

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – May 23, 2013**

I. CALL TO ORDER:

Vice-Chairman Nassif 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: Gilmore; Hitt; Robinson; Vice-Chairman Nassif

Absent: Past Chairman Cambridge; Chairman Cusack; Collingsworth

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Board Member Hitt stated that he has sent over a draft to Orlando so that he may approve it. This was a proposal to survey the Village, so then we may know all the information regarding the gutters and ditches. There is one broken sprinkler, but it is in the process of getting fixed.

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated that the Town Council approved the budget at their last meeting. She passed out a new contract for the position of Administrative Consultant to be reviewed.

c) Status Update: Marketing –Chairman Cusack

Vice-Chairmen Nassif stated that they discussed the process of installing more kiosk signs in the Village. The initiative had been delayed due to the fact Fastsigns was closed for 3 weeks and then reopened under new ownership. They are currently in production and should be installed within the next 2 months. A lot of people in the Town think the Town of Apple Valley funded the median project when in reality it was the Village and Sandbag funds. He made a proposal that a sign be installed stating "This highway median project was funded by The Village PBID".

Board Member Hitt stated that he would like to see something in the paper, as well as the Village Newsletter that thanks everybody who was a part of these projects (ie the taxpayers).

d) Suggested items for next agenda

No suggested items.

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 April 23, 2013.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of April, 2013

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

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

Vote: 4-0-3

Motion carried

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated that she has updated the Facebook page and posted a quote regarding the median project and how only the property owners within the Village PBID paid for it, not from the residents of Apple Valley. Twitter, Constant Contact and the Village website have all been updated. They have about 600 “likes” on Facebook and over 100 followers on Twitter. They have received a few more new kiosk applications.

b) PBID Assessment Rate Increase of 0%

Ed Henning stated that since the PBID lowered the overall rate within the renewal program that a clause was placed stating that at the end of the fiscal year the PBID will examine whether to increase the rate from 0-5%. Most PBIDs have been keeping the rate level due to the economic

climate. His recommendation as the assessment engineer would be to increase the rate by 0%.

Approval of the PBID Assessment Rate Increase of 0%.

Recommendation:

Approve the PBID Assessment Rate Increase of 0%.

Motion by Board Member Gilmore and seconded by Board Member Robinson approve the PBID Assessment Rate Increase of 0%.

ROLL CALL VOTE:

Board Members: Collingsworth__NP__, Gilmore__Y__, Hitt__Y__,
Robinson__Y__ Past Chairman Cambridge__NP__, Vice Chairman Nassif__Y__,
Chairman Cusack__NP__.

Vote: 4-0-3

Motion carried

*NP-Not Present

Jerry Stater who is a property owner within the Village stated that he has been a in the Village since 1971. He stated that he is very happy to see what has been done for the Village by this board. He stated that he really appreciates the boards' work and understands how tough it can be to sit on a board.

Sergeant Jason Cunningham from the Apple Valley Police Department stated that they only used 24 hours in the month of April.

-4 contacts with business owners

-12 pedestrian checks

-1 arrest

-11 traffic stops

-2 area checks

-2 follow-ups

-2 bike checks

-3 vehicle checks

They bumped up the hours, they are normally 36 hours and they changed it to 48 hours. This gave them five 8-hour shifts per month and five 4-hour shifts per month. He scheduled those for May and June. 2-3 days a week for next two months you will have a big increase of police presence within the Village.

VII. BOARD COMMENTS:

No Board Comments.

VIII. ADJOURNMENT:

Board Member Gilmore motioned to adjourn and second by Vice-Chairman Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:28 a.m. to the next meeting of June 19, 2013 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Vice-Chairman Nassif