

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 18, 2010**

I. CALL TO ORDER:

Chairman Cusack called the meeting of the AVVPBID to order at 9:07 am.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Gilmore; Johnson; Robinson; Sparks; Past Chairman Nassif; Chairman Cusack;

Absent: Past Chairman Cambridge; Carpino; Hitt

III. PUBLIC COMMENTS:

Joanna Brewster: Asked for clarification on how the ARGP funds can be utilized and how each zone is assessed. She would like a copy of the entire assessment roll. She also mentioned that the Village website was outdated and did not include the assessment information. **Action:** Orlando will send her assessment roll and Rosanna will add the current assessment roll to the website.

Milt Holland: Provided a supplemental document for all Board Members present to read. The businesses that are not along Highway 18 will not benefit from the new landscaping. He cited Section 4, of the Constitution.

Linda Martin: Gave progress report on marketing strategies. She made a personal visit to the merchants in the Pueblo stores and is building a business spotlight on a web pack to assist and market their businesses. She indicated the Pueblo merchants had a few comments; in addition to the new landscaping, they would like to see additional signage in the middle median. Richard Pederson responded to medium signage.

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.

b) Approval of Minutes of July 21, 2010.

Recommendation:

Approve the subject minutes as part of the consent agenda.

c) Treasurer's Report – Month of June 2010

d) Treasurer's Report – Month of July 2010

Recommendation:

Receive and file.

Motion by Board Member Gilmore and seconded by Vice Chairman Nassif to accept consent agenda **items a and c**. Sparks abstained

Vote: Motion carried 5-0-1-3

Board Members Sparks, Johnson, Robinson and Chairman Cusack abstained from voting on **Items b and d**. These items will be moved to the next meeting on September 15, 2010 due to lack of a quorum.

V. **NEW BUSINESS**

a) Appoint Nominating Committee

Nominating Committee will be comprised of: Board Member Hitt, Past Chairman Cambridge and Chairman Cusack,

b) Meeting Date Changes – Chairman Cusack

Chairman Cusack reported the meeting date changes to the members and they are as follows:

October 13th – 2nd Wednesday at 9 am

November 10th – 2nd Wednesday at 9 am

December 1st – 1st Wednesday – Annual Meeting at 9am

c) Amend Article IV of the By Laws regarding Quorum: - Chairman Cusack

Reduce quorum from six members to five members.

Motion by Board Member Sparks, seconded by Board Member Gilmore to approve the reduction of the quorum from six to five members.

Vote: Motion carried 6-0-0-3

Public Comments:

Milt Holland: Landscape improvement is only glorifying Caltrans.

d) Status Update: Landscape – Richard Pederson, Town of Apple Valley
First phase permit has been approved by Caltrans, second phase is funded and the Town will be submitting permits shortly. Bid packets will be available September

2, 2010 at 10 am at Town Hall. Bid will be awarded at the Council meeting on September 14, 2010.

- e) Status Update: Marketing – Scott Nassif
No report. **Action:** Rosanna to contact marketing Chairman Nassif to schedule a marketing meeting before next month's meeting.
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VI. ACTION ITEMS:

a) ARGP Applications: Chairman Cusack

Frazeo Chiropractic

Motion to approve application by Board Member Sparks, seconded by Board Member Robinson.

Vote: Motion carried 6-0-0-3

Ascension Lutheran Church -

No vote on the application for the Ascension Lutheran Church due to the absence of a quorum. This item tabled until September 15, 2010.

VII. BOARD COMMENTS: Chairman Cusack

Board Member Johnson: Inquired about the special policing in the Village area. He has had three vandalism incidents take place at his business. He requests increased patrol and an update report from the Police Department at next meeting.

Board Member Sparks: Encouraged the use of PBID funds for all businesses to improve the Village area and Community as a whole.

Chairman Cusack: Appreciates the efforts from Linda at the Chamber of Commerce for her marketing efforts. August/ September newsletter is out, next one will cover Oct., Nov., Dec. If you have any information to promote your business please contact us at www.avillage.org and we will be happy to post your information.

VIII. ADJOURNMENT

Motion by Board Member Gilmore, seconded by Board Member Johnson, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:58 am to the next meeting of September 15, 2010 at 9:00 am at Mojave Water Agency.

Respectfully Submitted

Rosanna Lafler
Executive Assistant

Approved:

Chairman Cusack