

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

I. CALL TO ORDER:

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

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, Johnson

Absent: Robinson

III. Public Comments:

No public comments

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

The plans have been approved to proceed with the rest of the project. Looking into having a committee meeting the week of August 1st, 2011 intended on seeing what procedures must be done, along with finding issues to complete the project.

b) Status Update: Budget – Donna Gilmore

Economic Development Specialist Orlando Acevedo has not received a check from the town. Has an appointment with the auditor tomorrow July 21, 2011 at 10:00 AM to get the books audited.

c) Status Update: Marketing –Vice-Chairman Nassif

Have not had a Marketing Committee meeting in the last 30 days. Economic Development Specialist Orlando Acevedo is working with Southern California Edison on an agreement on the light standards to be able to place the banner on the light polls. Has inquires concerning whether there are permits needed for banners. Administrative Consultant Brett Savage will be asking the town about the permits and report his findings to the PBID.

i) Nyeka with the Chamber of Commerce stated that she has placed a coupon section within the website and explained to the Board they were able to place coupons on the website as well. The Facebook page has a total of 365 monthly users and the Newsletter was distributed.

ii) Economic Development Specialist Orlando Acevedo explained the town would prepare guidelines and submit them to Southern California Edison. Wants to have the guidelines complete with planning by the next PBID meeting. The planning commission has already approved the kiosk program.

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 June 15, 2011.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of June, 2011

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

c) Year End Report From July 1, 2010 to June 30, 2011

Approve the subject Year End Report as part of the consent agenda

Motion by Board Member Collingsworth, seconded by Vice-Chairmen Nassif to accept consent agenda item a,b,c.

Vote: 7-0-1-0

Motion carried

VI. NEW BOARD BUSSINESS

None

VII. BOARD COMMENTS:

Board Member Gilmore had a question concerning the RFP, in which there is currently a draft composed.

Chairman Cusack stated the RFP must be reviewed, as well as the

permits must be submitted for the banners.

VIII. ADJOURNMENT:

Chairman Cusack's request for motion to adjourn was moved by Vice-Chairman Nassif and second by Board Member Collingsworth. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:19 a.m. to the next meeting of August 17, 2011 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack