

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

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:03 am.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Vice-Chairman Nassif

Chairman Cusack announced that the next meeting will be April 20, 2011 at 9:00 a.m. here at Mojave Water Agency.

III. Public Comments:

There were no public comments.

IV. CONSENT AGENDA ITEMS

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 December 1, 2010

B. Approval of Minutes of January 19, 2011

C. Approval of Minutes of February 16, 2011

Recommendation:

Approve the subject Minutes as part of the Consent Agenda.

D. Treasurer's Report – Month of February, 2011

Recommendation:

Receive and file.

The Minutes of the December 1, 2010, meeting were continued to the April 20, 2011 due to a lack of quorum.

MOTION:

Motion by Board Member Hitt, seconded by Board Member Gilmore, to approve the Minutes of January 19, 2011:

Motion carried by the following vote: Ayes: Collingsworth, Gilmore, Hitt, Johnson, and Chairman Cusack. Noes: None. Abstain: Carpino, Robinson, and

Cambridge. Absent: Vice-Chairman Nassif.

Vote: 5-0-3-1

Motion carried

MOTION:

Motion by Board Member Cambridge, seconded by Board Member Gilmore, to approve the Minutes of February 16, 2011:

Motion carried by the following vote: Ayes: Carpino, Collingsworth, Gilmore, Hitt, Robinson, Cambridge, and Chairman Cusack. Noes: None. Abstain: Johnson. Absent: Vice-Chair Nassif

Vote: 7-0-1-1

Motion carried

MOTION:

Motion by Board Member Hitt, seconded by Board Member Collingsworth, to receive and file the Treasurer's Report of February, 2011

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Motion carried by the following vote: Ayes: Carpino, Collingsworth, Gilmore, Hitt, Johnson, Robinson, Cambridge, Chairman Cusack. Noes: None. Abstain: None. Absent: Vice-Chair Nassif.

Vote: 8-0-0-1

Motion carried

V. NEW BUSINESS

Public Comments:

There were no public comments.

A. Status Update: Landscape – Chris Hitt

Board Member Hitt confirmed with Mr. Orlando Acevedo, Town of Apple Valley, that the bid for Phase 2 of the median landscape improvement project, from Central to Quinnault Roads, would go out in July, 2011.

Mr. Acevedo responded that was as planned, depending on the availability of CDBG funds. He further commented that The Town does not yet have the third quarter fiscal funds in hand and discussions at the Federal level may have an impact on those funds.

Board Member Hitt stated that some of the shrubs were planted when it was very cold; however, they are under warranty and there should be no issue.

There was discussion regarding the loose gravel in the median. Board Member Hill will discuss different options at the next Landscape Committee meeting.

B. Status Update: Budget Committee – Donna Gilmore

Due to the unknown availability of CDBG funds, the landscape improvement project may need to be extended from four years to five years. This would

help level out the costs and alleviate the need to use PBID funds. Until there is a definite answer regarding CDBG funds, the Budget Committee will need to meet to discuss the budget and any needed adjustments for projects.

Chairman Cusack commented that CDBG funds had been approved for two years and the application is for third year funds for the landscape project.

Mr. Acevedo confirmed that information and the funds for the two years had not yet been fully spent.

Board Member Cambridge asked Mr. Acevedo whether the State could come back and attach any of the funds left in the account from the sunset point of its original four years.

Mr. Acevedo commented that the funds are not State dollars.

Board Member Cambridge clarified his question asking whether the State could take any of the funds the PBID has earmarked for projects that have not been encumbered.

Mr. Acevedo confirmed the funds are 100 percent shielded.

Board Member Cambridge commented the five year extension is probably a good idea but the sunset period would need to have Village re-approval and totality of situation needs to be evaluated.

Chairman Cusack commented that the CDBG funds that are already in place for the 5 year program will be enough to finish the landscape project and will still be available should the PBID not be renewed.

