

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – December 8, 2011**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:05a.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

Absent: Johnson; Carpino

III. Public Comments:

Janice Moore from the Apple Valley Chamber of Commerce stated she would like to see a deputy sheriff present 30 minutes before the meeting being called to order.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Board Member Hitt stated that he spoke with Richard with the Town and the project should start in March or April. The plan suggests they close the road at one time, and Cal Trans should approve the permits in the coming weeks.

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated no new news.

c) Status Update: Marketing –Vice-Chairman Nassif

Vice-Chairmen Nassif stated that they had 2 outreach meetings. The Marketing Committee will convene in the coming weeks and present a recommendation to the board for the January meeting. The Fire Department is interested in participating with the banner project. There is speculation the PBID was short by 3 banners and Brett Savage will inquire about the shortage with the banner company.

l) Janice stated the newsletter is ready to be printed, as well as she will be the new contact for the Chamber of Commerce.

d) Status Update: Nominating –Donna Gilmore

Results stated later.

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 November 16, 2011.

Recommendation:

Approve the subject minutes as part of the consent agenda.

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

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Vice-Chairmen Nassif and seconded by Board Member Hitt to approve consent agenda items a and b.

Vote: 7-0-2

Motion carried

VI. NEW BOARD BUSSINESS

a) Status Update Concerning the PBID Renewal

Ed Henning stated he has new data concerning the district. He wants to communicate with the Marketing Committee via email regarding the data. He would like to start at \$300,000, which is the lowest income of all the years of the PBID has been in existence. Currently Zone A is at 60%. He recommends taking certain aspects out of the district and evaluates the income along with the rates. We are trying to get an approximate budget for the new PBID. With a new PBID they must develop new goals for the next 5 years. Vice-Chairman Nassif has been working with the town and states that it looks promising. We must come to a middle ground, which is a budget. He recommends a Marketing Committee meeting convene the first week of January.

b) PBID Election Results

All the ballots were sent out. The results of the election are listed below:

Election Results for 2011-2012

Scott Nassif-	30
Chris Hitt-	29
Kim Scully-	8
John Weldy-	1
Milt Holland-	1
Sharon Holland-	1

Motion by Past Chairmen Cambridge and seconded by Board Member Hitt to approve officer positions with current positions standing.

Vote: 7-0-2

Motion carried

VII. BOARD COMMENTS:

Board Member Robinson stated he was disappointed with the amount of individuals participating in the PBID outreach meetings. Past Chairman Cambridge stated there was more participation when people went door to door. There was idea presented to conducted more phone bank calls. There was a consensus that there definitely needs to be more outreach to get a pulse of the members of the Village.

Vice-Chairman Nassif stated that if there is any input from the members of the Village please let the board know.

Chairman Cusack made a recommendation that the board should obtain all the members emails and phone numbers so we may let them know the status of the PBID and keep them updated.

Treasurer Gilmore states with the election consisting of 197 ballots, 36 were returned.

Board Member Hitt stated that the board must have the newsletter inform the members of all the red tape and bureaucracy the PBID must navigate through while trying to complete these projects. Also, let the members of the Village have an opportunity to give feedback in the next newsletter.

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 9:50 a.m. to the next meeting of January 18, 2012 at 9:00 a.m. at the offices of

Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack