



P.O. Box 1044
Apple Valley, CA 92307
760.810.9856
www.applevalleyvillage.com

The Villager

Volume 24

November – December 2018

Members of the Board

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Jack Collingsworth
Big Apple Automotive

Vice Chairman
Larry Cusack
Apple Valley Communications

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Kelley's Underground

Treasurer
Donna Gilmore
Moose Lodge

Board Member
Richard Cambridge
Developer

Board Member
Chris Hitt
Hitt Plumbing

Board Member
Scott Nassif
NAPA Auto Parts

"PBID Monthly Meetings"

What: Board of Directors Meeting

When: 3rd Wednesday each month

Time: 9:00 am-10:00 am

Where: Mojave Water Agency

22450 Headquarters Dr.,
Apple Valley, CA. 92307

Please join us and be sure to always check our website for changes at www.applevalleyvillage.com.

Check Us Out Online

Visit us at www.applevalleyvillage.com for more information on the Business and Property Improvement District including pictures and updates.

Follow us on Facebook and Twitter.



@applevalleyvillage

CHAIRMAN'S MESSAGE



Jack Collingsworth

Myself and the PBID Board are hoping everyone had a wonderful summer and are ready for fall. A lot has been happening in the Village! On September 29th, the Village held its annual Happy Trails Parade on Outer Highway 18. The parade was full of creative floats from local businesses and organizations as well as performances by our local schools. Afterwards, the residents were able to enjoy the Street Fair down John Glenn Road. Among all the hustle and bustle within the Village, the PBID Board members worked alongside the Town of Apple Valley to create sidewalks on John Glenn and repave the road itself. This partnership between the PBID and the Town of Apple Valley has helped complete the project and allowed the PBID funds to go further and at a cheaper cost. John Glenn Rd was dedicated to the Town of Apple Valley during the beginning of the parade and will be maintained by the Town of Apple Valley. The Apple Valley Police Department has continued to work with the PBID Board to ensure the safety within the Village. The police department dedicated a lot of time and help ensuring the safety of everyone at the parade and street fair this fall. We are thankful of our men and women serving on the Apple Valley Police Department. The holidays are approaching and we all know what that means... our annual Christmas Lighting Contest! Let's see how creative and festive your business can be and you might be the big winner this year. See our flyer on the back page of this newsletter for more information.

Happy Holidays to all of you!

Election Update

Ballots have been mailed out to the Village business and property owners for the PBID Board of Directors election. Once elected, directors will serve three years on the Property and Business Improvement District Board. Ballots must be turned in by December 1st. Results of the election will be announced at the December 4th meeting at the Mojave Water Agency at 9:00 a.m. The Mojave Water Agency is located at 13846 Conference Center Dr, Apple Valley, CA 92307.

For further information, please contact the Board Secretary at 760-810-9856.



Apple Valley Village Holiday Display Contest

Attention Apple Valley Village Business Owners, remember to get those Christmas decorations and lights out! We are having our annual contest. Judging will be on or around **Friday, December 14th**, and winners will be contacted and announced on the Village website and Facebook. Register your display by emailing Angelique Johnson at events.ajohnson@gmail.com

Three prizes will be given out in the following categories:

- **Best overall display** - \$300
- **Best lighting** - \$200
- **Best theme decoration** - \$200

For more information or questions call (760) 810-9856

Signatures EVENTS

It's the Holiday Season and it's time to celebrate another great year for the Village in Apple Valley.

We hope all of you enjoyed the 2018 Happy Trails Parade & Street Fair. We have been receiving great feedback from the community. We hope you are seeing a positive benefit from Village events.

The Holiday Lighting Contest will be making a return this year. This time of year, a festive holiday display brings warm feelings and smiles to your customers. As you continue to grow your Christmas displays you will see more people traveling to see them. We hope you will join us for this great Village tradition. Get those decorations up for chance to win a cash prize. If you are participating in the contest, please let us know by e-mailing Angelique Johnson at

events.ajohnson@gmail.com.

