

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – July 21, 2010**

I. CALL TO ORDER:

Vice Chairman Nassif called the meeting to order of the AVVPBID at 9:15 am.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Carpino-arrived at 9:20; Gilmore; Hitt; Past Chairman Cambridge; Vice Chairman Nassif.

Absent: Johnson; Robinson; Sparks and Chairman Cusack

III. PUBLIC COMMENTS:

Milt Holland: Has issues with the ARGP-states it is not fair to all property owners. Made accusation that the PBID is rigged.

Sharon Holland: Concerns about the 2010-2011 budget regarding refreshment. Will Animal shelter be reassessed? Reminds the Board the Management Plan must be followed.

Orlando Acevedo: The annual budget report will be presented to the council on August 10th instead of July 27th.

Kristy: Will open a bar on July 30th with a Grand Opening 2 weeks later.

Donald Tatera: Been in business for 2 ½ years, recently moved to the Village and announced Grand Opening on August 6th.

Linda Martin; Represents the Apple Valley Chamber of Commerce and stated she is personally working on a web site to present to business owners in the village.

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 June 16, 2010.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of June 2010

Recommendation:

Receive and file.

Unable to vote on the above item for lack of a quorum. Moved to next meeting on August 18, 2010.

V. **NEW BUSINESS**

a) Presentation: Stardust 910 A M Radio – Steve Elliott

Mr. Elliott gave an advertising proposal for the Village and the business owners in the Village. Played an ad he put together for the Village. Example: Some ads will air 6 times a day Monday through Friday with a cost of approximately \$500.00 per month.

Action: The Marketing committee will look at the possibility of radio advertising at their next meeting.

b) Status Update: Marketing – Scott Nassif

We are receiving weekly inquiries about our ARGP (Aesthetic Rehabilitation Grant Program) Please submit your application for ARGP. We have monies available in our budget for your rehabilitation. Any questions click on contact us and send an email. Larry made a presentation complete with a slide show, furnished by Ryan Orr, to the Apple Valley Rotary on June 24th.

Larry taped a 30 minutes radio show on July 1st for Stardust Radio Station 910 AM. We have just received a presentation from Steve Elliott.

Larry also did a live interview on July 6th with Barbara Stanton to answer questions regarding the PBID. You can listen on her website <http://www.barbstantonshow.com>. The Committee will be reviewing lighting and Holiday Decorations from brochures presented by various companies and we will ask Ryan Orr to do some research.

c) Status Update- Landscape – Chris Hitt

We will have all the permits from Navajo to Central at one time. We hope to be able to put out for bid next week on the first two sections. Richard Pederson is ironing out the issues with Cal Trans.

VI. ACTION ITEMS:

Public Comments:

Milt Holland: Does not feel that the ARGP is a special benefit to all property owners.

a) ARGP Applications: Vice Chairman Nassif

No vote on the applications for the Ascension Lutheran Church and Frazee due to the absence of a quorum. This item to be tabled till August 18, 2010.

VII. BOARD COMMENTS: Vice Chairman Nassif

Past Chairman Cambridge requested that Soni send get well cards to Board Members Johnson and Robinson. He is happy to see more businesses moving into the Village.

Board Member Gilmore: Received report from CPA and report was sent to Town. No longer wants to hear negative comments on improper spending of monies. Wants support from members for the next two years.

Vice Chairman Nassif: Appreciates efforts brought to the community to improve business.

ADJOURNMENT

Motion by Vice Chairman Nassif, seconded by Past Chairman Cambridge, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10 am to the next meeting of August 18, 2010 at 9:00 am at Mojave Water Agency.

Respectfully Submitted

Soni Beckman
Executive Assistant

Approved:

Vice Chairman Nassif