

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 20, 2013**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:10a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Gilmore; Vice-Chairman Nassif; Hitt; Robinson; Chairman Cusack

Absent: Past Chairman Cambridge; Collingsworth

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Board Member Hitt stated they have began construction and there is no completion date to be announced. He stated that there has been little to none information given to him even when visiting the construction site.

Vice-Chairman Nassif and Board Member Hitt requested that a Landscape Committee be convened with Brad and Richard from the Town of Apple Valley regarding the outer highway gutters.

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated that she has received the funds from the Town of Apple Valley. She had questions regarding a bill from Project Graphics (Brett checked and the banners have already been paid in full).

c) Status Update: Marketing –Vice-Chairman Nassif

Vice-Chairmen Nassif stated that there were 2 kiosk signs that were not owned by the PBID nor the Town of Apple Valley within the Village. Orlando contacted the owners of the kiosk signs and they stated that they would be willing to allot their locations for new PBID kiosk signs. One kiosk sign has been removed and they are waiting for the second. Board Member Hitt has constructed a new

kiosk sign map and will be dispersing amongst the members as they plan for new kiosk sign locations. There has been a lot of compliments regarding the new light pole banners.

d) Suggested items for next agenda

Vice-Chairman Nassif requested for a report from the Landscape Committee regarding the outer highway gutters and a report from the Sheriffs Department.

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 December 5, 2012.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of December, 2012

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

c) Treasurer's Report – Month of January, 2013

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Vice-Chairman Nassif and seconded by Board Member Hitt approve consent agenda items a, b, and c.

Vote: 5-0-2

Motion carried

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Update

Janice from the Chamber of Commerce stated that the Village website has been converted to format mobile applications. She stated that after a quarter they have discounted the radio ads due to price and ineffectiveness. Possibly the funds from the ads could be used for merchant support. They have begun using Constant Contact as a method to continue outreach and communication between the PBID board and the business/property owners. There

were 2 Village PBID websites running, but recently applevalleyvillage.com (opposing website) went down.

Nyeka from the Chamber of Commerce stated that she updated the Village website, added the calendar events, and added more pictures. Angels Road House no longer exists and their kiosk sign will be taken down. Facebook has reached over 513 Likes as of January. They have received 2 new kiosk signs applications: Pet Partners and Count on us Cleaning. She also has an update list regarding the balances of the business that have kiosk signs. She will be working on the first 2013 Newsletter and a merchant Google map. It will have the boundaries of the merchants in the Village. She is formulating a Constant Contact list and the Village website is now compatible with cell phones.

b) PBID Officer Appointments

Motion by Board Member Robinson and seconded by Vice-Chairman Nassif to nominate the 2012 PBID officers for 2013.

ROLL CALL VOTE:

Board Members: Collingsworth __A__, Gilmore __Y__, Hitt __Y__, Robinson __Y__, Past Chairman Cambridge __A__, Vice Chairman Nassif __Y__, Chairman Cusack __Y__.

Vote: 5-0-2
Motion carried

VII. BOARD COMMENTS:

Board Member Robinson stated that he is in the process of removing the kiosk signs of businesses that no longer exists, but fell ill. He will finish the job when he regains his health.

Chairman Cusack stated he his happy to see the kiosk signs up, along with the new banners.

VIII. ADJOURNMENT:

Board Member Hitt motioned to adjourn and second by Vice-Chairman Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:39 a.m. to the next meeting of March 20, 2012 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack