

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 21, 2015**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:06a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Robinson; Vice-Chairman Collingsworth; Hitt; Past Chairman Cambridge; Nassif; Chairman Cusack

Absent: Gilmore

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that he met with the new landscape architect and they surveyed the Village.

Chairman Cusack stated that the job of landscape architect would probably have to go out to bid. Hitt stated that there are not many landscape architects available.

Board Member Hitt also stated that there was discussion about Trigger's placement. There is the possibility of placing Trigger near the Village sign but there is reservation of this placement for the reason that the statue could easily get hit and damaged by a car.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore was not present, but Chairman Cusack stated that the budget is placed on the back of the agenda. Vice-Chairman Collingsworth inquired as to whether the Signature Events costs had been budgeted for this year and Board Member Nassif responded in the affirmative.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that he had been working with Angelique with securing radio spots for the Village. They also

discussed updating the Village website along with the Village jingle. He stated that there was a consensus among the committee for a summer or fall street fair in the Village along with a parade during this upcoming year. Board Member Nassif stated that the Town has committed to helping with the parade but wants the Village to take the lead.

Angelique stated that there should be a theme for a parade or street fair within the Village during the fall. The data has yet to be set for either one of the events. Angelique stated that the ultimate goal is to have better communication with the owners by the end of the year so that there will be higher levels of participation in the street fair and parade.

d) Suggested items for next agenda

No suggested items for the next agenda.

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 December 10, 2014.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of December 2014

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Hitt and second by Board Member Nassif to approve items a and b.

The motion passed unanimously.

Chairman Cusack abstained.

VI. NEW BOARD BUSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated she updated the Village website with news and information. They will also be adding the Town's events to the Village calendar. For the Facebook page there are 712 "likes" and 195 total reach for the page. Also Donna dropped off the checks for the winners of the holiday lighting contest. She will be posting the pictures of the winners in the upcoming newsletter and Facebook page.

Constant contact is sent out every Wednesday and there were two new subscribers. She said that she sent out the last of the renewal letters for the kiosk signs. She will make one last visit to the owners who have not paid their renewal fee before the signs are taken down.

Board Member Robinson stated that 95% of the work of the kiosk signs is done and they will soon be all up to date.

b) Signature Events Update and Contract Approval

Board Member Nassif stated that the contract needs ratification by the board. There is a 60-day out period that either the board or Angelique can utilize within the contract. A written update should be submitted to the board with regards to Angelique progress.

There was a the revisions that occurred in Section 18 part B and should state the following:

“President of the Board of Directors, and Association Treasurer shall be the principal representatives(s) of the Association and warrant the authority to bind the association with Board approval, for purposes of this agreement.”

Motion by Past Chairman Cambridge and second by Board Member Robinson to approve Signature Events contract.

ROLL CALL VOTE:

Board Members: Vice-Chairman Collingsworth__Y__, Gilmore__NP__, Robinson__Y__, Past Chairman Cambridge__Y__, Nassif__Y__, Chairman Cusack__Y__, Hitt__Y__.

Vote: 6-0-1

c) Appointment of 2015 PBID Board Officers

Chairman Cusack asked for nominations for Chairman. Chairman Cusack nominated Vice-Chairman Collingsworth.

Motion by Chairman Cusack and second by Board Member Nassif to approve Jack Collingsworth as Chairman.
The motion passed unanimously.

Chairman Cusack nominated Board Member Bill Robinson for Vice-Chairman.

Motion by Chairman Cusack and second by Board Member Hitt to

approve Bill Robinson as Vice-Chairman.
The motion passed unanimously.

Chairman Cusack nominated Board Member Hitt for Secretary.
Motion by Chairman Cusack and second by Past Chairman
Cambridge to approve Chris Hitt as Secretary.
The motion passed unanimously.

Chairman Cusack nominated Board Member Gilmore for Treasurer.
Motion by Chairman Cusack and second by Board Member Hitt to
approve Donna Gilmore as Treasurer.
The motion passed unanimously.

VII. Board Comments

Board Member Hitt wanted to thank Board Member Robinson for helping
with the kiosk signs.

Past Chairman Cambridge thanks Chairman Cusack for his tenure as
Chairman.

VIII. ADJOURNMENT:

Chairman Cusack motioned to adjourn and second by Board Member
Hitt. The motion unanimously carried to adjourn the meeting of the Apple
Valley Village Property Business Improvement District Meeting at 10:02
a.m. to the next meeting of February 18, 2015 at 9:00 a.m. at the offices of
Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack