



P.O. Box 1044
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The Villager

Volume 26

April - June 2019

Members of the Board

Chairman
Larry Cusack
Apple Valley Communications

Vice Chairman
Jennifer Kelley
Kelley's Underground

Secretary
Chris Hitt
Hitt Plumbing

Treasurer
Donna Gilmore
Moose Lodge

Board Member
Scott Nassif
NAPA Auto Parts

Board Member
Bob Tinsley
Contractor

"PBID Monthly Meetings"

What: Board of Directors Meeting

When: 3rd Tuesday of each Month

Time: 9:00 am-10:00 am

Where: Town of Apple Valley Council Chambers

Please join us and be sure to always check our website for changes at www.applevalleyvillage.com.

Check Us Out Online

Visit us at www.applevalleyvillage.com for more information on the Business and Property Improvement District including pictures and updates.

Follow us on Facebook and Instagram.



@applevalleyvillage

CHAIRMAN'S MESSAGE



Larry Cusack

Spring is here!! We hope you were able to attend our spring mixer at the Rusty Bull on April 11, 2019. We had great attendance, we were able to provide updates to the individuals of the Village about the upcoming events planned, as well as receive feedback on how the PBID Board can better serve the needs of the Village. A special thank you to the Rusty Bull for hosting and providing tasty treats and drinks. The Board has already begun planning for the June 8th Summer Street Fair and the 2019 Happy Trails Parade. Mark your calendars, the Street Fair will take place June 8, 2019. Please join us for some fun in the sun and enjoy the many different kinds of fantastic booths that will be set up. If you have an idea or an opinion you would like to share with the board, please come to our board meetings every third Tuesday of the month at 9:00AM at the Town Hall Chambers. We look forward to continuing to serve the property owners and businesses of the Village to attract more consumers and new business to the Village area.

NEW BOARD MEMBER



An Apple Valley resident of over 40 years, Bob Tinsley wakes up every morning to a cup of coffee at his favorite café which is often followed by a round of golf at a local club. Bob has been an active member of Apple Valley's community over the years, currently serving on the Town Planning Commission and previously on the Apple Valley Fire Protection District Board. His favorite pastime? Bringing back Roy Rogers' golden palomino "Trigger" statue to town which now sits at the entrance to the Spirit River Center. We welcome Bob with open arms!

Signature EVENTS

Make sure to get those vendor and car show applications in for the 2019 Village in Apple Valley Summer Street Fair. We are anticipating a great turn out. This event is well advertised and brings in a great crowd so it will be with your investment to participate.

We thank those of you that came out to the 2019 Spring Mixer at the Rusty Bull. We would like to thank Renee and the all the staff at the Rusty Bull for the great service and food.

We are still working on the Business Directory update. Our goal is to have a new Business Directory completed and into the community by mid-July 2019.

We are starting on a web-site upgrade. It will include some design and functionally upgrades. In addition, we will be able to take electronic payments for special event fees, kiosk sign payments and the Merchant Directory will get an update. We will also have an interactive format that you can communicate more effectively with our team.

Make sure to mark your calendars and get ready...The 2019 Happy Trails Parade and Street Fair returns on October 5, 2019.

SUMMER STREET FAIR

The Village's annual Summer Street Fair returns this year on Saturday, June 8th! Are you ready?! Join us as vendors and classic cars take to the streets on Powhatan Road just outside of the James Woody Community Center in Apple Valley. The James Woody Community Center is located at 13467 Navajo Rd, Apple Valley, CA 92308.

For more information, visit www.applevalleyvillage.com or contact the Town of Apple Valley's Recreation Department at 760-240-7880 or Event Line/Signature Events 760-953-2214.



PAVING PROJECT

As part of the Town of Apple Valley's 2019 resurfacing project, Powhatan Road, Quinnault Road, Headquarters Drive and both north and south of Outer Highway 18 will be resurfaced inside The Village. The town-wide project's main focus will be to extend the life of several Victor Valley Transit Authority (VVTa) bus routes and reduce the likelihood of potholes.

BUSINESS SPOTLIGHT PAMPA RARA RESTAURANT NOTHING IS PRE-MADE, EVERYTHING IS FRESH!

"We love this business! On February 2nd we turned 4 years old!

A lot of our customers hear about us simply by word-of-mouth. We actually moved here from Las Vegas so it's been a huge adjustment. The people, however, have been very warm and kind to us. We have family here as well.

Every year, before summer, we like to update our equipment. Yesterday we bought a brand-new refrigerator and there was a group of people waiting outside to be seated and they actually helped us bring it inside. How special is that? That warmth you don't get anywhere else. It really is amazing.

Most of the unique decor you see on display here are donations from customers. Even the 1940's cash register someone donated! We love old stuff and I think our customers do too, haha.

We have steak, pork and vegetarian dishes as an option but we are famous for our seafood.

Our fish tacos are amazing. We are also known for our cocktails and handmade tortillas. Nothing is pre-made, everything is fresh.

We can always adjust to the customer. There are about 50 people who come in regularly on the 'Keto' diet so we offer keto-tortillas made out of cheese. Because everything here is made to order...we can do that for them.

Bigger parties are able to order tamales and enchiladas to go and we are currently working on offering those recipes to our individual guests.



We are open seven days a week...no days off!
Mondays from 11-7pm and Tuesday-Sunday
11-9pm.

We really enjoy what we do. There are regular customers who pull in and I know exactly that they want before they even park, ha!"

-Ana, Pampa Rara
13663 Navajo Rd #2 Apple Valley, CA 92308
(760) 240-2233



2019



Town of Apple Valley

The Village in Apple Valley

SUMMER STREET FAIR

hosted by The Village property owners

COME JOIN US FOR A DAY OF FUN IN THE SUN

Music, Classic Cars, Food, & Shopping

JUNE 8TH, 2019
10:00 AM - 2:00 PM

**LOCATION: JAMES A. WOODY COMMUNITY CENTER
AT POWHATAN AND NAVAJO, APPLE VALLEY**

CLASSIC CARS ENTER FOR FREE

SAME DAY REGISTRATION FOR CLASSIC CARS ONLY

CASH PRIZE FOR CLASSIC CARS!

1ST PLACE: \$100 | 2ND PLACE: \$75 | 3RD PLACE: \$50



Applications available online at www.applevalleyvillage.com.

Application drop off and pick up at the Town of Apple Valley Park & Rec Department 14955 Dale Evans Parkway, Apple Valley CA 92307 Park & Rec 760-240-7880 or Event Line/Signature Events 760-953-2214. Vendors Fees - Check Only - See application for email option. Spots will not be secured until payment is received.

VENDOR APPLICATIONS AVAILABLE MARCH 15TH 2019