

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – November 18, 2009**

I. CALL TO ORDER:

Chairman Cambridge called the meeting to order 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; Johnson; Nassif; Robinson; Chairman Cambridge; Vice Chairman Cusack.

Absent: Squire; Hitt and Sparks

III. PUBLIC COMMENTS:

None

IV. 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 21, 2009.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of October 2009

Recommendation:

Receive and file.

c) Executive Board Job Description, Responsibilities and Contractual Services.

Recommendation:

Receive, ratify and file the job descriptions as presented.

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) Status Update: Continuing Appropriation Budget 2008-2009 and Annual Budget Report 2009-2010
Orlando/Chairman Cambridge**

Motion by Board Member Gilmore to approve continuing appropriation budget 2008-2009 and send Annual Budget Report/Work Plan to the Town Council on December 8, 2009. Motion Seconded by Board Member Nassif. All Ayes

b) Status Update: Marketing - Ryan Orr

Report by Mr. Orr consisted of several items and they are as follows:

Increase awareness of the District, attract new business, monthly newsletter, create a logo, keep constant communication, Trade Shows, newspaper press release and work with Chamber on new resources for business.

c) Status Update: Landscape – Chris Hitt

Richard Pedersen, Town Engineer, gave an update on standing with Cal Trans. Cal Trans will not require median drain to be capped off and they require a maintenance agreement with the Town. Mr. Pederson stated that we are still looking for an approval of updated plans by the end of December 2009.

d) Landscape Maintenance of Highway 18 Median – Orlando

Discussion on who will fund the maintenance of the median. Construction costs have been reduced to a point as to fund the maintenance for the first three years. This is not an action item but may be brought back to the board after the three years to determine what the costs will be and discuss suggestions for funding at that time. CDBG funds are not available for maintenance.

Comments:

Eugene Buchanan questions if Cal Trans requires a permanent maintenance contact. Is PBID payment necessary forever? Orlando response - no answer at this time.

Board Comments:

This year there will be no maintenance costs.

e) General Plan: Revisited – Vice Chairman Cusack

Recommendation:

Discussion

Vice Chairman Cusack suggested moving forward on some projects and looking into

others for example: Banners, Decorations, Lighting and possibly an Entry Statement into The Village if funding allows. This should be turned over to Landscaping and ideas brought back to the Board at our January 2010 meeting. No Cal Trans approval needed on items not on the Median. **ACTION:** Send email to Landscaping and Marketing Committee.

VI. **ACTION ITEMS**

a) **Reduce Board – Chairman Cambridge**

Recommendation:

Reduce Board from eleven members to nine members.

Motion made by Board Member Carpino to approve the reduction of Board Members to nine members, second by Vice Chairman Cusack. All ayes motion passed.

Vote: 7-0-0-2

Board Comments:

Board Member Johnson asked why there are only three names on the ballot.

Answer: No other names were submitted.

Chairman Cambridge: Inquired about the RDA money. **Action:** Orlando will bring report to January 2010 meeting from The Town on where money is spent and how the PBID may apply for this money.

ADJOURNMENT

Motion by Board Member Gilmore, seconded by Vice Chairman Cusack, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:45 a.m. to the next meeting of December 10, 2009 at 9:00 a.m. at Mojave Water Agency.

Respectfully Submitted

Soni Beckman
Executive Assistant

Approved:

Rick Cambridge
Chairman