

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – July 18, 2012**

**I. CALL TO ORDER:**

Vice-Chairman Nassif called the meeting to order of the AVVPBID at 9:05a.m.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Robinson; Gilmore; Vice-Chairman Nassif; Past Chairman Cambridge; Collingsworth; Carpino

**Absent:** Chairman Cusack; Hitt

**III. Public Comments:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt was absent so Past Chairman Cambridge stated the PBID should still go out to bid in August for the highway project.

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

Donna Gilmore stated we are just waiting for the approval of the PBID renewal and the accounts are perfect.

**c) Status Update: Marketing –Vice-Chairman Nassif**

Vice-Chairmen Nassif stated that he will obtain new proofs for the generic banners soon and asked to call a Marketing Committee meeting to order after so the members may choose which design they see fit to be ordered. Also, the kiosk signs were installed yesterday and the directory panels will be mounted within the next week or two.

**d) Suggested items for next agenda**

No suggested items for the next agenda.

**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 June 20, 2012.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of June, 2012

**Recommendation:**

Approve the subject Treasures Report as part of the consent agenda

Motion by Past Chairman Cambridge and seconded by Board Member Robinson approve consent agenda items a and b.

**Vote:** 6-0-2

Motion carried

**VI. NEW BOARD BUSSINESS**

a) **Chamber of Commerce Update**

Nyeka from the Chamber of Commerce stated they updated the website and Twitter account. The newsletter has been successful with their advertisement campaign as well as four new business applied for the kiosk sign program. Sam from Mojave Copy and Printing has sent out the Village Shopper mailers, which is supposed to reach 3200 residents.

b) **Ed Henning and Associates Update**

Ed Henning stated the ballots were mailed out to the business owners and thus far 32 ballots have been returned which accounts for 19%. There is no way of knowing if the votes are in favor of the PBID or not until the town officially counts them. He recommended that the PBID should mail postcards to the business owners and ask them to state whether they have voted or not and send it back so that we may know and urge the rest of the business owners to vote. The town cannot do any type follow up with the ballots, but the PBID can and should.

**VII. BOARD COMMENTS:**

Board Member Robinson stated he was pleased to see the kiosk signs installed.

Board Members Collingsworth stated he was happy with the work of the mailers.

**VIII. ADJOURNMENT:**

Board Member Collingsworth motioned to adjourn and second by Board Member Robinson. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:21 a.m. to the next meeting of August 15, 2012 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 Cusack