

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

I. CALL TO ORDER:

Treasurer Gilmore called the meeting to order of the AVVPBID at 9:00a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Gilmore; Nassif; Cambridge; Hitt; Kelley

Absent: Chairman Collingsworth; Cusack

III. PUBLIC COMMENTS:

Kim Scully gave a prayer. She stated that she has to pay a fine to the Town for having a dispensary in her complex.

Board Member Nassif stated that he has received her ARGP application and once the Marketing Committee convenes they will review and process her application.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated he met with the landscape architect. He presented some drawings that both Board Member Hitt and Chairman Collingsworth did not agree with. There were trees in the renderings that would block the view of the merchants. One of the biggest issues is to keep the dirt from the ditch near highway 18. They are in the works of coming up with new renderings.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she met with Orlando from the Town to go over the year-end expenses. A report was given to the Board Members. She also made a report for the expenses dealing with the Street Fair.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that they are in full parade mode. They are getting the logistic narrowed down and having the volunteers sign up. They are looking to expand the sponsorship part of the fundraising and the title sponsor would be the Grand

Marshall. The Grand Marshall campaign did not gain a lot of traction so they are opting to pursue the sponsorship route. The material for the parade is being sent out and dispersed amongst the community.

d) Status Update: PBID Renewal – Donna Gilmore

Treasurer Gilmore stated that Ed Henning was not able to make the meeting due to his commute through the wild fire areas. There have not been any meetings since last month. Ed and Treasurer Gilmore have been working on the budget for 2017-2018.

e) 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 July 20, 2016.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of July 2016

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Cambridge and second by Board Member Nassif to approve items a and b.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Boundary Signs for the Village

A Village sign similar to the one as if someone was coming from Victorville area might be placed near the Village entrance from Lucerne. This topic is to be tabled until the next meeting.

b) Formation of Nomination Committee

Treasurer Gilmore stated that Board Members Cusack and Cambridge volunteered to serve on the Nomination Committee. The third member of the committee will be Board Member Nassif.

c) Signature Events Update

Angelique gave out the sponsorship flyer to the Board so that they can give it to people of interest. She is trying to get three \$1,000 sponsorships packets sold ASAP so she can get them on the radio etc. If the board does not proceed with the Grand Marshall campaign there will be \$1,500 that can be allocated elsewhere such as print ads. There is special benefit for the radio stations to air their own advertisements. She was able to lockdown the same sound system from last year and an MC. She added a VIP section for people at the parade. She will be having a meeting with public works and the police department on 23rd at 10AM to go over logistics. She is trying to put together a mixer at Mollies on 9/15/16 in the evening.

Kenneth from the Town said that the parade apps went live last week online. There are 3 types of forms (all of the same content) paper form, paper form downloaded from online, and an electronic form.

Orlando from the Town stated that at the last council meeting there was discussion about an ad hoc committee in regards to capitol improvement project(s) specially pertaining to John Glenn Rd. There are some ideas of adding a Zone C, which John Glenn would encompass. The 3 entities: Brad Miller, Ed Henning and the PBID (3 Board Members) should get together to discuss this topic.

VII. Board Comments

Board Member Cambridge thanked Orlando for his time.

VIII. ADJOURNMENT:

Board Member Hitt 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 9:35 a.m. to the next meeting of September 21, 2016 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Treasurer Gilmore