

**Apple Valley Village Property-Owners Business Improvement District  
P.O. Box 1044  
Apple Valley, Calif. 92307**

**Phone: 760-810-9856**

**Fax: 760-240-7685**

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**MEETING AGENDA**

**Tuesday, October 16, 2018**

PUBLIC PARTICIPATION IS INVITED. Any member of the public may speak on any matter within the subject matter jurisdiction of the Board. If you wish to be heard on any item on the Regular Meeting agenda, including matters not on the agenda but within the subject matter jurisdiction of the Board, please so indicate by filling out a **REQUEST TO SPEAK** form and give to the Board Secretary at the beginning of the meeting. No action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Board may briefly respond to statements made or questions posed by persons exercising their public testimony rights under Section 54954.3. Public Comments are *suggested to be* limited to three (3) minutes per speaker.

*The Board recognizes its obligation to provide equal access to those individuals with disabilities. Please contact the Board Secretary at (760) 810-9856 two working days prior to the scheduled meeting for any requests for reasonable accommodations.*

*Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet will be made available for public inspection.*

**Meeting Location:** MWA  
13846 Conference Center Drive  
Apple Valley, CA 92307-4377

**Time:** 7:30 a.m.

**CALL TO ORDER: Chairman Collingsworth**

**ROLL CALL:**

Board Members: Chairman Collingsworth\_\_\_\_\_, Gilmore\_\_\_\_\_, Hitt\_\_\_\_\_, Cambridge\_\_\_\_\_,  
Nassif\_\_\_\_\_, Cusack\_\_\_\_\_, Kelley\_\_\_\_\_

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED ON THE AGENDA)

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**PUBLIC COMMENTS**

1. **COMMITTEE UPDATES**

- A. **Status Update: Landscape Committee - Chris Hitt**  
**Recommendation:**  
Information only
- B. **Status Update: Budget Committee – Donna Gilmore**  
**Recommendation:**  
Information only
- C. **Status Update: Marketing Committee – Scott Nassif**  
**Recommendation:**  
Information Only
- D. **Status Update: Sheriffs Department – Joy Ballinger**  
**Recommendation:**  
Information Only
- E. **Suggested items for next agenda**

2. **CONSENT AGENDA ITEMS:**

Recommendation: Adopt all items listed below on the Consent Agenda in one motion. The Consent Agenda is composed of routine non-controversial items of business and will be adopted in whole in one motion.

- A. **Approval of Minutes of August 15, 2018**  
**Recommendation:**  
Approve the subject minutes as part of the consent agenda
- B. **Treasurer’s Report – August 2018**  
**Recommendation:**  
Approve the subject treasurer’s report as part of the consent agenda
- C. **Treasurer’s Report – September 2018**  
**Recommendation:**  
Approve the subject treasurer’s report as part of the consent agenda

3. **NEW BOARD BUSINESS**

- A. **Town of Apple Valley Update**
- B. **Nominating Committee**
- C. **SR18 Corridor Enhancement Project Presentation  
(Robert Kilpatrick from David Evans & Associates)**
- D. **Signature Events Update**

4. **BOARD COMMENTS:** Chairman Collingsworth

5. **ADJOURNMENT:** Chairman Collingsworth

APPLE VALLEY VILLAGE PBID  
 REVENUE & EXPENDITURE REPORT  
 CHECKING ACCOUNT AT CITIZENS BUSINESS BANK  
 FOR THE MONTH ENDING AUGUST 31, 2018

REVENUES

Transfer of Funds from CD	\$25,000.00
Kiosk signs	<u>300.00</u>
Total Income	\$25,300.00

EXPENDITURES

Administrative Consultant (Brett Savage)	\$ 1,600.00
Banner/Kiosk Signs (Reimbursements Donna Gilmore)	300.00
Basnners/Kiosk Signs (Namingit 4 U)	43.10
Marketing/Events (Angelique Johnson)	4,750.00
Marketing (Angelique Johnson)	1,050.00
Marketing (Constant Contact)	45.00
Marketing/Events (CBS –radio ads)	1,690.00
Marketing/Events (El Dorado-radio ads)	2,000.00
Marketing/Events (Hi-Way Safety-plans)	900.00
Marketing/Events (Siverts Publishing)	800.00
Marketing/Events (Town of Apple Valley-insurance)	245.00
Median Utilities (SCE)	24.21
Misc (Secretary of State)	20.00
Capital Improvements (Merrill Johnson-plans grading)	6,250.00
Phone (Verizon)	<u>53.05</u>
Total Expenses	\$19,770.36

CHECKING ACCOUNT BALANCE AS OF 8-31-18 \$41,640.04

SAVINGS ACCONT WITH CAPITAL ONE

Balance as of 8-31-18 interest (.40%) \$179.24 \$ 527,913.30

ASSESSMENT MONEY HELD BY TOWN

As of 4-30-18 \$ 527,500.00

Respectfully submitted  
 Donna Gilmore  
 Treasurer  
 Apple Valley Village PBID

APPLE VALLEY VILLAGE PBID  
 REVENUE & EXPENDITURE REPORT  
 CHECKING ACCOUNT AT CITIZENS BUSINESS BANK  
 FOR THE MONTH ENDING SEPTEMBER 30, 2018

REVENUES

Kiosk signs		100.00
	Total Income	\$100.00

EXPENDITURES

Administrative Consultant (Brett Savage)		\$ 1,600.00
Banner/Kiosk Signs (Reimbursements Donna Gilmore)		300.00
Banners/Kiosk Signs (Namingit 4 U)		387.90
Marketing (Mojave Printing-Newsletters)		1,583.90
Marketing (Angelique Johnson)		1,050.00
Marketing (Constant Contact)		45.00
Marketing (Facebook)		132.65
Marketing/Events (Hardy insurance)		640.00
Marketing/Events (Tonyan coffee-VIP booth)		122.00
Marketing/Events (Groovelabs)		4,063.00
Marketing/Events (Mojave Printing flyers)		370.68
Marketing/Events (Mojave Printing-postcards)		763.17
Marketing/Events (Health permit)		303.40
Marketing/Events (United Rentals)		1,073.00
Marketing/Events (Naminit 4 U-signs)		975.14
Marketing/Events (Bear Valley Rentals)		1,946.18
Marketing/Events (Top N Barricads)		332.80
Marketing/Events (Henry Merenda-Band)		500.00
Marketing/Events (Donna Gilmore-car show prizes)		225.00
Marketing/Events (Diamond-toilets)		1,327.13
Median Utilities (Liberty)		60.58
Median Utilities (SCE)		25.00
Small Office Equipment (checks)		68.80
Phone (Verizon)		53.02
	Total Expenses	<u>\$17,948.35</u>

CHECKING ACCOUNT BALANCE AS OF 9-30-18 \$23,791.69

SAVINGS ACCOUNT WITH CAPITAL ONE

Balance as of 9-30-18 interest (.40%) \$173.26 \$ 528,086.54

ASSESSMENT MONEY HELD BY TOWN

As of 4-30-18 \$ 527,500.00

Respectfully submitted  
 Donna Gilmore  
 Treasurer  
 Apple Valley Village PBID