

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – October 13, 2010**

**I. CALL TO ORDER:**

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

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Carpino, Hitt; Johnson arrived at 9:15 am; Robinson; Vice Chairman Nassif and Chairman Cusack.

**Absent:** Gilmore; Cambridge; Sparks

**III. PUBLIC COMMENTS:**

No public comments

**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 September 15, 2010.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

Unable to vote on above item for lack of quorum. Moved to next meeting on November 10, 2010.

**b)** Treasurer's Report – Month of September 2010

**Recommendation:**

Receive and file.

**c)** Village Holiday Decorating Contest

**Recommendation:**

Approve the subject Holiday Decorating Contest as part of the consent agenda

**d)** Banner Estimate for Light Standards

**Recommendation:**

Approve the subject Banner estimate as part of the consent agenda

Motion by Robinson and seconded by Vice Chairman Nassif to accept consent agenda items b, c and d. Vote: Motion carried 6-0-0-3

V. **NEW BUSINESS**

**Public Comments:**

None

- a) Status Update: Landscape – Chris Hitt  
Scott Daniels from Cooley construction expects to begin construction on the center median in two weeks, he is awaiting approval for one additional permit. The first phase will be from Navajo Rd. to Pawnee Rd.
  
- b) Status Update: Marketing – Scott Nassif  
We just approved these two items in the consent agenda. The 1<sup>st</sup> Annual Holiday Decorating Contest will take place in the Village. There will be 3 categories: Most Creative Display, Best Display and Town Councils Choice. Application must be turned in by Nov. 27. We will get the word out electronically and any other way we can. The other item just approved was the Banner estimates. We would like to get a banner program running. We have a good local bid that can offer banners for less than \$100.00. We went to the Town to ask for a new code amendment to allow banners and directional signs in the Village. Our Chairman has already asked for that to be placed on the agenda for Council to approve. We do not know how long it will take to get an approval. We are looking at a standard banner, Holiday banner and maybe a New Year's and Fourth of July banner. We were told by the Town that we may have to get approval from Southern California Edison because they own the Light Standards.
  
- c) Presentation: California Downtown Assoc. Conference – Orlando Acevedo  
I have a lot of information to share with the Board Members. There were PBID Associations from all over the state from large ones to smaller ones. I will be sending a lot of information that I gathered at the conference that you can benefit from. I will be preparing a written report with more information and resources.
  
- d) Status Update: Security Report – Sean  
We have used 92 hrs. of the project hours dedicated patrols for the PBID area. There were no calls for service for the aggressive pan handling problem we had. We made 19 arrests and 11 new security assessments. We moved the substation from Outer Highway 18 to the James Woody Community Center in response to a park project we started. This is going to increase the presence around the park area. The park hours are completely separate from the PBID hours so it places additional patrols in the PBID area. In an emergency they can respond close by and provide a little extra area support. There were no major vandalism problems that we know of. We have been working with Code Enforcement.

**VI. ACTION ITEMS:**

**Public Comments:**

None

**a) ARGP Applications: Chairman Cusack**

**Ascension Lutheran Church**

**Recommendation**

Approve application and call for vote

Motion by Board Member Robinson, seconded by Board Member Carpino  
Chairman Cusack abstain.

Vote: Motion carried 5-0-1-3

**b) Frogee’s Cocktail Lounge**

**Recommendation**

Approve application and call for vote

Motion made by Vice Chairman Nassif, seconded by Chairman Cusack

Vote: Motion carried 6-0-0-3

**VII. BOARD COMMENTS: Chairman Cusack**

Board Member Johnson: Inquired about the special policing in the Village area. He has had two vandalism incidents take place at his automotive business. Requests increased patrol during 6 pm – 9 pm.

Board Member Robinson: Mentioned the graffiti on Pioneer next to the feed store.

Vice Chairman Nassif: Apple Valley is one of the top 10 cities in California and the least cost of doing business. We are also one of the top 10 cities with an increase of sales tax revenue in California. Revenues are on the increase.

Chairman Cusack:

Ballots were mailed out on Oct. 1. Please cast your ballot and return by Nov. 22. If you did not receive a ballot in the mail please see Rosanna after the meeting today. We are planning a ground breaking as soon as the final Cal Trans permit is approved. We have the Decorating Contest as we spoke about earlier and the Banner program that we are going to continue working on. Las Brisas and Out of this World Barbecue is sponsoring a Thanksgiving Dinner for the less fortunate this Thanksgiving. It is a great thing for the Community, so help spread the word. We will post this on our website and will notify the Chamber and the Town of Apple Valley.

## **VIII. ADJOURNMENT**

Motion by Board Member Johnson, seconded by Board Member Carpino, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:30 am to the next meeting of November 10, 2010 at 9:00 am at Mojave Water Agency.

Respectfully Submitted

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Rosanna Lafler  
Executive Assistant

Approved:

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Chairman Cusack