

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

I. CALL TO ORDER:

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

II. EXECUTIVE SESSION:

No new action was taken with regards to the Chamber of Commerce contract.

III. 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

IV. Public Comments:

No public comments.

V. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that he met with Bill Robinson and Brad Miller. The PBID will sign the contract and the Town will help the PBID. He will be calling a Landscape Committee meeting in the near future. The Landscape committee is comprised of Chairman Collingsworth, Board Member Hitt, Board Member Cambridge and Bob Tinsley.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she updated the PBID expense report. This gives everyone an idea of what funds have been spent and how much is left in each account.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that there would be a mixer on July 29, 2013 at Las Brisas. Since the last meeting the committee has worked on a budget for the event. It looks as if the total cost will be around \$2000 including invitations, food etc. The invitations went

out to the business owners as well as the property owners. This will be an informational mixer regarding the accomplishments of the PBID board and about future plans within the Village. The board will also be looking for feedback from the property and business owners.

Motion by Past Chairman Cusack and second by Board Member Hitt to approve the budget for the PBID Mixer on July 29, 2015.

ROLL CALL VOTE:

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

Vote: 5-1-1

d) Suggested items for next agenda

No new items were suggested for the next agenda.

VI. 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 June 17, 2015.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of June 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.

VII. NEW BOARD BUSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated she updated the Village website with news and information. They are currently updating the Village directory with correct address and phone

numbers. She has added the mixer flyer to all the sites and received 6 RSVP thus far. Facebook now has 747 "likes" and Twitter has 125 tweets. Treasurer Gilmore will now be taking over the responsibility of the kiosk signs applications and payments. She received a phone call from the Wood Doctor with regards to his kiosk sign and Treasurer Gilmore stated that she is working on it. Constant Contact is sent out every Wednesday. The Newsletter for July through September was printed and mailed.

b) Signature Events Update

Angelique stated that she had some additional invitations for the mixer because she ordered over the amount needed so that the board members could hand them out. The new website design has been loaded. She stated that she is beyond concerned that the parade will not be able to be ready by the assigned date. She stated that she has been banging the drum for months and nothing is getting done.

Board Member Nassif stated that there are some issues that they are dealing with such as the Chili Cook Off in Apple Valley was suppose to be hosted that same day but had to reschedule for the reason that it is the National Chili Cook Off Day. The Apple Valley Chili Cook Off still does not have a date.

Angelique stated that she got a response back from the insurance company and they stated that they would not be the primary insurer for the animals. She stated that she would be contacting the City of Victorville to see what they use for their insurance when they host their holiday parade. She will also be contacting Kasey Armstrong with her insurance company to see if she can provide any service.

Chairman Collingsworth stated that the insurance issue must be taken care of first before the board can proceed with any other plans with concern to the parade.

She stated that she would be meeting with Maggie with concern to the merchant map after the board meeting. She left a message with So Cal Edison about the lighting if the pole decorations.

Motion by Board Member Nassif and second by Board Member Hitt to approve the production of the radio commercial.
The motion passed unanimously.

c) Parade within the Village, October 17, 2015

See above section.

d) Proposal for New Website Maintenance

Chairman Collingsworth stated that he contacted the vendor for a proposal, but did not receive one.

e) Legal Council Review of Contract for Landscape/Drainage Project

Board Member Cusack stated that he had a meeting to review that contract and the response from legal council was positive.

Motion by Past Chairman Cusack and second by Board Member Hitt to approve the contract for the Landscape/Drainage Project by Merrell Johnson.

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

VIII. Board Comments

Treasurer Gilmore stated she has taken over the responsibility of the kiosk sign program and any questions she be directed towards her. She stated that she sent out 10 new billings and she had one company that is 3 years behind so she will be personally contacting this business. She is working with Board Member Hitt on 3 new signs.

Vice-Chairman Robinson stated that the flags within the Village are looking good.

Chairman Collingsworth stated that he hopes everyone has a wonderful time at the mixer and the information about the PBID gets dispersed. He would like to see the parade come to fruition and spend the public money responsibly.

IX. ADJOURNMENT:

Past Chairman Cusack motioned to adjourn and second by Treasurer Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:41 a.m. to the next meeting of August 19, 2015 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth