

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – June 15, 2016**

**I. CALL TO ORDER:**

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:04a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Chairman Collingsworth, Vice-Chairman Robinson; Gilmore; Nassif; Hitt

**Absent:** Cambridge; Cusack

**III. PUBLIC COMMENTS:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt stated that he met with a landscape architect to discuss possible ideas. They will have a landscape meeting in less than 2 weeks.

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

Treasurer Gilmore stated that the new budget has been approved and the Town Council approved the budget last night.

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

Board Member Nassif stated that the committee had not convened since last month. Board Member Cusack and Nassif did lead the Spring Mixer, which had a good attendance and discussion about the Village. New merchants were able to get their questions answered and introduce themselves to the different board members and other merchants in the Village. The Street Fair will be on July 16, 2016.

**d) Status Update: PBID Renewal – Donna Gilmore**

Treasurer Gilmore stated that she would let Ed Henning speak.

Ed stated that he has not met as committee since March due to the landscape/drainage projects. He will place the possibility of the

different projects the PBID might perform over the next 5 years within his budget and planning. He has prepared a draft management plan. He is hoping to get the committee together within the next few weeks. He recommends leaving the rates as they are for the future assessments. Ed plans on sending out a survey to assess the surrounding areas and if they would like to join the PBID.

**e) Suggested items for next agenda**

Nomination of Jennifer Kelly for the interim position as PBID Board Member.

**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 April 20, 2016.**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

**b) Treasurer's Report – Month of May 2016**

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Nassif and second by Treasurer Gilmore to approve items a and b.  
The motion passed unanimously.

**VI. NEW BOARD BUSINESS**

**a) PBID Renewal**

Please see status update d).

**b) Property Improvements in the Village**

Chairman Collingsworth stated that he is thankful that the burnt down building has been taken down. Board Member Nassif stated that he believes that the owner's intentions are to rebuild the property.

**c) Signature Events Update**

Angelique stated that the street fair is coming along a bit slowly.

The radio ads for this program will begin tomorrow. They have received 4 applications thus far. She will be meeting with Treasurer Gilmore after the board meeting to discuss the marketing budget to date. They are not getting a lot of response from the car clubs thus far and she is awaiting a response from them. She stated that she could add prize money for the car club. There will be two bands each costing \$500 a piece. Kenneth has continued his door-to-door campaign. There is the possibility of cash prizes for the car show entries. She is still trying to set up a meeting with the Daily Press.

Rich from Mollies has offered his patio as a venue free of charge to have informal meetings with merchants once a month. The parade day is set for October 1<sup>st</sup> 2016.

Kenneth stated that he has started the door-to-door campaign. He began at Pawnee and hand delivered folders with information. He stated that the businesses were excited about the Street Fair being so close. The Village Facebook page has reached over 1,000 "likes".

## **VII. Board Comments**

Board Chairman Collingsworth would like to bring the corner lot at Navajo and Hwy 18 up for discussion.

Board Chairman Collingsworth thanked Vice-Chairman Robinson for his service and dedication to the board.

Vice-Chairman Robinson thanked the board and believes that this is just the beginning for the Village. If the board continues to work together the Village will only become a better destination for businesses and consumers.

## **VIII. ADJOURNMENT:**

Vice-Chairman Robinson motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:35 a.m. to the next meeting of July 20, 2016 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