

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes - March 18, 2009**

I. CALL TO ORDER:

Chairman Cambridge called to order the meeting of the AVVPBID at 9:00 am.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Roll Call

Present: Carpino; Gilmore; Hitt; Holland; Robinson; Sparks; Squire; Vice Chairman Cusack; Chairman Cambridge.

Absent: Johnson; Nassif.

III. ANNOUNCEMENTS/PRESENTATIONS

Orlando Acevedo, Town of Apple Valley, introduced La Vonda Pearson, Town Clerk to the Board. He stated that the Town would be observing the general meeting and would make recommendations to the Board on the protocol at a future meeting.

IV. CONSENT AGENDA

Motion by Board Member Sparks, seconded by Board Member Gilmore to accept consent agenda items 1, 2, and 3 as submitted.

Vote: Motion carried 9-0-0-2.

1) Approval of Minutes of March 18, 2009

Recommendation:

To approve the minutes for the meeting of February 18, 2009.

2) Treasurer's Report

Recommendation:

To approve the Treasurer's Report as submitted.

3) Secretary Report

Recommendation:

To approve the Secretary's Report as submitted.

V. ACTION ITEMS

1) Solar Lighting Bid for Sign

Motion by Chairman Cambridge, seconded by Board Member Hitt, to table this item until the Metes and Bounds preliminary landscape plan is reviewed.

Vote: Motion carried 9-0-0-2

2. Discussion on Bank Interest

It was the consensus of the Board that this item was discussed in the Treasurer Report.

VI. DISCUSSION

1) Report from Landscape Committee.

Board Member Hitt presented a brief summary to the Board regarding the discussion that took place at the Committee Meeting regarding the placement of large rocks near the sign to prevent further damage to the sign. He stated that the Committee also discussed low maintenance plants. Before moving forward he noted that the Committee must obtain the metes and bounds being provided by Joe Miller.

Chairman Cambridge discussed information he received from the Mojave Water Agency and their representative regarding what they considered verbal abuse by a member of the Landscape Committee. For the record, he stated that the claim was against Board Member Holland.

Board Member Holland denied all claims made against him. After a lengthy discussion it was suggested by a majority of the Board Members present that the Landscape Committee be reorganized due to this issue.

Motion by Board Member Sparks, seconded by Board Member Hitt, to remove Board Member Holland from the landscape committee.

Vote: Motion carried 8-0-1-2, with Board Member Holland abstaining.

2) Report from Marketing Committee

Board Member Squire gave a detailed report on a web site bid obtained from Axiom Media.

Board Member Gilmore recommended that additional bids be obtained in order to complete a competitive bidding process.

It was the consensus of the Board to direct the Marketing Committee to obtain a second bid and bring back a recommendation to the Board at the next PBID Meeting on April 15, 2009.

3) Plan Priorities

Chairman Cambridge asked the public to prepare suggestions on marketing and bring back the information for discussion at the next meeting.

VII PUBLIC COMMENTS

The floor raised questions of crime in the Village area. They expressed concern and possibly the need to have additional police presence in the area.

Chairman Cambridge stated that he would speak with Captain Belknap of the Apple Valley Police Department and see if he would be able to attend the next PBID meeting and speak to the Board regarding this issue and also to discuss the results of our Crime Survey.

VIII BOARD MEMBER COMMENTS

Board Member Holland expressed concern regarding the PBID process. He made a motion to place a moratorium on the PBID. Motion died for lack of a second.

ADJOURNMENT

Motion by Vice Chairman Cusack, seconded by Board Member Hitt, and unanimously carried to adjourn the meeting of the Apple Valley Property Business Improvement District Meeting at 10:20 a.m. to the next meeting of April 15, 2009 at 9:00 a.m.

Respectfully Submitted

Soni Beckman, Board Administrator

Approved:

Chairman