

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – February 17, 2016**

**I. CALL TO ORDER:**

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:** Chairman Collingsworth, Vice-Chairman Robinson; Hitt; Gilmore; Hitt; Cusack; Nassif

**Absent:** Cambridge

**III. CLOSED SESSION:**

There was no action taken during the closed session.

**IV. PUBLIC COMMENTS:**

No public comments.

**V. Committee Updates**

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

Board Member Hitt stated that he got a new contract this week, but the wording was not correct. The contract should be ready by the next meeting.

Board Member Hitt stated he will get his tractor back in a few weeks and then he will be able to rotate the banners.

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

Treasurer Gilmore stated that there was nothing to report.

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

Board Member Nassif stated the newsletter was sent out and they held a discussion on the spring mixer. The Village map was also sent out and they have been receiving feedback. He stated that he has been getting a lot of questions from other communities in regards to how successful the Village is doing.

Treasurer Gilmore stated that the Village has joined the Chamber of Commerce and will be attending the meetings.

**d) Suggested items for next agenda**

Spring Mixer Information.  
Plans for the Vacant Property on Navajo and Hwy 18.

**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.

**a)** Approval of Minutes of January 20, 2016.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b)** Treasurer's Report – Month of December 2016

**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.

**VII. NEW BOARD BUSINESS**

**a) Formation of PBID Renewal Committee**

Motion by Board Member Nassif and second by Vice-Chairman Robinson to approve the following Board Members for the PBID Renewal Committee:

Chairman Jack Collingsworth  
Treasurer Donna Gilmore  
Board Member Cusack

**ROLL CALL VOTE:**

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

**Vote:** 6-0-1

Ed Henning stated that the petitions usually take the longest for the process. Six months is a good estimate for this window of opportunity. It is a 3-step process consisting of the petitions, then voting on the renewal, and lastly it has to be approved by the Town Council. Ideally this process would be completed by June 30<sup>th</sup> of next year.

Board Member Nassif asked if any new laws have been implemented that will affect the renewal. Ed stated that there have not been any new laws that will affect the board or the process, but some that will influence his job.

There are over 250 PBIDs throughout the state and the ones that tend to fail are due to the fact that they are not delivering on their promises in regards to different projects.

**b) Plans for the Vacant Property on Navajo and Hwy 18**

Chairman Collingsworth stated that he would be in conversation with the owner and by the next meeting he will have more information.

**c) Signature Events Update**

Angelique stated the spring mixer would probably take place in May. A summer event could be June 18<sup>th</sup>, 25<sup>th</sup>, or July 16<sup>th</sup>. If they want to pursue the Grand Marshall Campaign it would kick off in July and the parade would take place during the last week in September due to the Towns schedule.

She stated that she has been working with Kenneth on the door-to-door campaign. With the door-to-door, newsletter and eBlast they should produce a better turnout for the spring mixer.

She will be moving the funds for Aprils radio advertisement to March so the board can make a decision on whether they would like to continue the funding for the radio throughout the rest of the fiscal year.

Kenneth from the Town stated that after the first Business Spotlight edition on the Brewery the Village Facebook page received over 1,000 views.

**VIII. Board Comments**

Board Member Nassif stated that he made a presentation to the service clubs that helped out during the parade and it looks like they will be on board for the next years parade.

Chairman Collingsworth wished congratulations to Brett Savage for his appointment to the Apple Valley Fire Protection District.

**IX. ADJOURNMENT:**

Treasurer Gilmore 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 10:08 a.m. to the next meeting of March 16, 2016 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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Chairman Collingsworth