

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 18, 2014**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:05a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Robinson; Nassif; Chairman Cusack; Gilmore; Hitt

Absent: Vice-Chairman Collingsworth; Past Chairman Cambridge

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Land Improvement – Chris Hitt

Board Member Hitt stated that he has the hard copy of the plans for the drainage as well as digital format. He requested for a meeting to convene with two individuals from the Town of Apple Valley Brad Miller and Richard Pedersen.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that in regards to getting the PBIDs money from the Town, she got approval to through the PBIDs CPA. She has handed over all the necessary documents to the CPA who is currently working on the PBIDs file.

c) Status Update: Marketing – Vice-Chairman Nassif

Vice-Chairman Nassif stated that there was a meeting a few weeks ago and KQTE AM radio is working with the committee with regards to new marketing. There was discussion about locations for a farmers market as well as a car show within the Village to help bring more individuals down to that end of town. The committee also discussed the kiosk signs program and possibly adding more signs.

d) Suggested items for next agenda

The Marketing Committee may explore new designs for banners.

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 January 15, 2014.

Recommendation:

Approve the subject minutes as part of the consent agenda.

- b) Treasurer's Report – Month of January, 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.

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated that she update the website, facebook and twitter. The facebook page has a total of 614 "likes". Scott from Fastsigns is here to take the boards questions regarding the kiosk sign program. There are new kiosk signs, which are Calvary Chapel and Universal Mobile Services. There are some kiosk signs that need to be relocated Jay's Auto Repair and Black Horse Motel. Also, Creative Clutter needs to be taken down seeing as they are no longer in the Village. The owner of Smog Center 2, Walter Conright, wrote a letter to the PBID in regards to requesting a kiosk sign be placed in front of his business. The constant contact was sent out every Wednesday and renewal kiosk letters have been sent out to the businesses. Also, the Village Newsletter will have the material covered about the radio ads in the March edition.

Board Member Hitt mentioned that the PBID could potentially install another sign near Walter's business because 3 kiosk signs can be placed in about each section (cross street). He also stated that he would update the kiosk signs map. If any new signs will be placed the board must order them.

Scott from Fastsigns stated that Jay's Auto Repair has been moved and he apologized that it did not get moved sooner.

Chairman Cusack stated that he wants to see all the kiosk signs look uniformed meaning all the same font size, as well as being all

capitalized.

Scott from Fastsigns stated that all the letters that he measured three quarters to four inches tall and some are upper case and others are lower case. He is not sure where the change occurred due to the fact that all the signs had to be approved via the business owner and the Chamber of Commerce.

Chairman Cusack stated that he wants all the kiosk signs to look consistent. He asked Scott to identify which kiosk signs need to be changed and then contact him.

Board Member Hitt asked whether the board could place a 4th sign on the kiosk, but the Town's agreement explicitly stated 3 signs per kiosk.

b) Village Outreach for the Drainage Project

Board Member Hitt stated the plans he received for the drainage project is of the whole Village from Central to Navajo. There are places within the Village where the drainage is about 18 inches and the project will change those locations to 8 feet so the water falls into there easier. They also want to continue the road across from Hitt Rd so that it will be all the same in regards to landscape. The Town is on board with the Villages endeavors to fix the drainage problems. The Town will also help secure SANDBAG funds to help with the cost of the project. Also, within those plans it gives information about what is in front of each property. If a business owner wanted to put a rock landscape it would be helpful. If any property owners are interested in viewing the plans contact Chris Hitt.

VII. Board Comments

No board comments.

VIII. ADJOURNMENT:

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 9:33 a.m. to the next meeting of March 19, 2014 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack