

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – February 15, 2012**

I. CALL TO ORDER:

Chairman Cusack 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: Robinson; Gilmore; Chairman Cusack; Vice-Chairman Nassif; Past Chairman Cambridge; Collingsworth; Johnson

Absent: Carpino; Hitt

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Chairman Cusack spoke on Board Member Hitt's behalf and stated there are still comments being added to the plans from CAL Trans. The project is currently moving forward. At this point the PBID needs to put more pressure on CAL Trans. There is one section of the project related to a pipe that has delayed this development further.

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated there is no new update.

c) Status Update: Marketing –Vice-Chairman Nassif

Vice-Chairmen Nassif stated that there is nothing new to present. He asked to schedule a Marketing Committee meeting with the Chamber of Commerce to coordinate the petition phase of the PBID renewal. The kiosk signs need to be created in a new format so it may not be pixilated. Vice-Chairmen Nassif will be in contact with the creator of the artwork in order to receive the design in the correct format.

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 January 18, 2012.

Recommendation:

Approve the subject minutes as part of the consent agenda.

- b) Treasurer's Report – Month of January, 2012

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Past Chairman Cambridge and seconded by Vice-Chairman Nassif to approve consent agenda items a and b.

Vote: 7-0-2

Motion carried

VI. NEW BOARD BUSSINESS

- a) **Chamber of Commerce Update**

Janice from the Chamber of Commerce stated they are going to produce the newsletter later this week. Individuals have questions about the exact size and font of the kiosk signs. Brett will inquire about receiving a sample of the sign and deliver the sample to the Chamber of Commerce so they may be able to present it to the property owners.

- b) **The Petition Phase for the Apple Valley Village PBID Renewal**

Ed Henning stated the petition phase is going well and they are at 40% of what they need at this point in time. They have secured some key signatures totaling 14 petitions, which represent 46 parcels, and just under \$40,000 in value of those petitions. The total projected budget is approximately \$200,000 and the board needs 50%+1 of that budget to proceed to the ballot phase. This is a project where all board members should participate, work together, and actively pursue those signatures. The absolute last day would be approximately 60 days prior to August 7, 2012. He recommends mid May to be the latest the board should carry out the petition phase.

VII. BOARD COMMENTS:

Board Member Johnson stated that he has not been able to perform his duties. He has been currently having some medical related problems and asked Chairman Cusack and PBID Board Members if they would accept his resignation.

Chairman Cusack stated he would like to express his appreciation and gratitude towards Board Member Johnson's service to the Village.

VIII. ADJOURNMENT:

Board Member Collingsworth motioned to adjourn and second by Board Member Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:36 a.m. to the next meeting of March 21, 2012 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack