

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 19, 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: Hitt; Johnson; Nassif; Robinson; Sparks; Vice Chairman Cusack; Chairman Cambridge.

Absent: Squire; Carpino and Gilmore;

III. PUBLIC COMMENTS:

Eugene Buchanan, Advocate of the Scully Family Trust, stated that he would like to install a new Board to achieve a reduction of assessments. Asked several Board Members to resign from the Board for what he felt were violations or face prosecution.

Milt Holland, directed a concern to Board Members regarding his opinion of a conflict of interest per form 1023 which is a supplement to form 700.

Sergio LePion, voiced opinion about the economy and how difficult it is to keep business open and pay taxes. Would like to see PBID put on hold.

Walter Carnwright; had questions about where money came from for the sign, is the Town paying interest on the monies in their possession and although his business is not affected maybe the program should be dropped for a couple of years till the economy turns around.

Don Nunn; Recommends taking a poll on all businesses and seek legal advice to unwind this project.

Kim Scully; Stated she will have to shut down if PBID doesn't help her.

IV. CONSENT AGENDA

Motion by Board Member Nassif and seconded by Board Member Sparks to accept Consent Agenda items as submitted.

Vote: Motion carried 7-0-0-3.

1) Approval of Minutes of July 15, 2009.

Recommendation:

To approve minutes as submitted.

2) Treasurer's Report

Recommendation:

To approve the Treasurer's Report as submitted.

V. NEW BUSINESS

1) Contract for services: Soni Beckman

It was the consensus of the Board of Directors that this item be tabled until the next meeting and the original contract with Soni Beckman to be left in place.

Comments:

Mr. Buchanan submitted a resume for the Boards consideration for the position of Administrative Consultant, if this position was up for bid, requesting the pay of \$700.00 per month. He presented his qualifications to the Board and stated that he believed he was the best qualified for this position.

2) Status Update: Landscape – Chris Hitt

- Board Member Hitt provided letter from Brad Miller/Cal Trans to clear up misconception about the boundaries of the sign placement. Sign is within the boundaries.
- Richard Pederson feels confident that we will receive a permit no later than December 30, 2009.
- Richard Johnson (Landscape Architect) presented drawings for approximately 1200 feet of landscape between Navajo and Pawnee.

3) Status Update: Marketing – Web Site

Committee Chairman Nassif stated he would like the committee to meet and prepare an RFP to present at the next meeting. Committee consists of Board Members Nassif, Robinson, Cusack and Sparks.

It was the consensus of the Board of Directors that this item be tabled until the next meeting so that the RFP may be reviewed.

Comments:

Mr. Buchanan requested that he be placed on the Marketing Committee due to his qualifications. He also requested that he be given the contract for Marketing the PBID. He noted for the record that if he successfully received the marketing contract, that he would perform all the Administrative Consulting duties and will maintain the website for free.

4) Status Update: Village Planning and Standards: Members to bring ideas on improvements.

It was the consensus of the Board of Directors that this item be tabled until the marketing committee completed the RFP and be re-visited at the next meeting.

VI. ACTION ITEMS

1) Capital Improvements: Scott Nassif

- Board Member Nassif stated after reviewing the By Laws it was possible to offer property owners a 50% rebate from the PBID for property improvement.
- Details need to be worked out if property owners chose to improve their property by way of paint, landscape etc. to enhance the Village.

Board Comments:

Board Member Sparks: Needs to meet fine guidelines

Board Member Robinson: Good concept but needs structure

Board Member Johnson: Will only help people on the Main St. is a good idea

Vice Chairman Cusack: Will beautify all of the Village

Board Member Hitt: Sounds good

Chairman Cambridge: Property owners deciding to pool money for improvements is not out of realm.

It was the consensus of the Board of Directors that this item be assigned to the Marketing Committee.

BOARD COMMENTS: Chairman Cambridge

Vice Chairman Cusack:

- Stated that he has been involved in this project for over 10 years and recommended that the property owners invest in the Village to make it a destination.
- He voiced his concern about a small group trying to tear down all the work that has gone into forming this PBID.

Board Member Nassif: Gave the following answers to public comments.

- The Insurance Company from the drunk driver who ran into the sign paid the Town \$25,000.00.
- The sign was **NOT** paid out of PBID money.
- The excess of the \$25,000.00 was given to the PBID by the Town after the sign was paid.
- The money held by the Town is in an interest bearing account.
- Regarding the concern of conflict of interest with me being on the Town Council and on the PBID Board. **There is no conflict.**

Board Member Johnson: Voiced concerns about Kim Scully getting help from the PBID.

Chairman Cambridge:

- Regarding the sign- The PBID was graciously allowed to pick the design for the sign by the Town. The contract to build the sign was in effect prior to the incorporation of the PBID. The sign was originally built by donations. It was never part of the PBID and will never be part of the PBID. **NO PBID** money was used for the sign.
- The Chairman answered questions regarding the Management Plan.

ADJOURNMENT

Motion by Board Member Nassif, 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 September 16, 2009 at 9:00 a.m.

Respectfully Submitted

Soni Beckman, Administrative Consultant

Approved:

Chairman, Rick Cambridge