

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – November 20, 2014**

I. CALL TO ORDER:

Vice-Chairman Collingsworth called the meeting to order of the AVVPBID at 9:04a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Robinson; Vice-Chairman Collingsworth; Gilmore; Hitt

Absent: Nassif; Chairman Cusack; Past Chairman Cambridge

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that all the kiosk sign are up and that the Chamber will be managing the kiosk signs. Board Member Robinson stated that he would be happy to move the signs that need to be changed. There will be a meeting between the Chamber, Board Member Hitt and Robinson next Monday. Board Member Hitt ordered 22 new banners for the holidays that have Santa Clause on it. There will be the generic "Welcome to the Village" banner then a holiday banner, so every other banner will be a holiday one. There are a few businesses that are behind in their payments for the kiosk sign and letters have been sent stating that if the payment is not paid in 10 days the sign will be taken down.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she met with Orlando from the Town, but nothing new to update.

c) Status Update: Marketing – Scott Nassif

Angelique stated that she met with Nyeka and Janice last week to talk about the Village current marketing and advertisement campaigns. The pole décor will not be able to me implemented this holiday for the reason that the pole vendor would not be able to produce the amount wreaths needed. Nassif is hoping to be in

contact with So Cal Edison to arrange for the possibility of some of the pole decorations to be lighted during the holidays. A jump page will be placed within the Village website to help let consumers know which retail stores are located within the Village. A 50% reimbursement for holiday window painting, up to \$100, will be advertised within the new newsletter. There is a possibility of a mixer between merchant and owners in February but the details are not complete yet.

Sherriff Cunningham from the Apple Valley Police Department gave the following statistics regarding the patrols within the Village from September and October. Some of the numbers might be skewed lower for the reason that there are 8 new deputies at the Apple Valley station. Some of the new deputies made traffic stops or pedestrian checks without calling in the incident so then in turn the stats were never reported. Cunningham stated that this problem would be corrected.

September 2014

Business Contacts-13
Ped Checks/SS-1
Arrests-0
Traffic Stops-0
Security Assess/Area check-0
Vandalisms-0
Graffiti-0
Investigations-0
Follow Up-0
Gang Card-0
Bike Checks-0
Alarm Calls-0
Extra Patrol the area-4
Vehicle Checks-0
Shift Hours-16.44

October 2014

Business Contacts-8
Ped Checks/SS-4
Arrests-3
Traffic Stops-6
Security Assess/Area check-0
Vandalisms-0
Graffiti-0
Investigations-0
Follow Up-0
Gang Card-0
Bike Checks-0

Alarm Calls-3
Extra Patrol the area-11
Vehicle Checks-0
Shift Hours-32.00

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 October 15, 2014.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of October 15, 2014

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Robinson and second by Board Member Hitt to place items a and b on next months agenda.
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. She stated that she sent out via mail all of the kiosk sign renewals for the individuals who have not yet paid. There is a new kiosk sign application by Smoke Club 21. She also met with Angelique as discussed earlier. There are 688 "likes" on the Facebook page. There are a total of 181 reached followers on the Facebook page.

b) Nominating Committee Update

Treasurer Gilmore stated that she has received 13 ballots back out of the approximate 200 ballots sent out. The ballots must be postmarked before December 6, 2014. She will count the vote with the Town after all the ballots have been received.

VII. Board Comments

Vice-Chairman Collingsworth congratulated Town Council member Curt Emick on his reelection campaign.

VIII. ADJOURNMENT:

Vice-Chairman Collingsworth motioned to adjourn and second by Treasurer Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:30 a.m. to the next meeting of December 10, 2014 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Vice-Chairman Collingsworth