Mr. Acevedo added that the contract between the Town and PBID association permit another year for expenditures and if assessment revenues are provided, the funds could still be drawn upon.

Chairman Cusack stated that in view the situation, the budget will need to be delayed another month.

Board Member Gilmore added they will schedule another Budget Committee meeting.

Chairman Cusack stated he needed to add that the Board will be allocating money within the next week for lighting for the Villages

C. Status Update: Marketing – Janice Moore, Apple Valley Chamber of Commerce

Ms. Moore passed out the Fourth Edition of “The Villager” newsletter. The newsletter will be published every other month then mailed to PBID property owners, added to the Chamber’s newsletter and distributed to various locations throughout the Village

The website has been updated with links added to Trigger and The Villager newsletter, a calendar for Town and merchant events, the featured business spotlight page, and fresh pictures. There also is a list of Village merchants with links to its business if they have one. The Chamber can post the agenda, minutes and other documents, if the PBID provides them, or the PBID can post the items as well. An Online Store page was added where businesses can ask the Chamber to post coupons, sales offers, etc. The Facebook page has been updated and there are now close to 400 friends with lots of good dialog and comments flowing. The Chamber would be happy to train any staff on the web page usage. The newsletter envelope has been approved with The Village in Apple Valley logo and "The Villager, your sneak peak added to encourage readers to open the envelope.

Ms. Moore asked that the Board let her staff know of any returned newsletter so they can update the mailing list.

D. Village Marketing: Orlando Acevedo, Town of Apple Valley

Mr. Acevedo brought in several samples of brochures used by the Town of Apple Valley to market the area and spotlight its various districts. The Town staff and several Council members participate in various commercial and industrial trade shows throughout the year, meeting with developers, real estate brokers, investors to educate and encourage development. The Village Business Corridor sheets were incorporated into Town collateral a couple of years ago and as business district continue to evolve and more activities occur, the sheet will be updated.

E. Security Update: Sergeant Henry, Apple Valley Police Department

Sergeant Henry gave statistics covering the time period covering October, 2010 to February, 2011. They have focused efforts on the transient problem near the Head Start pre-school because there were problems with middle and high school kids contacting transients for the purchase and consumption of alcohol. The police force worked with Code Enforcement and the encampment has been cleaned up and brush removed.

Sergeant Henry stated that due to a request from the public and Town, they had increased their presence prior to the sub-station being opened at James Woody Park and had dedicated more that 100 hours/month, in addition to those provided by the PBID. With the opening of the new sub-station, the Department has been able to reduce those hours to roughly twenty-five hours per month.

Chairman Cusack stated he was glad to crime statistics were down and thought things were working out well

Sergeant Henry added that, with the addition of the new skate park, the Department will dedicate and increase of patrol hours.

VI. ACTION ITEMS:

None

VII. BOARD COMMENTS: Chairman Cusack

Board Member Robinson apologized for arriving late and said he had received positive comments on the beautification project.

Board Member Carpino commented that the landscape project looked great.

Board Member Collingsworth commented that everything on Highway 18 looks good.

Past Chairman Cambridge congratulated Board Member on a very good project.

Board Member Johnson agreed the landscape project looked great.

Board Member Gilmore had no comments.

Board Member Hitt agreed with the other Board Member that it looks fine.

Chairman Cusack said the PBID had received a letter from the Mojave Water Agency saying they were pleased with the project and its use of native landscaping.

He encouraged support of the League of California's stance regarding redevelopment funds and encouraged our local support.

Next meeting will be April 20, 2011 at 9:00 a.m. here at Mojave Water Agency.

Call for Motion to adjourn

VIII. ADJOURNMENT

Motion by Board Member Hitt, seconded by Board Member Collingsworth, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:33 a.m. to the next meeting of April 20, 2011 at 9:00 am at Mojave Water Agency.

Respectfully Submitted

Mary Ann Worle
Executive Assistant

Approved:

Chairman Cusack