

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – June 17, 2015**

I. CALL TO ORDER:

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:01 a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Cambridge

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that he talked with Brad Miller from the Town and they planned a meeting with Frank Robinson. The contract for the project will be given to legal counsel for review.

b) Status Update: Budget – Donna Gilmore

Chairman Collingsworth stated that he attended the Town Council meeting this month and the budget was passed without any inquires.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that he met with the Chamber last week. The newsletter for the PBID should come out soon and one of the items to be placed in the newsletter is an announcement about an Apple Valley PBID reception in late July. All of the businesses within the Village would be invited to partake and it would most likely be hosted at one of the restaurants within the Village. There will be a discussion about what is going on within the Village with concern to the landscape and marketing efforts. During the meeting they also discussed the new website design and Board Member Nassif stated that the Chamber will manage the new site.

d) Suggested items for next agenda

Parade within the Village (October 17, 2015).

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 May 20, 2015.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of May 2015

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Past Chairman Cusack and second by Board Member Hitt to approve items a and b.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated she updated the Village website with news and information. The next meeting for the Chamber will be tomorrow with concern to the website. There were 23 more “likes” through the months of May and June. There is a total of 742 “likes” for the Village Facebook page and Twitter has 273 followers. They mailed out 12 kiosk sign renewal letters. There was one new kiosk sign application from the Lutheran Church.

Nyeka stated that she has mailed out the renewal letters and has visited the businesses that have not paid for their renewal fees for their kiosk signs. The board gave approval for those business's signs to be taken down.

b) Signature Events Update and Contract Approval

Angelique stated that KQTE is running an updated script for the radio advertisement while she waits to hear back from the Roger's family. The new shell for the website was sent out on Monday and she's waiting to hear about the cost for it to be uploaded to the

site. She stated that the PBID is not paying for a hosting fee but rather a licensing agreement. The merchant directory is continuously being worked on. The new website domain names have not been attached to the site yet. She stated that she did get the documents from the Town with regards to the parade and that she would like to have 13 meetings before the parade in October. Also, she would need to send over a separate event contract for this occasion.

Maggie is still working on the merchant map and will be meeting with Angelique in the near future. The Merchant Mixer will be July 29, 2015 at Las Brisas from 5-7PM. She is working on a budget and a mailer for the invite.

She has contacted a representative from So Cal Edison in regards to the holiday season decorations.

VII. Board Comments

Chairman Collingsworth stated Vice-Chairman Robinson would no longer serve on the PBID board come August for the reason that he will be moving out of the area.

Orlando recommended that a representative meet with the Sherriff Department to discuss any new aspects that want to be placed in this year contract.

Treasurer Gilmore stated that July 16, 2015 at 8PM would be the date the PBID is sponsoring the concert in the park series. She asked for the board members to attend and speak about the upcoming events for the Village.

VIII. ADJOURNMENT:

Past Chairman Cusack motioned to adjourn and second by Vice-Chairman Robinson. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:43 a.m. to the next meeting of July 15, 2015 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth