

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – November 16, 2016**

I. CALL TO ORDER:

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:04a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Collingsworth; Gilmore; Cambridge; Nassif; Cusack

Absent: Hitt; Kelley

III. PUBLIC COMMENTS:

John from Apple Valley Christian School spoke in support of the playground construction for the school. He asked for the support of the PBID Village and its board members. The school wants to work with the Town to see this project come to fruition.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt was not present. Chairman Collingsworth stated that the update would be tabled until December's meeting.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that she received a check (last years expenses) from the Town and has deposited in the bank.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif stated that they had a meeting yesterday. They are in the process of figuring out dates for the parade and street fair. The parade and street fair are tentatively planned for September 30th 2017. The spring street fair is tentatively scheduled for June 3rd 2017. They are still working on a marketing strategy to get the information out. They want to continue the partnerships that were made during the last parade.

d) Status Update: PBID Renewal – Donna Gilmore

Treasurer Gilmore stated that she would let Ed Henning speak.

Ed Henning stated that the beginning phase to send out the

petition forms in the mail has begun. Board Member Cusack was able to bring in half of the petitions signed during the last renewal process. The mailer should hopefully relieve some of this trouble so that the board members can focus on the one on one meetings later if needed. 20 of the 120 of the parcels that signed the partition during the last renewal process have been sold.

e) Suggested items for next agenda

No suggested items.

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 October 19, 2016.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of October 2016

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Cambridge and second by Board Member Nasiff to approve items a and b.
The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Town of Apple Valley Update

Orlando from the Town stated that he did not have an update.

b) Nomination Committee Update

The ballots were mailed out in the beginning of the month and will be returned back the first week of December. Board Member Cusack and Cambridge will have a meeting December 6th to count the ballots and report the results the following day to the board.

c) Signature Events Update

Angelique stated that she is taking care of the volunteer groups that helped out with the parade. She wants them to be involved in

the planning for next year's parade/street fair. She will be meeting with Treasurer Gilmore in regards to reviewing the parade expenses 2016. She will also be working with Kenneth on updating the directory and will be the only advisement being run in the next few months.

The Christmas lighting contest will be judged Friday December 16th. Chairman Collingsworth asked if they would be able to purchase keywords (i.e. car show, street fair, parade) for Google in regards to the Village website. Angelique asked Kenneth to research this proposition and report back during next months meeting.

Kenneth from the Town stated that he would be passing out the results from a survey performed in reference to the 2016 parade. They had 16 respondents from the survey which is about half of the total participants of the parade. There was an overwhelming "yes" to continue the parade next year.

VII. Board Comments

The AVPD stated that the increase in afternoon/evening patrols would be implemented in the end of November.

Board Member Cambridge wished congratulations to Board Member Cusack on his Town Council reelection bid and the Apple Valley Fire Protection Board on their successful passage of Measure A to reopen 2 fire stations in the Town.

Chairman Collingsworth congratulated Board Member Cusack on his Town Council reelection win.

VIII. ADJOURNMENT:

Board Member Cambridge motioned to adjourn and second by Board Member Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:49 a.m. to the next meeting of December 7, 2016 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth