

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – February 21, 2018**

**I. CALL TO ORDER:**

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:09a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Cambridge; Kelley; Chairman Collingsworth; Hitt; Nassif;

**Absent:** Gilmore; Cambridge; Cusack

**III. PUBLIC COMMENTS:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt discussed the projects concerning John Glenn and Del Mar Roads along with the drainage project. He had a meeting with Brad Miller from the town to talk about the costs of the projects. The project which would only include John Glenn should not exceed \$250,000.

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

Treasurer Gilmore was not present but submitted the treasurer report.

Ed Henning stated that after reviewing the priorities placed by the board members in regards to projects the PBID should pursue, security was first and the paving of John Glenn and Del Mar Roads second. It was recommended that the funding levels of previous projects and task should stay at the same level as the previous year.

**c) Status Update: Marketing – Scott Nassif**

Board Member Nassif stated that the committee reviewed their budget. They are making plans for the street fair and parade. They also reviewed the ARGP applications that were submitted. Victorville is possibly interested in creating a PBID in the downtown

area and Board Member Nassif will be giving a speech about the benefits that have taken shape in the Village.

**d) Status Update: Sheriffs Department – Joy Ballinger**

Sergeant Laura from the PD gave the PBID Board the statistics report to review regarding the calls/incidents taken place during the last month.

They conducted a sweep a few weeks ago and arrested 2 individuals and made many citations. In comparison to the businesses in the Jess Ranch area the Village numbers a lower. If any merchants in the Village see any suspicious activity they should report the information to the police department.

Board Member Nassif requested the crime report numbers be placed in the next newsletter to show the improvement.

**e) Suggested items for next agenda**

Approval of Merrell Johnson funding (Chris)  
Police Department Extra Patrolling Cost  
Marketing Contract from the Town

**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 2018.**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b) Treasurer's Report – Month of January 2018**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

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

The motion passed unanimously.

**VI. NEW BOARD BUSINESS**

**a) Town of Apple Valley Update**

No new update.

**b) Highway 18 Corridor Project**

David Evan and Associates gave a presentation to the board in regards to a project that the Town of Apple Valley successfully received a grant (CalTrans) for the Highway 18 Corridor Project. There will be a public input meeting announced shortly that will take place in the coming months.

**c) Acquisition of the Navajo and Highway 18 Property**

No action taken.

**d) Paving of John Glenn and Del Mar Roads**

Board Member Hitt stated that he met with Brad Miller from the Town. The project which would only include John Glenn should not exceed \$250,000.

**e) ARGP Applications**

Motion by Board Member Nassif and seconded by Board Member Hitt to approve the ARGP application for Kelley's Underground Construction Inc for \$804.05

**ROLL CALL VOTE:**

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

**Vote:** 4-0-3

The motion passed

**f) Daily Press Ads**

Board Member Nassif stated that the board needs to have a reliable point of contact for the Daily Press. The PBID is paying for marketing, yet the Daily Press is expecting the PBID to do the work.

**g) Signature Events Update**

Angelique was not present.

**VII. Board Comments**

Board Member Nassif that the state does not have redevelopment funds but there has been a bill introduced that would bring back those

funds.

Chairman Collingsworth praised the possibility of the Highway 18 corridor project.

**VIII. ADJOURNMENT:**

Board Member Nassif motioned to adjourn and second by Board Member Kelley. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:55 a.m. to the next meeting of March 21, 2018 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 Collingsworth