

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – April 18, 2012**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:04a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Robinson; Gilmore; Chairman Cusack; Vice-Chairman Nassif; Past Chairman Cambridge; Hitt; Carpino

Absent: Collingsworth

III. Public Comments:

Lance who is a resident of Apple Valley spoke on behalf of Kimberly Scully. Lance stated he spoke with Kim and he believes that she understands the rules and regulations concerning the ARGP program better. She feels a bit threaten because of the language barrier so he will assist her so she may be able to understand the PBID matters clearly.

Vice-Chairman Nassif stated he has been preparing the letter for Kim and is looking forward to having a meeting with her in the future.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Board Member Hitt asked Richard Pederson to speak on the current status of the landscaping project. Richard stated the following that last Friday he picked up the permit and they have been given 6 months to build the median. We have received \$380,000 for funding to go to the highway project, which will pay for all the landscaping in the last 3 sections. SANDBAG board will review the application in May. We are looking to go out to bid in August once we secure all of the funds from the different grants. We have \$170,000 of CDBG funds for this year and we plan on rolling it over 1 year, so we may use all the funds at one time without allocating PBID funds. If the PBID can prove that 5-6 individuals will be given a full time job within the Village the PBID would be eligible to receive an additional grant.

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated we have started planning out the budget for next year. A budget meeting was called and they reviewed over last year expenses.

c) Status Update: Marketing –Vice-Chairman Nassif

Vice-Chairmen Nassif stated that the kiosk signs would be receiving the polls later next week.

Nyeka from the Chamber of Commerce stated the Village website and Facebook page have been updated. There are 5 new kiosk sign applications for a total 14 spots that have been filled, with 13 spots still vacant. The newsletter has been sent out for this month. There is one more newsletter going out next month.

d) Suggested items for next agenda

Chairmen Cusack stated he would like a report on the lighting for the village sign, along with next fiscal years budget to be put on the next agenda.

V. 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 March 21, 2012.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of March, 2012

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Board Member Robinson and seconded by Board Member Hitt approve consent agenda items a and b.

Vote: 7-0-1

Motion carried

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Update

Janice from the Chamber of Commerce stated Janice the media management contract is almost up and if they want to renew the board must make a decision soon. It costs \$700 to send out the

newsletter and the PBID funds given to the Chamber of Commerce does not have enough funding to send out the last newsletter.

Sam Pulice with Mojave Copy and Printing, Inc stated the PBID has a new opportunity with the possibility of distributing a small magazine (4 pages) surrounding the Village and its current events. These would be given out to homes within the Town of Apple Valley. For example, every house or building stemming a quarter mile radius from Mama Carpino's would be given one of these small magazines, which would be able to reach the many demographics within the Town of Apple Valley. He agreed to join a Marketing Committee meeting to better explain the possibility of this new marketing venture.

b) Ed Henning and Associates Update

Ed Henning stated the PBID renewal is moving in the right direction. After this mornings calculation we need 4.3% to reach our goal. 45.7% is the amount of signed petitions received. He will email a list of targeted petitions that list of which half of the petitions are signed then they will have reached their goal. We should be able to rap this up within a week to 10 days at most. After reaching the goal he will contact the town for a public hearing and send out the ballots. The ballots will be counted after 45 days and the yeas must out weigh the nays in light of the percentage of property.

c) Mid Year Budget Update

Orlando with the town stated the town holds a cash balance of \$759,859.18. He will be working with Board Member Gilmore along with the Budget Committee to have the budget reviewed by the Town Council in May. He would the PBID board to meet and approve the budget in early May before the Town Council meets. The \$759,859.18 is strictly PBID funds and does not account for any grants.

Board Member Gilmore would like to know if there would be any extra costs projected within the next few months, if so please let her know so she may account for them within the budget.

VII. BOARD COMMENTS:

Vice-Chairman Nassif stated he would like to call a Marketing Committee meeting to order.

Board Member Hitt stated he would like to call a Landscape Committee meeting to order.

VIII. ADJOURNMENT:

Board Member Hitt motioned to adjourn and second by Board Member Robinson. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:52 a.m. to the next meeting of May 16, 2012 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack