

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – May 20, 2015**

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: Vice-Chairman Robinson; Chairman Collingsworth; Hitt; Past Chairman Cusack

Absent: Cambridge; Gilmore; Nassif

III. Public Comments:

Chris Paul spoke and stated that he does a show called "In Your Town with Chris Paul" that does television and social media advertising. He does features on local businesses within the community. His show is on Channel 33, a new local station up here in the High Desert. He has done a feature on Mama Caprino's, which now has over 8,700 views. He did state that he would be able to do a story on the Village PBID.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that he received 3 bids with concern to the Hwy 18 shoulder median project. Brad Miller from the town comprised a memo with recommendations for the bids.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore was not present, but Chairman Collingsworth stated that she had submitted the proposed 2015-2016 PBID budget.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif was not present for the meeting.

d) Suggested items for next agenda

No suggested items.

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 April 15, 2015.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of April 2015

Recommendation:

Approve the subject minutes as part of the consent agenda.

c) Approval of Minutes of April 14, 2015.

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Past Chairman Cusack to approve items a, b and c.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated she updated the Village website with news and information. The new logo has been added to the website and all social media sites. The website will now be able to link business websites from the directory to their homepage. Facebook has 10 new "likes" and with the twitter they have 119 tweets. The Chamber received one kiosk sign application this month. The constant contact has been sent out every Wednesday.

Angelique will be in charge of connecting all of the websites listed for the Village so that they may be directed to the main Village PBID website.

b) Signature Events Update and Contract Approval

Angelique stated that she has not received any feedback with concern to the radio scripts. All the board members present stated that they had not received an email with the radio scripts. Angelique stated that she would resend the email again. There are two script options, as well as male and female voices. The website is still being built at the agency, but other than that there is nothing

new to report. In regards to the parade, she still hasn't heard back from Julia. To keep on pace, the board must have a solid direction by the end of July. Sam, from Mojave Copy, may attend the next Marketing Committee meeting. She had to reschedule her meeting with the Daily Press, due to the fact they are going to have a new representative to work with the PBID. She is going to have a generic advertisement be played on KQTV (Love Media) until the new radio script is approved.

c) 2015-2016 PBID Budget Approval

Chairman Collingsworth stated that the budget must be passed this month for the reason that the Apple Valley Town Council will need enough time in the month of June to approve the 2015-2016 PBID Budget.

Chairman Collingsworth stated that the marketing portion of the budget has been increased by \$55,000. He also discussed the funds that will be allocated to the Highway 18 drainage project.

Motion by Past Chairman Cusack and second by Board Member Hitt to approve the 2015-2016 PBID Budget.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__NP__,
Vice-Chairman Robinson__Y__, Cambridge__NP__, Nassif__NP__, Past
Chairman Cusack__Y__, Hitt__Y__.

Vote: 4-0-3

d) Landscape Architect Recommendation

There were 3 bids that were received with concern to the Highway 18 shoulder median project:

David Evans and Associates- \$131,600.00
Merrell Johnson Companies- \$122,451.00
Heptagon Seven- \$299,700.00

Motion by Past Chairman Cusack and second by Board Member Hitt to approve Merrell Johnson as the Landscape Architect for the Highway 18 Shoulder Median Project, Navajo Rd to Central Rd.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y___, Gilmore__NP___,
Vice-Chairman Robinson__Y___ Cambridge__NP___, Nassif__NP___, Past
Chairman Cusack__Y___, Hitt__Y___.

Vote: 4-0-3

VII. Board Comments

Chairman Collingsworth stated that he would like to see the communication between Signature Events and the Chamber of Commerce improve. Also, he would like to see both agencies improve their communication with the board members. With such critical things transpiring for the PBID, if one does not receive the contact that they are seeking you may contact him (Chairman Collingsworth) anytime. The PBID is spending a lot of funds and the Chair would like to see this process take place smoothly.

Past Chairman Cusack agreed with Chairman Collingsworth assessment.

VIII. ADJOURNMENT:

Past Chairman Cusack motioned to adjourn and second by Vice-Chairman Robinson. 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 Jun 17, 2015 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth