

**Apple Valley Village
Property Business Improvement District
Marketing Committee Meeting
Minutes – April 14, 2015**

I. CALL TO ORDER:

Marketing Chairman Nassif called the meeting to order of the AVVPBID at 11:13 a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Vice-Chairman Robinson; Gilmore; Hitt; Nassif; Past Chairman Cusack

Absent: Cambridge; Chairman Collingsworth

III. Public Comments:

No public comments.

IV. NEW BOARD BUSSINESS

a) Arrowhead Advertising Agency

The marketing business know as Arrowhead Advertising Agency came to Apple Valley and gave a presentation with regards to a new logo, website design, and radio advertisements.

The board chose to move forward with the new logo and radio production at the cost of \$750 and \$850 respectively. The board also decided to redesign and update their website at the cost of \$1500.

V. Board Comments

No board comments.

VI. ADJOURNMENT:

Marketing Committee Chairman Nassif 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 12:22 a.m. to the next meeting of April 15, 2015 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth