

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – May 18, 2011**

CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:00 a.m.

Chairman Cusack made an announcement that, due to a scheduling conflict with a Mojave Water Agency meeting, today's PBID meeting would be limited to thirty (30) minutes in duration.

ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Board Members Gilmore, Johnson, and Vice-Chairman Nassif

PUBLIC COMMENTS:

There were no "Request to Speak" cards submitted by the public.

1. COMMITTEE UPDATES

- A. Landscape Committee – Board Member Chris Hitt
Board Member Hitt stated that another meeting will be scheduled to make sure all plans are in order. He commented they are waiting on the final CalTrans permit as there were some minor corrections and that the remaining balance of plants will be installed as weather warms. Several entry lighting proposals will also be reviewed at the next meeting.
- B. Budget Committee – Chairman Cusack (on behalf of Board Member Gilmore)
Chairman Cusack stated that the budget was scrutinized and some additional changes were made for lighting of the entry sign, kiosk and banner program, consultants, and the Trigger project. The proposed budget looks good and allows that future projects can be done as planned.
- C. Marketing Committee – Board Member Robinson (on behalf of Vice-Chairman Nassif)
Board Member Robinson stated that at its meeting, the Committee discussed the banner and kiosk program, ideas for the re-location of Trigger and incorporating the Village Flyer into the Town's newsletter.

Mr. Orlando Acevedo, Town of Apple Valley, is working on the agreement between the Town and Southern California Edison for usage of the utility poles and will provide updates on its progress as it goes through the Town's approval

process. He will also contact Ms. Kathie Martin of the Town of Apple Valley regarding the Village Flyer.

Board Member Robinson commented that a vendor had been selected for the banners and samples for the directional signage will be reviewed at the next meeting

Ms. Nyeka Lloyd, Apple Valley Chamber of Commerce, gave an update on the Chamber's marketing efforts, highlighting the website's new look and mobile texting. She also had interviewed three (3) grant participants and will feature those interviews in a future newsletter. The Facebook page continues to gain popularity. Work continues on developing an up-to-date Merchant's mailing list to avoid so many newsletters being returned as "undeliverable".

D. Suggested Items for Next Agenda

Past Vice Chairman Cambridge suggested inviting the Apple Valley Postmaster to discuss how the PBID and Post Office might be of benefit to one another.

2. CONSENT AGENDA ITEMS

- A. Approval of Minutes of April 20, 2011
- B. Treasurer's Report – April, 2011

MOTION:

Motion by Board Member Collingsworth, seconded by Board Member Robinson, to approve the Minutes of April 20, 2011.

Motion carried by the following vote:

Ayes: Carpino, Collingsworth, Hitt, Robinson, Past Chairman Cambridge, and Chairman Cusack

Noes: None

Abstain: None

Absent: Gilmore, Johnson, and Vice-Chairman Nassif.

Vote: 6-0-0-3

Motion carried

MOTION:

Motion by Past Vice-Chairman Cambridge, seconded by Board Member Collingsworth, to receive and file the Treasurer's Report of April, 2011.

Motion carried by the following vote:

Ayes: Carpino, Collingsworth, Hitt, Robinson, Past Chairman Cambridge, and Chairman Cusack

Noes: None

Abstain: None

Absent: Gilmore, Johnson, and Vice-Chairman Nassif.

Vote: 6-0-0-3

Motion carried

3. NEW BOARD BUSINESS

A. Budget 2011-2012 – Mr. Orlando Acevedo, Town of Apple Valley

Mr. Acevedo was happy to report that CDGB funds for the next fiscal year had been set at \$173,000, which was an increase over last year's funding, and will apply to the landscape project beginning July 1. With approval by the PBID, Chairman Cusack, supported by Orlando Acevedo and Emily Wong, will present the budget for approval before the Town Council at its June 14, 2011 meeting.

Annual assessments, plus interest, are anticipated to be \$329,000 which is on target with previous year's revenue. This revenue has gone up over the last several years indicating an increase in overall property values due, in part, to PBID contribution to property values. This budget reflects increases in 1) consultant fees, in anticipation of the PBID renewal, 2) marketing, for kiosk signage and the banner program as well as entry statement lighting. 3) funds set aside for property improvement and acquisition (possibly for re-location for Trigger). Security services remain the same. The Landscape Median project includes about \$150,000 set aside for maintenance which, hopefully, should cover 5-8 years. The \$50,000 circulation and drainage line item was carried over from last year and estimates toward engineering expenses will be discussed at the next landscape meeting. The Town's remittance of \$182,700, minus cash in hand, will be applied to general association and administration expenses for day-to-day expenses.

Board Member Jack Collingsworth inquired whether the increase in consultant fees included Dokken Engineering which will enhance the probability of PBID receiving SANDBAG grant money in the future.

Mr. Acevedo responded that the Dokken expense was included

Chairman Cusack asked for a motion to approve the budget

MOTION:

Motion by Past Chairman Cambridge, seconded by Board Member Collingsworth, to approve the 2011-2012 PBID Budget.

Roll Call Vote:

Ayes: Carpino, Collingsworth, Hitt, Robinson, Past Chairman Cambridge, and Chairman Cusack

Noes: None

Abstain: None

Absent: Gilmore, Johnson and Vice-Chairman Nassif

Vote: 6-0-0-3

Motion carried

4. **BOARD COMMENTS - Chairman Cusack**

Board Member Robinson commented he would like to see a condensed version of the Villager Flyer in the Town's newsletter and felt it would be a good way to elicit support for the PBID renewal

Chairman Cusack asked that the Marketing Committee consider possible consultants to assist in the PBID renewal effort and that the Landscape Committee decide on an agreement for entry sign lighting and review costs that might be associated with improving drainage issues within the Village. Mr. Acevedo will consult with the Town's Public Works Department.

He commented on the good progress with the directional signage and banner program and that further options for re-locating Trigger will be discussed.

The Budget will be presented to the Town Council at its June 14th meeting along with an update of the PBID's accomplishments and goals.

Chairman Cusack made special note that the June 15th meeting will be held at the offices of Apple Valley Communications, in the training room, but will return to the Mojave Water Agency for the July meeting.

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

5. ADJOURNMENT

Chairman Cusack's request for motion to adjourn was moved by Board Member Collingsworth, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:25 a.m. to the next meeting of June 15, 2011, at 9:00 a.m. at the offices of Apple Valley Communications.

Respectfully Submitted

Mary Ann Worle
Executive Assistant

Approved:

Chairman Cusack