

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – April 20, 2011**

CALL TO ORDER:

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

ROLL CALL

Roll call was taken with the following Board Members present.

Present: Carpino, Collingsworth, Gilmore, Hitt, Johnson, Robinson, Past Chairman Cambridge, Vice-Chairman Nassif, and Chairman Cusack

Absent: None

PUBLIC COMMENTS:

Janice Moore, CEO, Apple Valley Chamber of Commerce.

Ms. Moore stated the Chamber was grateful to provide their services. She gave a presentation of the many opportunities now available to the Village merchants via the Village website and added that the Facebook page is getting quite a bit of positive feedback. Ms. Moore encouraged businesses to forward coupons, photos and upcoming sales events for posting.

Ms. Moore stated they are highlighting the grant program and requested a listing of those who have taken advantage of that opportunity so the businesses might be featured in future editions of the newsletter.

Ms. Nyeka Lloyd, Apple Valley Chamber of Commerce, stated that many of the business owners are not aware they are located within the PBID area, and she is making efforts to inform them of its many benefits.

Board Member Collingsworth asked how new and established merchants would contact the Chamber to have their business information added to the newsletter and website.

Ms. Moore replied that, for new merchants, the Chamber gets a listing of new businesses that have applied for a business license with The Town. For established businesses, Ms. Lloyd canvasses the area, introduces herself and explains the PBID's purpose and benefits of membership. She also makes sure to get business cards, addresses, phone numbers and takes photos of the business.

Ms. Moore introduced Mr. Sam Pulice of Mojave Copy and Printing who gave an update regarding distribution of the Villager newsletter and made recommendations on how to increase its distribution while, at the same time, decreasing the associated printing and

postage costs. He thanked the Board for the opportunity to provide the printing and distribution of the newsletter.

Mr. Pulice handed out a revised proposal which showed a slightly reduced cost with increased distribution and asked if the Board agreed that the increase in distribution should be allocated to mailing to business owners that are not already on the tax assessment list.

Chairman Cusack stated he agreed that, in addition to all the property owners, the distribution needed to be expanded to the merchants. Because this item was not on the agenda for consideration, he referred it to the Marketing Committee for discussion and to be brought before the Board at a later date.

Discussion ensued regarding merging an existing merchant's mailing list with the property owner's list for review by the Board.

Board Member Gilmore and Mr. Pulice discussed how postage for future distribution will be paid.

Chairman Cusack thanked Ms. Moore, Mr. Pulice and Ms. Lloyd for their services and marketing presentation.

1. COMMITTEE UPDATES

a) Landscape Committee

At the last meeting, there was discussion of available funds for the project and landscape plans for the next phase which will go to bid in July, 2011.

b) Budget Committee

Once final CDBG dollar amounts are determined by Congress, the budget will be prepared and presented to the Board at its May 20th meeting, then forwarded to the Town Council for its approval. A meeting with the Committee will be scheduled as soon as those numbers are available.

2. CONSENT AGENDA ITEMS

MOTION:

Motion by Board Member Johnson, seconded by Board Member Hitt, and unanimously carried, to approve and adopt the Consent Items numbered a-d, respectfully.

Vote: Motion carried 9-0-0-0

Ayes: Carpino, Collingsworth, Gilmore, Hitt, Johnson, Robinson, Past Chairman Cambridge, Vice-Chairman Nassif, and Chairman Cusack

Noes: None

Abstain: Past Chairman Cambridge and Board Members Carpino and Gilmore abstained from Item a.

Vice-Chairman Nassif abstained from Item b.

Absent: None

- a. **Approval of Minutes of December 1, 2010**
- b. **Approval of Minutes of March 15, 2011**
Recommendation:
Approve the subject Minutes as part of the Consent Agenda
- c. **Treasurer’s Report –March, 2011**
Recommendation:
Receive and file.
- d. **Interim Executive Assistant Contract**
Recommendation:
Receive, ratify and file the contract as presented

3. **NEW BOARD BUSINESS**

- a. **Discussion of a proposal to complete a preliminary environmental study by Dokken Engineering for the Highway 18 Median Project – Richard Pedersen, Town of Apple Valley**

Mr. Richard Pedersen, Town of Apple Valley Deputy Town Engineer.

Mr. Pedersen explained that, because of the cut in CDBG funding, he was looking for additional funding resources and recently received an email from SANDBAG stating there were unused Transportation Enhancement (TE) funds available and that the PBID landscape project might possibly be eligible for \$200,000. After the paperwork was submitted to CalTrans, he was informed that, although the project had “HUB/CEQA” NEPA clearance, it did not have the “CalTrans/FHWA” NEPA document clearance required for the potential grant.

Mr. Pedersen stated that this item is to request authorization for Dokken Engineering to prepare an environmental study that is acceptable for possible future CalTrans/FHWA funding.

Discussion and questioning ensued regarding specifics of the study, the short and long-term effect on the budget and the positive positioning stance it would give for upcoming TE funding opportunities.

Mr. Pedersen stated there will be funds that come available and encouraged the Board to be ready to take advantage if the opportunity arises.

MOTION:

Motion by Past Chairman Cambridge, seconded by Board Member Collingsworth, and unanimously carried to approve the proposal from Dokken Engineering to complete a Preliminary Environmental Study in order to obtain NEPA Clearance.

Roll Call Vote:

Ayes: Carpino, Collingsworth, Gilmore, Hitt, Johnson, Robinson, Past Chairman Cambridge, Vice-Chairman Nassif, and Chairman Cusack
Noes: None

Abstain: None
Absent: None

4. BOARD COMMENTS - Chairman Cusack

Past Chairman Cambridge reported he had received many positive comments about the median with questions about when it would be completed and the upcoming plan.

Board Member Nassif, thanked the Chamber saying it had really come through with what Board had asked of it, appreciated its efforts and that it plays an important role in making businesses aware of the PBID's offerings.

Chairman Cusack thanked Ms. Moore, Mr. Pulice, and Ms. Lloyd for taking the time to come and speak to the Board.

He requested the Marketing Committee meet to discuss directional signs so they can get that program in place and to give an update on the banner program and usage of light poles or other options.

He asked that the Landscape Committee work on a bid for lighting for the entry sign.

He commented that, after the budget is approved, he would like to discuss the PBID extension at a few meetings.

He expressed his appreciation to all the Board Members for their attendance and called for a motion to adjourn.

5. ADJOURNMENT

Motion by Board Member Collingsworth, seconded by Board Member Johnson, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:07 a.m. to the next meeting of May 18, 2011 at 9:00 a.m. at Mojave Water Agency.

Respectfully Submitted

Mary Ann Worle
Executive Assistant

Approved:

Chairman Cusack