

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – December 10, 2014**

**I. CALL TO ORDER:**

Vice-Chairman Collingsworth called the meeting to order of the AVVPBID at 9:00a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Robinson; Vice-Chairman Collingsworth; Gilmore; Hitt; Past Chairman Cambridge; Nassif

**Absent:** Chairman Cusack

**III. Public Comments:**

Barbara had an inquiry regarding the funds held by the town and the PBID.

Treasurer Gilmore stated that the Town holds \$600,000. The savings account is held by the PBID. The total estimated funds are approximately 1.3 million between the Town and the PBID.

**IV. Committee Updates**

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

Board Member Hitt stated that he has been playing phone tag with the new landscape architect with regards to setting up a meeting to discuss the outer Highway 18 drainage. Everything thing that has been completed has been paid for. There is the possibility of utilizing grants similar to the landscape project.

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

Treasurer Gilmore stated that she turned in all the documents to the CPA to have the end of the year audit completed as well as an extension on the tax filing date.

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

Board Member Nassif stated that he wanted to report on the contact with Signature Events (Angelique).

Angelique stated that she submitted the contract for review and approval to Board Member Nassif at the beginning of last week.

She only brought two copies but let the board members know that she would be happy to email them a copy of the contract. Her biggest focus is going to be the awareness campaign for next year. She shadowed an individual at a Christmas parade and their organization had a lot of staff. So that means the PBID will not a lot of volunteers and also heavy involvement from the town with regards to road closures, street sweeping etc. She recommends not pursuing two parades, but rather one. She does warn that participation may be low if there is a fee that is charged. She wants to put together an approximate budget after the first of the year.

Board Member Hitt asked if the Town was going to partner with the PBID for the parade. Board Member Nassif stated that he has a tentative commitment from the Town.

Angelique stated that the awareness campaign should be the number one priority and the events second.

**d) Suggested items for next agenda**

Appointment of new officers for the board.

**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 November 20, 2014.**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b) Treasurer's Report – Month of November 2014**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**c) Approval of Minutes and Treasurer's Report – Month of October 15, 2014**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Board Member Robinson to approve items a, b and c.

The motion passed unanimously.

Treasurer Gilmore abstains from item c.

**VI. NEW BOARD BUSSINESS**

**a) Kiosk Sign Update**

Vice-Chairman Collingsworth inquired about the status of the kiosk sign program. Board Member Robinson responded that they had a meeting at Hitt's place with the Chamber of Commerce and there are a few signs that still need to be made as well as move a few signs around. The delay is due to the fact the vendor for the sign company has changed.

Nyeka asked to have the proofs made for the three new kiosk signs from the new vendor. Board Member Hitt stated that he would obtain the proofs.

**b) Chamber of Commerce Update**

Nyeka from the Chamber of Commerce stated she advertised for the holiday lighting contest. There needs to be a judge for Monday and there will be pictures taken for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> and presented in the newsletter. The prizes for the holiday lighting contest will be 1<sup>st</sup>- \$300, 2<sup>nd</sup>- \$200 and 3<sup>rd</sup>- \$100. The Facebook page is almost up to 700 "likes".

**c) Nominating Committee Update - Election Results**

Treasurer Gilmore stated that she counted the ballots on December 8, 2014 and 34 ballots were returned out of the 200 ballots sent out. 20 ballots were voted on and Chris Hitt and Scott Nassif were voted in unanimously. Out of the 34 ballots returned 9 were sent back due to bad addresses. She remailed 3 of the ballots with the correct addresses. One was received back stating that the person no longer owns that property. One ballot was marked as void for the reason that the individual voted for both Nassif and Hitt but also wrote in a name meaning they voted for 3 instead of 2 as stated within the ballot.

Vice-Chairman Collingsworth stated that it is upsetting to see such a low turnout as well as bad addresses. You can no longer go on the tax assessor rolls with a parcel number and get a valid address so it may be a little difficult to obtain but it needs to be completed.

Vice-Chairman Collingsworth request that an updated mailing list be obtained whether it is from Ed Henning or other means, as long as all the property owners have the ability to vote.

Barbara offered a suggestion stating that within the ballot to have the business or association the candidate is related to printed next to their name.

**VII. Board Comments**

Past Chairman Cambridge stated that within the newsletter, or a separate document, the PBID should let the Village business owners know what goals have been completed i.e. kiosk sign, light pole banners, highway median landscape project etc. as well as the future endeavors of the Village PBID.

Board Member Robinson inquired to whether the Marketing Committee ever voted on the Signature Event contract in committee. Board Member Nassif offered the suggestion that the contract be dispersed to the board members to be ratified at next month meeting.

**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 10:12 a.m. to the next meeting of January 21, 2015 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