



P.O. Box 1044
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www.applevalleyvillage.com

The Villager

Volume 27

July- September 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 Wednesday of each Month

Time: 9:00 am-10:00 am

Where: Mojave Water Agency,
13846 Conference Center Dr.
Dr, Apple Valley, CA 92307

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



@applevalleyvillage

CHAIRMAN'S MESSAGE



Larry Cusack

Hello readers! I am excited to announce the annual return of the Happy Trails Parade and Street Fair on Saturday, October 5th. This is our biggest event of the year where people from all over the high desert come to the Village and experience one of Apple Valley's oldest traditions. Be sure to check out both events during your stay. Admission is free!

Our website is currently being updated to look much cleaner and offer new tools for visitors. You can find everything from parade applications, to project updates and even monthly treasurer's reports. Our goal for the coming year will be to streamline this

information and allow the public to quickly access these documents on their personal computer as well as their mobile phone. We are also in the process of implementing credit card payments and digital applications for future events^o more to come!

Lastly, the monthly board meetings have now relocated back to the Mojave Water Agency on Conference Center Drive in Apple Valley. The meetings are held on the third Wednesday of each month at 9am. If you have an idea or an opinion you would like to share with your Property and Business Improvement District Board, please join us during these meetings where you will have the opportunity to speak to the board directly.

We look forward to continuing to serve the property owners of the Village district and attract more residents and business to the Village area and our events.

WELCOME – MARKETING SOLUTIONS!



Lovella Sullivan, MBA



Eileen Vindiola, MBA

Every business has a WHY.

Lovella and the team have created success for their clients and employers in many different industries. The team had an epiphany: Great marketing (common sense marketing) and results are not actually common. Price isn't indicative of what you get. We understand the underlying goal in all businesses. So, we thought, "Let's do this a different way". We propose a fair price for exceptional service and results. Call us crazy. It works.

Now for the details: We offer integrated campaigns across the right channels to build your business. Proven results in brand recognition, re-branding campaigns, product development and launch, graphic design, customer service assessment, development and execution strategies, media and political campaign consulting, and public relations/content development.

Signature EVENTS

SIGNING OFF!

When The Village in Apple Valley contracted with me 2014 I honestly had no idea that I would be working on such a special project in such a special area. I figured I would be working on some marketing & advertising to bring awareness and consumer traffic into The Village. However, within the first 18 months we; changed the logo, added a slogan, launched a business directory, revamped the website, held the first summer street fair^o .and let's not forget we brought back the beloved Happy Trails Parade. So, a little secret^o I had managed/planned some pretty large events but not a parade. A parade is a whole different logistically challenging event to pull off. But we did it and it's been awesome to see it grow and make it better each year. It's bitter sweet for me to TMsign off and hand my precious project(s) over however I assure you the foundation is strong and you will be in good hands going forward. I have enjoyed being a part of the success and growth of The Village in Apple Valley. I hope you have benefited in some way from my contribution.

-Angelique Johnson, Signature Events



HAPPY TRAILS PARADE AND STREET FAIR

The Annual Happy Trails Parade & Street Fair returns this year on Saturday, October 5th! Are you ready?! Join us as floats, classic cars, horses and marching bands make their way through The Village along Outer Highway 18. It all starts at 10AM! Check out our flyer on the back of this newsletter! For more information, contact The Village in Apple Valley at 760-810-9856. Visit www.applevalleyvillage.com to download your application today!



NEW WEBSITE, NEW LOOK

The website is currently being updated to look much cleaner and offer new tools for visitors. Everything from project updates, monthly treasurer's reports and event applications for the Happy Trails Parade are all available now! Our goal for the coming year will be to streamline this information and allow the public to quickly access these documents on their personal computer as well as their mobile phone. We are also in the process of implementing credit card payments and digital applications for future events..... more to come!

Check it out by visiting www.applevalleyvillage.com today!



BUSINESS SPOTLIGHT

BJ'S HEALTH FOODS

™We have been here since 1978. Same owner, and we've both been here for more than 13 years!

The focus has always been health. Many people today are interested in different diets such as ™Paleo or ™Keto and we carry special items just for them. We sell food and beverages, but we also specialize in vitamins, minerals and herbals. This all coincides with our main focus of health and wellness.

Everything is organic and non-GMO. A lot of the companies we do business with have been around for years and have great reputations and quality ingredients. When you are trying to fight disease or ailments in your body...you want good quality ingredients.

The majority of what we sell are supplements to our regular customers. Everything you can think of, and we always have staff here so you can ask questions or talk to someone about our products. We offer monthly sales on many of our products and most of our supplements are below retail prices.

We are open Monday - Saturday from 9am - 5pm.

I was raised in a household where nutrition was important. We have a love for what we do and always want to be helpful to others and make them feel comfortable.

-Colleen & Linda, BJ's Health Foods Apple Valley

21825 Outer Hwy 18 S Suite B

Apple Valley, CA 92307

(760) 240-4121





WWW.APPLEVALLEYVILLAGE.COM

2019 HAPPY TRAILS PARADE & STREET FAIR

SATURDAY, OCTOBER 5TH 2019

PARADE AT 10:00AM

PARADE ROUTE BETWEEN CENTRAL & PAWNEE ON OUTER HWY 18

STREET FAIR 10AM - 2PM

STREET FAIR LOCATION: JOHN GLENN RD



Town of Apple Valley

ACCEPTING APPLICATIONS FOR PARADE &
STREET FAIR VENDOR JUNE 17TH - SEPTEMBER 23RD

MAIN PARADE VIEWING AREA, STREET FAIR
AND PARKING AVAILABLE AT JOHN GLENN RD

SPONSORSHIP OPPORTUNITIES AVAILABLE!

CONTACT THE VILLAGE IN APPLE VALLEY FOR MORE INFO 760-810-9856



TALK 960



DAILY PRESS

PARADE & STREET FAIR VENDOR APPLICATIONS AVAILABLE JUNE 17TH ON-LINE 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 THE
VILLAGE IN APPLE VALLEY 760-810-9856 FOR DETAILS. VENDOR SPOTS WILL NOT BE SECURED
UNTIL PAYMENT IS RECEIVED. APPLICATION CUT OFF SEPTEMBER 23RD.