On the last page of the newsletter you will find a copy of the ad that will be running the week of Thanksgiving to support "Small Business Saturday™". We hope you will find it useful as a kick off to the holiday shopping season.

I hope you and your family have a blessed Holiday Season and a Very Merry Christmas.

-Angelique Johnson

JOHN GLENN ROAD RIBBON CUTTING CEREMONY



A ceremony to dedicate the completion of improvements to John Glenn Road was held on Saturday, September 29. The festivities took place at the intersection of John Glenn Road and Outer Highway 18 prior to the 10 a.m. kick-off of the Fourth Annual Happy Trails Parade and Street Fair.

The John Glenn Road improvements were completed through a public private partnership between the Village Property and Business Improvement District (PBID) and the Town of Apple Valley. The nearly \$500,000 project included rebuilding the street from Powhatan Road to Outer Highway 18, and the installation of curb, gutter and sidewalk along the east side of the road. The completed project gives commuters, residents, and local business owners improved access to Apple Valley's historic downtown district.

Happy Trails Parade & Street Fair

Best Overall Judges Pick:

- Sycamore Rocks Elementary "Annie" (Float)

Special Village Business Sponsor Prize:

- Granite Hills High School Football & Cheer (Float/Drill & Cheer)

Floats

- 1st AV Communications
- 2nd Preserving Local History - Apple Valley Legacy Museum
- 3rd Granite Hills Lady Cougars Basketball Team

Equestrian

- 1st Local Equestrian Riders
- 2nd Skye's the limit Friesians & Equestrian Center
- 3rd High Desert Regulators

Wheels

- 1st 1941 Chevy Fire Truck
- 2nd The Drylie Clan Builds Memories
- 3rd Apple Valley Shrine Club



School marching bands

- 1st Sitting Bull Academy Might Bears Marching Band
- 2nd Vanguard Preparatory School Falcons Marching Band
- 3rd no judged entry

Drill/Cheer

- 1st Sultana High School AFJROTC Drill Team
- 2nd no judged entry
- 3rd no judged entry

Business Spotlight

Chevos Mexican Restaurant

"My parents opened it in November of 1999. They used to have a restaurant down in La Puente before coming up here. I didn't even live here when they opened but came up to start in 2006. Dad's name is 'Eusebio' and 'Chevo' is his nickname.

My dad used to make deliveries to restaurants and I think that's kind of where he got his ideas from on our recipes. He would visit so many different restaurants that he took some ideas here and there from everyone.

Our menu here is much larger than the original restaurant's. We have a few top dishes here that are pretty popular. The Super Burritos are a big thing, and the Shrimp Mariana is actually named after my mom. Our Diablo Sauce is pretty popular by itself, too.

There is also a small breakfast and seafood menu. For dessert, there are churros, fried ice cream, flan and every once in a while, there are pies.



We get a lot of regulars in here, including other local business owners. It's nice, actually. It almost feels like a little family.

I like having good relationships with our customers. It can be nice recognizing the same waiter and that allows me to be more personable with people...especially our regulars, ha."

-Victor Flores, Chevos Mexican Restaurant
21749 CA-18 Apple Valley CA 92307
(760) 961-2770

Celebrate Small Business Saturday™ Nov. 24th!



Plan a day to **VISIT** The Village in Apple Valley to Support Small Business and local industry. See all we have to offer at AppleValleyVillage.com



The Village in Apple Valley has great **RESTAURANTS** to have that special family gathering or holiday party.



Getting ready to **TRAVEL**? The Village in Apple Valley has what you need to get your vehicles ready.



This holiday season **SHOP, DINE, PLAY** and **CELEBRATE** the holidays with us by supporting local small business owners in the historic Village in Apple Valley! So much so close to home and always family friendly!

Merry Christmas and Happy Holidays!

Located on **HIGHWAY 18** between **NAVAJO & CENTRAL**
Learn more at APPLEVALLEYVILLAGE.COM