

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – August 19, 2015**

**I. CALL TO ORDER:**

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

**Absent:** Cambridge; Nassif

**III. Public Comments:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt stated that once the contract is signed he would get with Brett and set up a meeting.

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

Treasurer Gilmore stated that she completed her quarterly report. Orlando from the Town stated that the check is in the mail.

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

Board Member Cusack gave the update in the absence of Board Member Nassif. He stated that the committee met and discussed aspects of the parade. On Monday the board will debate and be voting on the marketing budget. Board Member Cusack recommended that Treasurer Gilmore be placed on the Marketing Committee. He stated that they are making progress on the parade.

**d) Suggested items for next agenda**

Signature Events Contract, The Village Artists Collective, Marshall Campaign, and Nominating Committee.

**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 15, 2015.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

- b) Treasurer's Report – Month of July 2015

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Treasurer Gilmore and second by Past Chairman Cusack to approve items a and b.

The motion passed unanimously.

**VI. NEW BOARD BUSINESS**

- a) **Chamber of Commerce Update**

Treasurer Gilmore gave the update for the Chamber. The Village website was updated with news and information. They are currently updating the merchant directory for the Village with address, phone numbers and website links. The Facebook page has 2 new "likes" with a total of 447 "likes". On Twitter there are 128 tweets, 70 following, and 301 followers. There were 2 new kiosk signs applications sent to Donna and the constant contact was sent out every Wednesday. They are currently working on the Village Newsletter for Oct-Dec.

- b) **Marshall Campaign**

Board Member Hitt stated that over the years we have had a Marshall Campaign that was taken over by the Chamber. The object is that the person that raises the most money wins. Half of the money goes to the winner's choice of charity and the other half goes to the Village. Board Member Hitt said it is a moneymaker. Chairman Collingsworth inquired as to what committee it would fall under and concluded with the Marketing Committee. It was asked to be placed on Monday's agenda.

- c) **Approval of Marketing Budget through December 2015**

Angelique was not present for the meeting.

Chairman Collingsworth spoke with Board Member Nassif and they agreed that this item should be tabled till next Mondays meeting due to the fact that the two key individuals are unable to answer questions currently at the meeting.

Board Member Cusack wanted all the board members to review the \$95,000 budget for Mondays meeting. Chairman Collingsworth stated that \$95,000 is an awful lot of money and he presses the board to exercise their fiduciary responsibility with the public money.

Motion by Treasurer Gilmore and second by Past Chairman Cusack to table the approval of the Marketing Budget through December until Monday August 24, 2015 at 9:00AM.  
The motion passed unanimously.

## **VII. Board Comments**

Board Member Cusack stated that the board needs to make a concrete decision regarding the parade, which will be resolved at next Mondays meeting.

Treasurer Gilmore stated she sent out 10 renewal notices and received payment on all of them. For the month of August she sent out 9 renewals and received payment for 7 of them. She has received 3 new applications for the kiosk signs.

Vice-Chairman Robinson stated that he wanted to take this opportunity to thank everyone. He stated that he really appreciate the boards' hard work. He stated that he is going to miss attending the board meetings and he originally joined the PBID board so that he could make a difference in his community and he feels that the board has made a positive impact on the Village.

Chairman Collingsworth stated that the board wanted to give thanks to Board Member Robinson for his time and effort spent on the Village PBID Board. He presented him with a certificate as well as a parting gift given by the Board.

Chairman Collingsworth inquired about the process the Town goes through in regards to the burnt down building within the Village. Orlando from the Town stated that he was unsure, but would be checking with Code Enforcement. He will see what powers the Town has as to helping resolve this problem.

Sarah from the SBSB-Apple Valley Station gave the report for the month of July:

Business Contacts-110  
Ped Checks-14  
Arrests-2  
Traffic Stops-7  
Security Assess/Area Check-23  
Follow Up-1  
Alarm Calls-1  
Shift Hours-65.5

**VIII. ADJOURNMENT:**

Past Chairman Cusack motioned to adjourn and second by Treasurer Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:41 a.m. to the next meeting of August 24, 2015 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