

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – October 22, 2015**

**I. CALL TO ORDER:**

Chairman Robinson called the meeting to order of the AVVPBID at 10:04a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Robinson; Hitt; Cusack; Gilmore; Cambridge

**Absent:** Nassif

**III. EXECUTIVE SESSION:**

The board agreed to continue Signature Events contract for the next two months at the standard rate.

**IV. Public Comments:**

No public comments.

**V. Committee Updates**

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

Board Member Hitt stated that he has all the contracts ready to sign by the Chairman. He plans to meet with Merrell Johnson to start the plans for the outer highway and gutter project.

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

Treasurer Gilmore stated that she would be setting up a meeting with Orlando so that she can complete her quarterly review with the Town.

**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 two weeks ago. There have been minor discussions about the possibility of continuing Signature Events contract into next year. Action won't be taken place on Signature Events contract until next year.

**d) Suggested items for next agenda**

Acquisition of abandoned or unkempt properties at the corner Navajo and Highway 18 within the Village. As well as update on building that burnt down.

PBID Renewal preparation and outlook.

Two ARGP applications up for approval.

## **VI. 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 August 19, 2015.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

b) Approval of Minutes of August 24, 2015.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

c) Treasurer's Report – Month of August 2015

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

d) Treasurer's Report – Month of September 2015

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Cusack and second by Board Member Hitt to approve items a, b, c, and d.

The motion passed unanimously.

## **VII. NEW BOARD BUSINESS**

### **a) Parade Review**

Board Member Cambridge stated that everything he has heard have been very positive about the parade. The parade route seemed to have worked well along with the amount of participants involved in the parade. Some concerns were the location of the exits. Some exits were blocking the entrances to businesses within the Village.

Board Member Cusack stated that they would be giving out the

awards to the winners at next Tuesday nights Town Council meeting. The parade went really smoothly and gave some more notoriety to the Village.

Treasurer Gilmore and Board Member Hitt had nothing to say.

Janice from the Chamber stated that it was a big success, but a concern that should be noted is the closure at Pawnee near Mollies Kitchen. The closure occurred too early. People were having trouble get in and out of the parking lot at that location.

**b) PBID Schedule – For the remainder of the year**

Board Member Cusack stated that there are dates that the board must be aware of such as the election in December. The ballots should be mailed out by the 1<sup>st</sup> of November so that the voters have 30 days to cast their vote. The two board members up for reelection are Cusack and Cambridge.

The Christmas decoration contest will also be on the calendar in December and the Marketing Committee will be working on those details.

**c) RFP**

There were two proposals given, one by the Chamber of Commerce and the other by the Town of Apple Valley.

The Chamber proposal offers a monthly rate of \$770.50 and an hourly rate of \$16.65 for additional work.

The Towns proposal offers a monthly rate of \$540, but they added some additional work to the RFP at the cost of \$200.

The committee decided that they wanted to stay within the previous costs of maintenance of the website (\$500 per month). The committee recommends to the board the Towns proposal for maintaining the website.

There is a one time fee from the Town of \$500 to familiarize themselves with the website.

Motion by Board Member Cusack and second by Treasurer Gilmore to approve the RFP from the Town of Apple Valley for website maintenance and marketing.

**ROLL CALL VOTE:**

Board Members: Gilmore\_\_Y\_\_, Chairman Robinson\_\_Y\_\_  
Cambridge\_\_Y\_\_, Nassif\_\_NP\_\_, Cusack\_\_Y\_\_, Hitt\_\_Y\_\_.

**Vote:** 4-1-0

**d) Nominating Committee**

There are two board members up for reelection, Cusack and Cambridge. The ballots must be sent out by November 1<sup>st</sup>, 2015 so that the voters have at least 30 days. The ballots should be turned in before the meeting in the December.

Motion by Board Member Cusack and second by Board Member Hitt to approve Board Member Hitt, Chairman Robinson and Treasurer Gilmore as the Nominating Committee.

**ROLL CALL VOTE:**

Board Members: Gilmore\_\_Y\_\_, Chairman Robinson\_\_Y\_\_  
Cambridge\_\_Y\_\_, Nassif\_\_NP\_\_, Cusack\_\_Y\_\_, Hitt\_\_Y\_\_.

**Vote:** 4-1-0

**e) PBID Mailing List and Database Update**

Ed Henning updated the mailing list of the property owners withing the Village. This list will be used for ballots during the election as well as the Village Newsletter sent out by Mojave Copy.

**VIII. Board Comments**

Board Member Cambridge stated that he is happy to be back and is looking to get some work done.

Board Member Cusack stated that the parade was a success. The PBID must keep up the good work, keeping the renewal process in mind.

Treasurer Gilmore had questions regarding whom does she write the checks out to for the winners of the parade because some of the names are organizations.

Chairman Robinson thanked everyone for their attendance and input. Her personally thanked Board Member Hitt for all of his behind the scenes work done for the parade.

**IX. ADJOURNMENT:**

Treasurer Gilmore motioned to adjourn and second by Board Member Cusack. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:51 a.m. to the next meeting of November 18, 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 Robinson