

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – March 18, 2015**

**I. CALL TO ORDER:**

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:06a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

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

**Absent:** Cambridge

**III. Closed Session:**

Chairman Collingsworth stated that there was no action taken during the closed session, only a policy brief on Brown Act.

**IV. Public Comments:**

Jack Collingsworth stated that on behalf of the board of directors they would like to recognize an outstanding person, business owner, and public servant, Larry Cusack. A present was given to the former chairman for his service.

**V. Committee Updates**

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

Board Member Hitt stated that he had a meeting with the Town and everything is in order to put the new project out to bid. Brad Miller from the Town has all the drawings and renderings so the bid can be advertised.

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

Treasurer Gilmore stated that she had nothing new to report.

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

Board Member Nassif stated that he met with the Town staff with concern to the parade and the date looks as if it will be October 17, 2015. The chili cook off will possibly start an hour later so that it will not conflict with the parade. The Arrowhead Advertising

Agency will be back in the month of April to give the full board its presentation.

**d) Suggested items for next agenda**

Preparation for the upcoming budget proposal 2015-2016.  
Contract Review for Love Media.  
Chamber of Commerce Contract Review.  
The cost of kiosk signs.

**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 February 18, 2015.**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b) Treasurer's Report – Month of February 2015**

**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.

**VII. NEW BOARD BUSSINESS**

**a) Chamber of Commerce Update**

Nyeka from the Chamber of Commerce stated she updated the Village website with news and information. They added the new guidelines for the ARGP program. Facebook is at 701 "likes" and they received two new kiosk signs applications, one from an optometrist and the other BJs Health Corner. The constant contact was sent out every Wednesday. She stated that she sent out the last of the kiosk signs renewal paperwork.

**b) Signature Events Update and Contract Approval**

Angelique stated that she sent out the preliminary budget. She still hasn't been able to obtain a solid quote for the cost of the parade so she placed \$8,000 as the cost in the budget, but she does not believe that it will cost that much. The heavy cost will come from advertising and the insurance. As it stands currently the parade

route will be on the outer highway and she recommended that there be no horses due to the constricting area.

She stated that by next months board meeting she should have more numbers with regards to the budget.

She also met with Steve from Love Media Group in which they offered to do live interviews with the merchants.

Lastly, she met with Orlando and Sara from the Town to discuss the Buy Local campaign. They wanted to start their Buy Local campaign by just focusing on the Village merchants.

**c) Review of 2014-2015 PBID Budget**

Treasurer Gilmore stated that she gave all the board members an updated budget through the month of February. Out of the \$704,500.00 the PBID has spent only \$55,449.74, which leaves the PBID with \$649,050.26.

**d) Post Office**

Vice-Chairman Robinson stated that he had a meeting with the head of the post office in the Village and he agreed to take care of the trees. The represented from the post office wanted to wait until the trees bloomed so that he may be able to distinguish which trees need to be taken down. Along with taking down the dead trees the post office is asking for help from the PBID with regards to the transient problem within the area especially at night.

**VIII. Board Comments**

No board comments.

**IX. ADJOURNMENT:**

Chairman Collingsworth motioned to adjourn and second by Board Member Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:02 a.m. to the next meeting of April 15, 2015 at 9:58 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