

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – June 15, 2011**

**CALL TO ORDER:**

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

**ROLL CALL**

Roll call was taken with the following Board Members present.

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

**Absent:** Board Members: Johnson, Robinson 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  
Landscape plans for the remaining phases were submitted to CalTrans but have not yet received the permit. It is anticipated the bid will go out in July or August. Financing strategy has not been determined as there is \$100,000 in possible funding pending from SANBAG.

Two entry lighting bids have been received. Because there was a wide spread in pricing, Board Member Hitt will prepare a spec sheet and request additional bids. Chairman Cusack stated he could forward a couple of contacts.

B. Budget Committee – Board Member Gilmore  
Board Member Gilmore reported that the Town Council had approved the 2011-2012 PBID budget and that funds should be received in the near future.

C. Marketing Committee – Chairman Cusack (on behalf of Vice-Chairman Nassif)  
Ms. Nyeka Lloyd, Apple Valley Chamber of Commerce, gave an update on its marketing efforts. The Merchant's Mailing List continues to be improved, the Facebook page is gaining popularity, and a Merchant's directory, with contact information, coupons, etc. has been added to the Village website. The Chamber offered a suggestion whether a street fair-type would be of interest to the PBID

Chairman Cusack reported the Town Council approved its agreement with Southern California Edison which will permit the installation of banners. An

updated quote from Mr. Tom Searls of Jonico Signs, has been requested. Mr. Searls indicated he would prefer not to install the banners. Chairman Cusack asked Mr. Orlando Acevedo, Town of Apple Valley, to inquire what permits and process will be required from the Town for the installation.

Trigger re-location: A letter was sent to the owner of the property at the southeast corner of Navajo and Highway 18 regarding the PBID's interest in the property

Past Chairman Cambridge commented on the need for grounds upkeep at the Post Office location, as well as the nearby bus stop, noting the need for trash removal, repair of broken sprinklers and destroyed landscaping and asked whether the Town could be of any assistance in contacting the transportation authority.

- D. Suggested Items for Next Agenda  
None

## 2. CONSENT AGENDA ITEMS

- A. Approval of Minutes of May 18, 2011  
B. Treasurer's Report – May, 2011

### MOTION:

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

Motion carried by the following vote:

Ayes: Carpino, Collingsworth, Hitt, Past Chairman Cambridge, and Chairman Cusack  
Noes: None  
Abstain: Gilmore  
Absent: Johnson, Robinson and Vice-Chairman Nassif  
Vote: 5-0-1-3  
Motion carried

### MOTION:

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

Motion carried by the following vote:

Ayes: Carpino, Collingsworth, Hitt, Past Chairman Cambridge, and Chairman Cusack  
Noes: None  
Abstain: Gilmore  
Absent: Johnson, Robinson and Vice-Chairman Nassif  
Vote: 5-0-1-3  
Motion carried

**3. NEW BOARD BUSINESS**

None

**4. BOARD COMMENTS - Chairman Cusack**

Board Member Collingsworth introduced Mr. Brett Savage, an applicant for Interim Executive Assistant position. Mr. Savage is a recent graduate from the University of California, Irvine, with a Political Science degree.

Board Member Gilmore reported she is working with Mr. Ed Henning on correcting an oversight regarding the PBID's State exempt status. There is an inconsistency in the Articles of Incorporation between what was filed with the Secretary of State and State Franchise Tax Board. Mr. Henning intends to charge the PBID \$500 for the correction. Board Member Gilmore questioned whether the charge would be warranted in that it was Mr. Henning's oversight that caused the problem.

Board Member Collingsworth asked the ramifications of the oversight.

Board Member Gilmore responded that, because of the oversight, the PBID would lose its tax exempt status.

Chairman Cusack thanked Interim Board Executive Secretary Worle for her service.

Ms. Worle responded she appreciated the opportunity to work with the PBID and hoped for its continued success.

**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 9:27 a.m. to the next meeting of July 20, 2011, at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

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Mary Ann Worle  
Executive Assistant

Approved:

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Chairman Cusack