Board Member Nassif stated that he received the supporting documents and paperwork with regards to Scully's ARGP application.

Motion by Vice-Chairman Collingsworth and second by Board Member Robinson to approve Kim Scully's ARGP application for the amount of \$1,942.00

**ROLL CALL VOTE:**

Board Members: Vice-Collingsworth \_\_\_Y\_\_\_, Gilmore \_\_\_NP\_\_\_, Hitt \_\_\_Y\_\_\_, Robinson \_\_\_Y\_\_\_ Past Chairman Cambridge \_\_\_NP\_\_\_, Nassif \_\_\_Y\_\_\_, Chairman Cusack \_\_\_NP\_\_\_.

**Vote:** 4-0-3

Board Member Nassif stated there was a marketing committee last week where the committee discussed a special event(s) for the Village with Angelique from Signature Events.

Angelique presented the board with a proposal of consulting services, which included two Christmas 2014 proposals, Spring 2015, Fall 2015, and four others. For the first 90 days the consulting fees would be \$1500 per month and decrease to \$750 after. This would include: attending meetings as needed to meet goals, coordinating marketing/advertising, liaison to the Board and other participating agents/owners/vendors/merchants.

Board Member Robinson asked if Angelique has had any past experience with organizing such events or references. Angelique responded that she has been working with The Auto Park at the Valley Center, which is comprised of seven care dealerships. She does all the marketing and promotions along with their administrative work.

Board Member Nassif stated that the prospects for a Christmas event is looking good and a Marketing Committee should be convened soon with Treasurer Gilmore in attendance.

**d) Suggested items for next agenda**

No new suggested items.

**V. 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.

**a) Approval of Minutes of September 17, 2014.**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b) Treasurer's Report – Month of September, 2014**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Nassif and second by Board Member Hitt to approve items a and b.  
The motion passed unanimously.

**VI. NEW BOARD BUSSINESS**

**a) Chamber of Commerce Update**

Nyeka from the Chamber of Commerce stated she stated that they updated the village website along with the Facebook and Twitter. The constant contact was sent out every Wednesday. The Newsletter items will be sent to Nassif and Cusack. There are 681 "likes" on the Facebook page. The constant contact goes out to 425 individuals.

**VII. Board Comments**

No board comments.

**VIII. ADJOURNMENT:**

Vice-Chairman Collingsworth motioned to adjourn and second by Board member Hitt. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:45 a.m. to the next meeting of November 20, 2014 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

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Brett Savage  
Administrative Consultant

Approved:

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Vice-Chairman Collingsworth