

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 20, 2016**

I. CALL TO ORDER:

Chairman Collingsworth called the meeting to order of the AVVPBID at 9:06a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Chairman Collingsworth, Vice-Chairman Robinson; Hitt; Gilmore; Hitt

Absent: Cusack; Cambridge; Nassif

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape – Chris Hitt

Board Member Hitt stated that he is wrapping up the loose ends with the contract and will have the edits ready to be signed shortly.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore stated that the budget is looking good and everything is moving smoothly.

c) Status Update: Marketing – Scott Nassif

Board Member Nassif was not present.

d) Suggested items for next agenda

Formation of the PBID Renewal Committee.

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 December 2, 2015.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of December 2015

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Vice-Chairman Robinson and second by Board Member Hitt to approve items a and b.

The motion passed unanimously.

VI. NEW BOARD BUSINESS

a) Appointment of Executive Committee

Motion by Treasurer Gilmore and second by Vice-Chairman Robinson to approve the officer appointment as follows:

Chairman- Jack Collingsworth

Vice Chairman- Bill Robinson

Secretary- Chris Hitt

Treasurer- Donna Gilmore

ROLL CALL VOTE:

Board Members: Gilmore__Y__, Chairman Collingsworth__Y__ Vice-Chairman Robinson__Y__ Cambridge__NP__, Nassif__NP__, Cusack__NP__, Hitt__Y__.

Vote: 4-0-3

b) PBID Renewal Proposal

Ed Henning with Edward Henning & Associates thanked the board for inviting him back for the upcoming PBID renewal process. He gave his overview with the following 4 points:

1. It is now time to begin the renewal process for the PBID since the full approval, including the petition phase, the ballot phase and the Town Council Public Hearing should be completed by June 30, 2017. The 5th and final assessment year of the current PBID term ends with the 2016/17 property tax billing cycle which ends June 30th, 2017.
2. During the renewal phase the PBID Association will have the opportunity to determine the length of the renewal term from 5

years up to 10 years, determine the District and benefit zone boundaries, determine the multi-year work plan and budget, and, determine the assessment formula and corresponding assessment rates to be applied during the renewed PBID term and maximum annual increases.

3. Regarding whether to renew for 5 or 10 years is a matter of discussion and debate with advantages and disadvantages to both lengths. As a matter of reference, most PBIDs in California use a 5 year term because it's easier to plan for 5 years vs 10 and it is more sellable to property owners who would like to retain careful checks and balances with the PBID.
4. Edward Henning & Associates proposal for PBID renewal services is essentially identical fee-wise to the one submitted and approved in 2011 for the last PBID renewal and includes some additional fee allowance for annual PBID related services such as preparing the annual assessment roll required by the County, preparing and processing handbills for parcels not on the County property tax roll and periodic dbase updates of property owners and their mailing information.

Motion by Chairman Collingsworth and second by Board Member Hitt to approve the consulting services proposal For the Renewal of the Apple Valley Village Property and Business Improvement District and Other Tasks by Edward Henning & Associates.

ROLL CALL VOTE:

Board Members: Gilmore__Y__, Chairman Collingsworth__Y__ Vice-Chairman Robinson__Y__ Cambridge__NP__, Nassif__NP__, Cusack__NP__, Hitt__Y__.

Vote: 4-0-3

c) Renovation Approval for Vacant Property on Navajo and Hwy 18

Chairman Collingsworth stated that he had spoke with the property owner who is eager to work with the board in an effort to help the Village.

Motion by Chairman Collingsworth and second by Board Member Hitt to approve the allocation of \$10,000 for the renovation of the vacant property on Navajo and Hwy 18.

ROLL CALL VOTE:

Board Members: Gilmore__Y__, Chairman Collingsworth__Y__ Vice-Chairman Robinson__Y__ Cambridge__NP__, Nassif__NP__, Cusack__NP__, Hitt__Y__.

Vote: 4-0-3

d) Signature Events Update

Angelique stated she is getting a new script made to freshen up the commercial. There is money in the budget for Feb so she is going to secure a schedule. She will make the edits to the Chairman's Message within the Newsletter and then it will be ready to be sent out. The Map is completed and will be sent out with the Newsletter. She is currently working on a comprehensive marketing budget for FY 2016-2017.

The Board discussed the Spring Mixer and agreed to take it out of the Newsletter. The parade in October will commence once again in 2016 and she is working on dates with Town. The Christmas Contest winners haven't been paid. Treasurer Gilmore indicated that she didn't have the correct information. Kenneth will get all the information over to her.

Kenneth from the Town has already started the door -to-door visits for the Town for their "shop local" campaign. They will be working on informational pieces for the Village for his next visits. He has also been working the back end of the website.

VII. Board Comments

No comments.

VIII. ADJOURNMENT:

Treasurer Gilmore motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:04 a.m. to the next meeting of February 17, 2016 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Collingsworth