

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 24, 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: Chairman Collingsworth; Hitt; Past Chairman Cusack; Gilmore; Nassif

Absent: Cambridge

III. EXECUTIVE SESSION:

There will be action taken place later during New Board Business Section A with regards to the Chamber of Commerce contract.

IV. Public Comments:

No public comments.

V. NEW BOARD BUSINESS

a) Chamber of Commerce Contract

Chairman Collingsworth stated that the board had reached a decision concluding that the Village PBID will no longer have a contract with the Chamber of Commerce. At this point the board will submit an RFP for all interested parties.

Board Member Cusack thanked the Chamber for their work and hoped that they may submit a proposal for the new bid.

b) San Bernardino County Sheriff's Dept PBID Contract 2015-2016

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

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__Y__,

Cambridge__NP__, Nassif__Y__, Past Chairman Cusack__Y__, Hitt__Y__.

Vote: 5-0-1

c) Signature Events Contract

Angelique was not present for the meeting.

Board Member Nassif stated that is a straightforward contract. Chairman Collingsworth stated that in conjunction with the contract the budget should be analyzed as well.

Chairman Collingsworth wanted to clarify that the board will be approving the portion up to and including the parade, and that the remainder is not approved as well as it can be renegotiated before the funds are spent. Board member Nassif answered in the affirmative.

Board Member Cusack stated that he thinks the board should cut back the spending on the radio advertisements. Chairman Collingsworth echoed Board Member Cusack sentiments. Board Member Nassif read a note from Angelique stating the board will be advertising the Village through radio ads as well as the upcoming parade and that is why the funds for radio advertisements seems expensive.

Treasurer Gilmore stated that she had been in contact with the radio stations to get a contract so that she may know exactly what the costs were per radio ad. CBS was very nice and provided her the information, but El Dorado was quite rude and would not give her a copy of the proposal. It has been over a week and still El Dorado has not provided the information requested.

Board Member Nassif stated that he thinks it is important to note that Signature Events is handling those contracts. Treasurer Gilmore stated that she has already gone round and round with Angelique requesting the contracts, but she (Angelique) refuses to give them to her. Board Member Nassif stated that she couldn't get the contracts until the board approves the budget. Treasurer Gilmore said she asked for copies of the contracts so that the board could know exactly how she (Angelique) was coming up with this figure for the budget.

Treasurer Gilmore stated that under the agreement it was made July 2nd and on page 3 it states that she (Angelique) shall receive a check no later than August 1st for \$1,700. Treasurer Gilmore would like those two dates changed.

Motion by Past Chairman Cusack and second by Board Member Hitt to approve the Signature Events Contract with Treasurer Gilmore's amendments to the dates.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__Y__, Cambridge__NP__, Nassif__Y__, Past Chairman Cusack__Y__, Hitt__Y__.

Vote: 5-0-1

d) Approval of Marketing Budget through December 2015

Board Member Nassif stated that a lot of the items were discussed during the previous agenda topic.

Chairman Collingsworth stated that he would offer a yay vote as long as the board agrees to revisit all of the expenses for the radio advertising. Board Member Cusack agrees with the previous comment and the board should be seeking ways of saving funds.

The contracts for the radio advertisements will be reviewed, signed, and agreed upon individually from the marketing budget.

Motion by Past Chairman Cusack and second by Board Member Nassif to approve the Marketing Budget through December 2015 with the exception of the radio advertisements.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__N__, Cambridge__NP__, Nassif__Y__, Past Chairman Cusack__Y__, Hitt__Y__.

Vote: 4-1-1

e) The Village Artists Collective Contract Proposal for the Village Map

A representative from VAC spoke and thanked the board for reviewing the proposal. They are proposing creating a directory map of the Village. They would be providing content and update, but not the actual product. The contract covers up to a year (2 updates). The representative agreed to the terms that the board would approve any items before anything goes out to print.

Motion by Treasurer Gilmore and second by Board Member Nassif to

approve the VAC Contract Proposal for the Village Map.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__Y__,
Cambridge__NP__, Nassif__Y__, Past Chairman Cusack__Y__, Hitt__Y__.

Vote: 5-0-1

f) Marshall Campaign

Board Member Hitt stated that the fundraiser would allow the winner to donate half of what they raised to their charity or non-profit of their choice and the other half would go to the Village. This item will be worked on for next year and should be take into consideration during budget talks.

VI. Board Comments

No board comments.

VII. 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 9:39 a.m. to the next meeting of September 16, 2015 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth