

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – April 15, 2015**

I. CALL TO ORDER:

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:03a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Cambridge

III. Public Comments:

Maggie V. discussed her non-profit within the Village.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that he talked to Brad Miller yesterday and the job went out to bid. The board is awaiting their response.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she had provided the board with an updated budget and that the board will have to approve next years 2015-2016 PBID budget during the next months meeting.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that there was a marketing committee meeting yesterday with most board members in attendance. The meeting had been in accordance with the Brown Act due to fact the agenda had been posted. The advertising agency known as Arrowhead made a presentation with regards to the Village logo, radio advertisement, and website design.

d) Suggested items for next agenda

Approval of 2015-2016 PBID Budget.

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 March 18, 2015.

Recommendation:

Approve the subject minutes as part of the consent agenda.

- b) Treasurer's Report – Month of March 2015

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 she updated the Village website with news and information. This year the Chamber is passing out information with regards to the Buy Local Campaign. The Facebook page now has 713 "likes" and the constant contact was sent out every Wednesday. The Chamber reviewed over the kiosk sign procedures at the Marketing Committee meeting. The April-June newsletter items were discussed and scheduled to be submitted April 15, 2015. There were also talks about a plan to revise the Village website biweekly.

- b) **Signature Events Update and Contract Approval**

Angelique discussed the website. She stated that there were two options one for \$1200 and another for \$1500 from the agency. They approved the \$1500 for the website to be re-designed by the Arrowhead Advertising Agency. They discussed how to proceed with the maintenance and she said that she would continue to work on the options.

The marketing committee approved the \$750 for the new logo as well as the \$850 for the radio production.

She discussed the progress of the parade and that Board Member Nassif had made some advancement with the community groups that are willing to help the board. They also disused the Village map option that Maggie Vee had brought up and how they could incorporate that into their plan, along with the website. Board

Member Nassif wants to make it into something that can be put in all the shops.

Chairman Collingsworth asked about a date that the items might be ready. She stated that she was hoping for Memorial Day or the first of June if they get everything done by then.

Lastly, the board discussed the Newsletter. She reported that Sam from Mojave Copy and her have been working on an option to turn parts of it into a mailer so that they can send it out to more households outside of Apple Valley.

Motion by Board Member Hitt and second by Past Chairman Cusack to approve \$1,500 for the Arrowhead website construction.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__Y__,
Vice-Chairman Robinson__Y__, Cambridge__NP__, Nassif__Y__, Past
Chairman Cusack__Y__, Hitt__Y__.

Vote: 6-0-1

c) Upcoming PBID 2015-2016 Budget Plans

Treasurer Gilmore stated that she had dispersed the proposed budget for the upcoming fiscal year to the board members. The board must vote on the 2015-2016 PBID budget at next months board meeting so that the Town Council will have enough time to be able to review and vote on it by June.

d) Contract Review for Love Media

Steve Elliot from Love Media stated that he would be happy to put on the air the product stemming from the new agency hired by the PBID. The print ad is still running much like the one in the newspaper. Also, he now has the technology to be able to go out to the different PBID businesses and interview people live on the air. This will come at no add cost to the PBID. He stated that he is awaiting a response from the PBID with concern to the "on air" ads. Lastly, there is an app available for mobile phones to listen to KQTE so that listeners are no longer restricted to the Southern California area.

e) Contract Review for Chamber of Commerce

The board was presented with the contract provided by the Chamber of their services for the 2015-2016.

Motion by Board Member Nassif and second by Vice-Chairman Robinson to approve the Chamber of Commerce contract for \$6,000 a year.

ROLL CALL VOTE:

Board Members: Chairman Collingsworth__Y__, Gilmore__Y__, Vice-Chairman Robinson__Y__, Cambridge__NP__, Nassif__Y__, Past Chairman Cusack__Y__, Hitt__Y__.

Vote: 6-0-1

f) Kiosk Sign Cost

FASTSIGNS

Double sided signs 12X48	83.40	ended 118.00
Anti graffiti	12.00	
Labor	80.00	

Post/rail frame kit	130.00	ended 150.00
Panels 19X48	135.38	
Labor	95.00	

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Sign boards – install	20.00
Sign blanks 12X48	30.00
Top Kiosk sign	125.00
Poles -12	300.00

VII. Board Comments

Chairman Collingsworth wanted to thank the board members and the committees for the hard work.

VIII. ADJOURNMENT:

Chairman Collingsworth motioned to adjourn and second by Board Member Nassif. 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 April 15, 2015 at 10:08 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth