

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – October 21, 2009**

I. CALL TO ORDER:

Vice Chairman Cusack called to order the meeting of the AVVPBID at 9:00 am.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Roll Call

Present: Carpino; Gilmore; Hitt; Johnson arrived at 9:10am; Nassif; Robinson; Sparks; Vice Chairman Cusack.

Absent: Squire and Chairman Cambridge

III. PUBLIC COMMENTS:

Kim Scully wants to volunteer as a Board Member and is unable to hire local people for her business. She voiced concerns about having to hire a lawyer.

Janice Moore from the Apple Valley Chamber of Commerce extended an invitation to all the members to be her guest at the Chamber Luncheon. The Speaker will be Passantino and San Bernardino County has new programs supporting Small Business. The Chamber has resources at no charge for the Village Merchants.

Milt Holland, accused Board in being in violation of the Brown Act Quoted statute from 1986 made accusations against Chris Hitt, Rich Sparks and Rick Cambridge. Says his demands are being ignored.

Eugene Buchanan Advocate of the Scully Family Trust wants information provided on all agenda items.

IV. CONSENT AGENDA

Motion by Board Member Sparks and seconded by Board Member Robinson to accept Consent Agenda item a) as submitted.

Vote: Motion carried 8-0-0-2.

a) Approval of Minutes of September16, 2009.

Public Comments:

Joyce Stevenson received tax bill and can't afford it. When are you going to do something? Have MWA and FD on her tax bill. Why are you paying Soni \$900.00 per months and \$48.00 for cell phone? How much interest are we getting?

Board Member Nassif checked with Board Member Gilmore and stated that we are receiving approx. 1%.

b) Treasurer's Report

Recommendation:

To approve the Treasurer's Report as submitted.

Motion by Board Member Nassif and seconded by Board Member Hitt to accept Consent Agenda item b) as submitted.

Vote: Motion carried 8-0-0-2.

V. NEW BUSINESS

a) Executive Board Job Description, Responsibilities and Contractual Services

Comments:

Eugene Buchanan stated concerns for amount being paid to attorney for responsibilities.

Board Comments and Discussion:

Chairman Cambridge: Sent responsibilities he drew up to each board member for review. Board will bring back final draft to next meeting.

b) Status Update: Landscape – Chris Hitt

Comments:

Eugene Buchanan concerned that if the Corridor came through it will rip out landscape and waste money.

Board Member Hitt has a tentative approval from Cal Trans. He provided copies of a PBID Boundary Map to all members plus it is on the Web Site www.avvillage.org .

Board Member Nassif stated Hi Desert Corridor would replace anything destroyed. It would be phase 2 in 10 or 15 years. Village will be a destination and sign will not be affected.

c) Status Update: Marketing – Web Site

Comments:

None

Board Member Nassif reported address of new website as www.avvillage.org and

encouraged all members to visit Project updates. Encourage members to send information to Soni on space for rent or properties for sale so they may be posted on the web site.

VI. ACTION ITEMS

a) Marketing – Scott Nassif – RFP

Comments:

Eugene Buchanan wants to know when committee happened. Wants to be included in meeting.

Board Member Nassif gave details on 3 proposals by TMG, Passantino and McGregor. Recommendation from Committee is Passantino.

Board Member Johnson questioned if marketing is going to help empty buildings.

Motion made by Board Member Robinson to approve the proposal from Passantino with a second by Board Member Sparks. All ayes motion passed.

Vote: 8-0-0-2

b) Capital Improvement Program- Scott Nassif

Board Member Nassif explained in detail the Guidelines and Application for the Grant Program. The information is on the website under Project update. You may print out the application and submit it by January 1, 2010.

Motion made by Board Member Sparks to approve the Guidelines and Application with a second by Board Member Carpino. All Ayes motion passed

Vote: 8-0-0-2

Board Comments:

Board Member Sparks concerned about negative comments about Soni.

Board Member Gilmore questions if Council has approved Sheriffs Contract.

Orlando Acevedo stated the contract has not gone to Council and he will bring a report to next meeting.

Vice Chairman Cusack showed sample ballot and explained directions stating the importance of the deadline of December 1, 2009 post mark. He informed members if they have not received a ballot by the first week of November to please contact us.

ADJOURNMENT

Motion by Board Member Sparks, seconded by Board Member Gilmore, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:55 a.m. to the next meeting of November 18, 2009 at 9:00 a.m. at Mama Carpino's.

Respectfully Submitted

Soni Beckman
Administrative Consultant

Approved:

Larry Cusack
Vice Chairman