

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

**I. CALL TO ORDER:**

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

**Absent:** Johnson

**III. Public Comments:**

No public comments.

**IV. Committee Updates**

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

Board Member Hitt stated we should get our permits in the coming month. We have \$300,000 promised to the PBID from various grant programs. They are looking to do all three sections at once to help save some of the funds.

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

Donna Gilmore stated there would be a difference concerning the PBID legal advice. Best, Best and Krieger would like to have direct contact with the PBID. This will eliminate the middleman, the Town. They will be able to bill the PBID directly rather than through the Town.

Motion by Vice-Chairmen Nassif and seconded by Board Member Collingsworth to approve direct billing to the PBID from BB&K.

**Vote:** 8-0-1

Motion carried

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

Vice-Chairmen Nassif stated that they're main focus has been the PBID renewal process. The new generic banners are up on outer

Hwy 18. The budget has been approved for the kiosk sign and the contractor will be in contact with the Town staff.

l) Janice from the Chamber of Commerce stated the newsletter would be ready for next month.

**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 December 8, 2011.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of December, 2011

**Recommendation:**

Approve the subject Treasures Report as part of the consent agenda

Motion by Board Member Johnson and seconded by Board Member Hitt to approve consent agenda items a and b.

**Vote:** 8-0-1

Motion carried

**VI. NEW BOARD BUSSINESS**

a) **Advertisement of the Village in the Daily Press Newspaper**

Janice from the Chamber of Commerce offered the PBID an opportunity to participate in advertising in the Daily Press. The advertising would cost \$150 dollars a month per business, and there are 5 business spots. The total would be \$750 a month. They would rotate the business throughout the ad spaces.

Board Member Gilmore wishes to have more time to better understand the possible contract with the Daily Press.

Chairman Cusack asked if they change out the business would it costs the PBID each time they are replaced.

Motion by Past Chairmen Cambridge and seconded by Board Member Collingsworth to approve allotting authority to the Marketing Committee to make a decision whether or not to enter in a contract with the Daily Press on the contingency it fits within the marketing budget.

**Vote:** 8-0-1

Motion carried

**b) Apple Valley Village PBID Renewal Management Plan Summary**

The Apple Valley Village PBID is a property-based Business Improvement District that was established for a five-year term in 2007 by a consortium of business and property owners within the Apple Valley Village business area and is now being renewed for a five-year period. The purpose of this district is to continue to provide and manage supplemental services and improvements for this important business center, including supplemental public safety services, marketing and promotions, additional streetscape beautification/image enhancements, other business related special projects/ programs and District management/operations. The renewed District annual budget is being reduced 41% from the current level of \$337,000 per year to \$200,000. In turn, individual property assessments will generally be reduced by 40-60% of current assessment rates. There are some minor assessment formula and boundary changes being made in the renewed District. The renewed PBID will enable the District property owners, working as a unit, to continue to fund needed property and business related improvement programs and projects above what can be provided by the Town of Apple Valley on a regular basis. PBIDs such as the one being renewed have been successfully set up and renewed in over 200 business districts throughout California.

Location: Primarily along Highway 18 between just west of Navajo to just east of Central and surrounding certain commercial properties generally between Esaws on the north and Ottawa on the south (see included map).

Services: Supplemental public security, marketing and promotions, streetscape beautification improvements/image enhancements, other special projects/programs and District management/operations.

Finance: Benefit assessment of real property (294 identified parcels)

Budget: Total district budget for renewed Year 1 is \$200,000. The budget allocations may be adjusted to reflect changing costs and priorities. The proposed general budget categories and allocations are as follows:

1. Security - \$30,000
2. Marketing - \$50,000
3. Streetscape beautification - \$75,000
4. Special Projects - \$25,000
5. Management/Operations/Contingency - \$20,000

Cost: There are two benefit zones; Zone A and Zone B. Assessment rates will have a 5% maximum annual increase cap. Year 1 property

assessment rates per parcel in each zone are:

ZONE A (Parcels w/ Hwy 18, Yucca Loma, Navajo and Central n/o Hwy 18 frontages)

A. \$0.00325 per square foot of land, plus

B. \$0.12 per square foot of building, plus

C. \$1.50 per lin foot of Hwy 18, Yucca Loma, Navajo, Central n/o 18 street frontage.

D. \$0.66 per linear foot of all other street frontages

ZONE B (All other parcels in District)

A. \$0.0013 per square foot of land, plus

B. \$0.048 per square foot of building, plus

C. \$0.66 per linear foot of street frontage.

Formation: District formation requires submission of petitions from property owners representing at least 50% of the total assessment to be levied. In addition, a balloting of property owners who will be assessed is required whereby, returned ballots in support of the PBID must not be "outweighed" by those returned in opposition to the PBID based on the amount of assessment to be levied.

Duration: The renewed district will have a term of five (5) years. After five years, the petition and balloting process must be repeated in order to renew the district again and continue to levy assessments.

Vice-Chairman Nassif stated that after receiving feedback from the members of the village they are in favor of the PBID existence, but would like to see their rates lowered at this time.

Past Chairman Cambridge is not in full support of the current outlined PBID renewal district. He inquired about the time line the PBID has to make changes to the proposed district.

There was a recommendation to approve the report, but allow changes to be placed throughout the PBID renewal process. Next they will be able to start the petition phase. One may administer the petition by any means possible since there is no law regarding such actions.

Motion by Board Member Johnson and seconded by Board Member Hitt to approve Apple Valley Village PBID Renewal Management Plan Summary.

**Vote:** 6-2-1

Motion carried

## **VII. BOARD COMMENTS:**

Vice-Chairman Nassif stated he would like the Marketing Committee devise a plan for the petition phase.

Past Chairman Cambridge thanked the board.

Board Member Collingsworth would like to show the property-owners that their dollars they pay into for the PBID are being match by federal grant funds.

**VIII. ADJOURNMENT:**

Chairman Cusack's motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:01 a.m. to the next meeting of February 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