

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – July 20, 2016**

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: Chairman Collingsworth; Gilmore; Nassif; Cambridge; Cusack

Absent: Hitt

III. PUBLIC COMMENTS:

Robert Toomey from Robert's Education Center came and introduced himself and his business. The education center will teach immigrants English along with teaching English speakers Spanish and Chinese.

Salvador Ortiz – Lopez inquired about his request for funds in regards to his project. Board Member Nassif would address this issue within the Marketing Committee Update.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt was not present. Chairman Collingsworth stated that Board Member Hitt has a meeting set up for next Tuesday with Merrell Johnson to discuss the drainage project. This meeting will also be with the landscape architect.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she is preparing all the documents to take to the CPA. The CPA will do the final audit for the year. She plans to set up a meeting with Orlando from the Town to go over everything.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that he had received a couple of ARGP applications, but first wanted to thank everyone that participated in the successful Street Fair. People enjoyed it so much they wanted to know when the Street Fair would be partaking next

month, but this will be an annual thing for the time being. There were minor issues in regards to the parking of the show cars.

There will be a Grand Marshall fundraising opportunity in regards to the Village parade 2016. There will be a mixer at Mollies in mid September where they will announce the winner of the Grand Marshall fundraiser. There are ideas of the possibility of having a street fair at the end of the parade, but this is still undecided.

Chairman Collingsworth stated that he spoke with a lot of vendors at the Street Fair and received positive feedback.

Angelique estimates about 1500 people partaking in the Street Fair.

Board Member Cambridge made the recommendation of wetting the dirt down for the parking area so that the participants don't get sandblasted. He also asked if the sheriff department could do a few extra patrols before hand within the area.

Board Member Nassif stated that he received three ARGP applications. The marketing committee recommends approval for two of the three applications seeing as all their paperwork has been filed correctly. Once the improvements are complete a final receipt and pictures will be submitted. With the ARGP program property owners are eligible to receive 50% of their tax assessment.

The other ARGP application for Mr. Ortiz did not receive approval from the marketing committee. For the reason that the program is designed for making improvements on existing structures, not building new ones.

Ed Henning stated that a majority of the tax assessments received from the village comes from property taxed at rates higher (75% more) which have buildings established, as compared to vacant property, which is taxed at a much lesser rate.

Motion by Board Member Nassif and second by Board Member Cambridge to approve the recommendations made by the Marketing Committee in regards to the 3 ARGP applications. The motion passed unanimously.

d) Status Update: PBID Renewal – Donna Gilmore

Treasurer Gilmore stated that she would let Ed Henning speak.

Ed Henning stated he surveyed the owners East of Central Rd as instructed by the board. There are 58 commercially zoned parcels, most of them are undeveloped, and there are a total of 41 owners. He received six surveys back. The results were split, three surveys

said yes we would like to be a part of the PBID and three stated no they would not like to be a part of the PBID. With the weighted assessments, 19% were in favor and 81% opposed.

Ed's recommendation is to not expand.

Motion by Board Member Cambridge and second by Board Member Nassif to approve the existing boundaries of the PBID for the upcoming renewal.
The motion passed unanimously.

e) Suggested items for next agenda

Boundary signs for the Village.
Assemble a Nomination Committee (Board Member Cusack and Board Member Cambridge).

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 15, 2016.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of June 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) Appointment of Jennifer Kelly for the Interim position as PBID Board Member

Motion by Treasurer Gilmore and second by Chairman Collingsworth to approve the appointment of Jennifer Kelly for the interim position as PBID Board Member.

ROLL CALL VOTE:

Board Members: Gilmore__Y__, Chairman Collingsworth__Y__

Cambridge__Y__, Nassif__Y__, Cusack__Y__, Hitt__NP__.

Vote: 5-0-1

b) Property Improvements in the Village

Chairman Collingsworth stated that the property owner at Hwy 18 and Navajo has not returned his phone calls. Board Member Hitt will continue to reach out to the owner to see if it is possible to lay concrete on the property.

c) Signature Events Update

Angelique stated that the marketing committee had a meeting to review over the street fair and future projects. For the fiscal year 2015 to 2016 the marketing budget was under \$900 and did not go over budget. She will be speaking with Scott in regards to the grand marshal campaign and her role/participation.

Kenneth from the town said that the door-to-door campaign is about halfway complete. By the end of August there will be an updated directory to be sent out during September. The sponsorship by the PBID for the concert in the park series will occur this upcoming week. Board Member Nassif and treasure Gilmore will be attendance to say a few things about the district during intermission.

VII. Board Comments

Board Member Cambridge said that everyone did a fantastic job at the street fair.

Board Member Cusack thanked Kenneth and Angelique for their hard work dealing with the Street fair.

Chairman Collingsworth stated that the PBID is an organization that helps bring attention to the area within Apple Valley known as the Village. Projects such as the highway 18 median landscaping, kiosk signs, light pole banners, the parade and street fair are all made possible by the PBID.

VIII. ADJOURNMENT:

Board Member 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 9:35 a.m. to the next meeting of August 17, 2016 at 9:00 a.m. at the offices

of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth