

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – February 16, 2011**

**I. CALL TO ORDER:**

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

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

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

**Absent:** Johnson

**III. Public Comments:**

Milt Holland: Appreciates the opportunity to speak. He is not going to discuss the lawsuit between himself and Rick Cambridge because it is kind of a dead horse even if it does go to trial he wants everyone to know that he is going to lose. He is here trying to save the Village, he does not see how you can make a silk purse out of a sows ear. He said there are buildings here that look like crap – he said his does and he is not even on Hwy. 18. He said the Board Members have increased everyone's taxes by over 200% and some of it is not their fault. He volunteered to go to a meeting in San Jose, he met with the father of the PBID, his name was John Lambeth. He said he put together a rigged quasi scheme and that was with all the problems that you see and have heard me talk about. He is trying to separate that out of the forensic audit that still has to be resolved. His question to Mr. Cusack is you asked to have them re-do the audit to a speech to the Council and you paid Twenty-Three Thousand to have it done. Was there ever an answer to that? Has there been any answer on it? We are waiting for nothing! He said the statue of limitations are in his favor. He questioned the location of the new Walmart.

**IV. Appointment of New Board Member:**

Past Board Member Bill Robinson was re-appointed to the Board of Director's.

Motion by Vice-Chairman Nassif, seconded by Board Member Hitt to re-appointment Board Member Bill Robinson to the Board of Directors.

Vote: 8-0-0-1

All in favor

**V. CONSENT AGENDA**

**Public Comments:**

Milt Holland: Questioned why certain agenda items were tabled. He had an understanding that it was a procedure issue, lack of quorum.

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.
- b) Approval of Minutes of November 10, 2010.
- c) Approval of Minutes of December 1, 2010.
- d) Approval of Minutes of January 19, 2011.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

- e) Treasurer's Report – Month of January 2011

**Recommendation:**

Receive and file.

Motion by Board Member Robinson, seconded by Board Member Carpino to accept consent agenda item a. Abstain: Vice-Chairman Nassif, Past Chairman Cambridge

**Vote:** 6-0-1-2

Motion carried

Motion by Past-Chairman Cambridge, seconded by Board Member Hitt to accept consent agenda item b. Abstain: Carpino, Chairman Cusack

**Vote:** 6-0-1-2

Motion carried

Motion by Past Chairman Cambridge and seconded by Board Member Collingsworth to accept consent agenda items e.

**Vote:** 8-0-0-1

Motion carried

Unable to vote on the above item c and d for lack of quorum. Moved to the next meeting on March 16, 2011.

**VI. NEW BUSINESS**

**Public Comments:**

Milt Holland: Inquired as to what "Reiterate Definition of Ad Hoc Committees" meant. Inquired what the Landscape Committee was. Asked if there was a committee formed to re-new the PBID, if so, it will be over his dead body. He will not allow that to happen.

**a) Reiterate Definition of Ad Hoc Committees – Chairman Cusack**

Board voted to re-appoint Ad Hoc Committees for the 2011 year. The following Ad Hoc Committees were re-established and the members re-appointed as follows:

Budget Committee – Gilmore, Collingsworth and Vice-Chairman Nassif

Marketing Committee – Carpino, Robinson, Chairman Cusack and Vice-Chairman Nassif

Landscape Committee – Hitt, Collingsworth and Past Chairman Cambridge

**Vote:** 8-0-0-1

All in favor

**b) Status update: Landscape –Chris Hitt**

All concrete is poured we are just waiting on a few bushes. I do not have an E.T.A. as to when it will be done. Hopefully the new part will be ready to go to bid in July, that part will be from Central to Quinnault.

**Public Comments:**

Milt Holland – Inquired whether any efforts have been made to include in the Marketing Material; buildings rented, tenants that have moved, employment, anything that would be worthwhile. He asked what the Marketing Report consists of.

**c) Status Update: Marketing –Vice-Chairman Nassif**

Referred to Action Item A. He discussed the County projections and the Economic predictions. Past-Chairman Cambridge mentioned that the public should be aware of the repercussions of the RDA funds; people need to understand that it's local money for local projects that is not state money to fix their fiasco. Any chance anyone gets they need to let their Congressmen, Senators, State of California know that the money needs to stay at home not in Sacramento. He asked that everyone pass the word on.

**d) Status Update: Budget – Donna Gilmore**

We had a meeting to go over what we spent this year and what we plan on spending next year. We will be meeting with Orlando to finalize the budget so we can get it to the Board for approval. Then we can present it to the Town Council for approval. Our budget ends June 30<sup>th</sup>.

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**VII. ACTION ITEMS:**

**a) Discussion/ Approval of Chamber of Commerce Media Management Proposal  
-Vice-Chairman Nassif**

Passantino/Anderson Marketing was hired last year to create our logo, website, and other social marketing media. Their contract expired and they decided not to renew. There was not a whole lot of interest in the Marketing at this end of Town. The Chamber does a lot already and is experienced in website management. The proposal they put forward is a lot less than what we were charged from Passantino. They are proposing \$6,000 a year and we paid Passantino \$20,000.00. The merchants will get a lot of assistance from the Chamber. They will assist each merchant with building their personal website free of charge. The Chamber has many resources available to the Village Merchants.

**Recommendation:**  
**Approve Payment**

Motion made by Board Member Robinson to approve proposal with a second by Board Member Gilmore.

**Vote:** 8-0-0-1  
All in favor

**b) Discussion/Approval of Mojave Copy & Printing Proposal for Newsletter – Vice-Chairman Nassif**

**Recommendation:**  
Approve Contract

We need to get a printer and design firm on hand to get our Newsletter out. We did not get our Newsletter out in January. We need a lot of different specifications such as design, print, mail every other month. Mojave Copy was the only business that met our specified needs. I did receive a quote from the Daily Press, but that did not include everything we need. There were many other businesses, but they do not do design, printing and mailing. Board Member Gilmore asked whether this quote included address changes and payment for postage.

Motion made by Past-Chairman Cambridge to approve proposal with a second by Board Member Robinson.

**Vote:** 8-0-0-1  
All in favor

**VII. BOARD COMMENTS:** Chairman Cusack

Board Member Robinson: Very normal thing to come back here, he appreciates it.

Board Member Carpino: Apologized to the Board for not being at the past meetings.

Board Member Collingsworth: Thanked everyone for the opportunity to serve the Community.

Board Member Hitt: Asked who is maintaining our website. Many businesses are

Inquiring why photos of their businesses are not on the main page, only a selected few are.

Chairman Cusack: Glad we got our Ad Hoc committees selected. I am happy that Bill is back and feeling better.

Next meeting will be held March 16,, 2011 at 9 am here at Mojave Water Agency.

Call for Motion to adjourn

### **VIII. ADJOURNMENT**

Motion by Board Member Hitt, seconded by Board Member Carpino, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:45 am to the next meeting of March 16, 2011 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