

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – March 16, 2016**

**I. CALL TO ORDER:**

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

**Absent:** Hitt

**III. PUBLIC COMMENTS:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt was absent and Chairman Collingsworth gave his report. Merrell Johnson is providing the PBID with several scopes of the different aspects of the project. Board Member Hitt will be bringing these to the next meeting.

Board Member Cambridge stated that during the meeting they discussed the long-term future of the interstate with traffic and drainage flow. They want to bring a 5-10 year plan of how to mitigate the water problems especially with the possibility of a new cross-town freeway.

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

Treasurer Gilmore stated that she has been working on the budget, but has yet to get input from the Marketing Committee. The budget will be voted on during April's meeting.

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

Board Member Nassif stated the committee had been working on their budget proposal. The committee chose the date of October 1, 2016 for the parade. They have a tentative date of May 17, 2016 for the spring mixer. There is a tentative date of July 16,

2016 for a July street fair. They are going to continue to workout the details of the street fair later this month.

**d) Status Update: PBID Renewal – Larry Cusack**

Board Member Cusack stated they had a meeting and had a good discussion.

Ed Henning stated that their committee meeting comprised of Collingsworth, Cusack, Gilmore and Orlando from the Town. Treasurer Gilmore was elected the chair of the committee.

They started off looking at the renewal process of 2012. This time the PBID is ahead of the schedule as compared to the renewal process in 2012. Henning is hoping to have the management plan completed by June or July of this year. This has to be completed before the petition phase can start.

There are both pros and cons of having a 5 or 10-year renewal plan. Henning and the committee recommendation is to go forward with a 5-year renewal. It looks as if that the boundaries may be smoothed out around the area of Central Rd on the eastside. The plan is to keep the budget as is it stands with a \$200,000 assessment and will make adjustments as needed once the management plan is in place.

Henning would like to attend the Landscape Committee meetings.

Henning advised not to provide any direct services to the Post Office. Orlando stated that the Town still has Code Enforcement policies that can be pursued in regards to the Post Office.

**e) Suggested items for next agenda**

2016-2017 Budget Approval.

**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 February 17, 2016.**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

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

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Nassif and second by Vice-Chairman Robinson to approve items a and b.

The motion passed unanimously.

## **VI. NEW BOARD BUSINESS**

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

Chairman Collingsworth stated that he has been talking with Neil, who is the owner of the property and was in attendance. They talked about a lease agreement with the property and different plans for the future. The plans will be brought to the board from Board Member Hitt and Bob Tinsley.

Neil is looking forward to working with the Village and the Town to get the property looking nice and productive. He does have plans for this location in the future. He would like it to be a destination spot.

### **b) Spring Mixer**

See Signature Events update below.

### **c) Signature Events Update**

Angelique stated that they are mailing out 1,900 maps to Jess Ranch. She only has 780 left over so she will have to order more. She will continue to work with Kenneth on the door-to-door campaign.

She has moved some funds as discussed earlier from the map and website so that they could do a mail piece and have the radio through June. She spoke with the Daily Press and they will be putting a flyer together in regards to shared advertisements. This is looking to get launched in April.

Kenneth stated that he conducts the Spotlight Series where he interviews a business in the Village and makes the post on all social media with the hash tag #SmallBusinessSaturday. This helps bring in more traffic and attention to the Village.

## **VII. Board Comments**

Chairman Collingsworth stated that he renewed the domain names for another 12 months. After these next 12 months the domain names will be transferred to the PBID.

Officer B. Clancy from the police department submitted the stats report for the month.

**VIII. ADJOURNMENT:**

Board Member Nassif motioned to adjourn and second by Board Member Cusack. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:09 a.m. to the next meeting of April 20, 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