

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – September 16, 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; Johnson; Robinson; Sparks; Vice Chairman Cusack; Chairman Cambridge.

Absent: Squire and Nassif

III. PUBLIC COMMENTS:

Janice Moore offered the support of the Chamber and wants to develop a relationship between the Chamber and The Village. She offered several services available to the members including a radio show spot to promote the Village, ads in The Source (monthly newsletter) and Web Site design. The small business owner's in the Village who feel they need help with training or marketing are welcome to tap into the Chamber's resources.

Eugene Buchanan of the Scully Family Trust made reference to Special Meeting on September 2, 2009 and made several requests for information. He was instructed by Chairman Cambridge to submit those requests in writing.

Milt Holland, read a statement or Press Release and stated that if the Board did not meet privately with him within 2 weeks he would produce a Report and will bring Civil and Criminal actions against all members of the Board. Chairman Cambridge requested he leave a copy of the Statement and the report. Mr. Holland refused.
Mr. Holland wants to thank all merchants for their support to abolish the PBID.

Andrea Gee representing the property of Milt Holland voiced her opinion on Prop 218 and suggested the availability of private security. She stated all information can be found in the California State Constitution.

Dr. Frazzee is pleased the Board voted not to send the Management Plan to the Town Council for reassessment. He voiced his concerns about all the negative discussions being counterproductive to the majority of the property owners. He feels that if the PBID is allowed to move forward it will not only improve business but will increase property value for all properties in the Village.

Kim Scully feels the map of the Village is not clear and has concerns about who is and who is not paying assessment. She feels it is not fair. She is confused about the percentage of the passing of the PBID, 53% or 56%. Wants to know who owns property. She was asked to put her requests in writing.

IV. **CONSENT AGENDA**

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

Vote: Motion carried 8-0-0-2.

- a) Approval of Minutes of August 19, 2009.
- b) Approval of Minutes of September 2, 2009

Recommendation:

To approve minutes as submitted.

- c) Treasurer's Report

Recommendation:

To approve the Treasurer's Report as submitted.

V. **NEW BUSINESS**

- a) **Executive Board Job Description, Responsibilities and Contractual Services**

Board Comments and Discussion:

Sparks: Would like guidelines. Contact other PBID's - Palm Springs and Big Bear.

Chairman Cambridge: Feels we need professional help to define duties, may go on some web sites to gain information. Bring info to next meeting.

Robinson: Agree

Gilmore: Would like to have extra meeting to bring a recommendation and place it as an action item on next meeting.

Comments:

Mr. Buchanan stated the Bylaws give clearly defined duties of all Board Members. He stated that the Secretary has not provided current membership list. He will attend Committee meeting to discuss any action agreed upon by the Executive Board.

- b) **Status Update: Landscape – Chris Hitt**

Board Member Hitt introduced Richard Pedersen from the Town showed 2 sets of plans to be submitted to Cal Trans tomorrow (9-17-2009). Recommendation is to submit the plans as they are drawn today then have this Board approve the plans in the next month or so. He will leave plans for Committee approval and or modification.

Comments:

Eugene Buchanan stated Prop 18 required you to provide a map showing the specific benefit of that improvement to every member of this corporation. Concludes that this does not provide a benefit to all.

c) Status Update: Marketing – Web Site

Board Member Sparks reported for Committee Chairman Nassif stating that the 50% rebate programs for property owners has not been fine tuned at this time. A special meeting of the Marketing Committee will be called in order to put in place some guidelines and present them at the next meeting as an action item with a recommendation from the committee.

VI. ACTION ITEMS

a) Marketing - Rich Sparks - RFP

Board Member Sparks gave an outline of the RFP and asked the Board to approve as submitted.

Motion by Board Member Sparks to approve the RFP with a second by Vice Chairman Cusack. All ayes motion passed.

Vote: 8-0-0-2

b) Security Contract- Chairman Cambridge

Orlando with the Town described the process of contracting security with the Sheriff Dept. he asks the Board for formal approval of the proposal so that it may then be brought to the Town Council. Once the Council ratifies the proposal the Town will then contract with the Sheriff's Dept.

Comments:

Eugene Buchanan quotes Prop 218 and he cautions you that this is a general benefit. He stated that Private Security can be provided for approx. \$24,000 per year for 40 hours per week of security. He stated that it is illegal to pay extra for a general benefit under Prop 218.

Board Member Gilmore commented that a Patrol car is more effective than a Security guard. They had hired a Security Guard in the past and they were laughed at because they cannot arrest anyone. She is against hiring a private security firm.

Board Member Sparks installed a sophisticated security system and has had no luck with Private Security in the past.

Milt Holland stated that he is in favor of soft security like a guy on a bicycle for 40 hours a week. He said the security guard could call the police if he thought it was necessary.

Board Member Johnson responded by agreeing with Board Member Gilmore saying he was against soft security because he felt they do not carry the same weight as a Police Officer. He would much rather have a Police Officer and not depend on a security guard to call them.

A motion made by Board Member Gilmore to approve the proposal with a second by Board Member Sparks.

Vote: 8-0-0-2 All Ayes Motion Passed

BOARD COMMENTS:

Chairman Cambridge stated that all requests be put in writing and requested that Orlando bring the Sheriff proposal before the Council as soon as possible.

Chairman Cambridge polled the Board on Milt Holland's request for a private meeting and the Board unanimously agreed to move on.
Private meeting with Milt Holland denied.

Board Member Johnson would like to see this negative attitude stop because it's wasting time.

Vice Chairman Cusack is available but would like to continue forward.

Board Member Robinson would like to move forward.

Board Member Sparks would also like to move forward and does not feel soft security is the answer.

ADJOURNMENT

Motion by Board Member Sparks, seconded by Board Member Gilmore, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 10:10 a.m. to the next meeting of October 21, 2009 at 9:00 a.m.

Respectfully Submitted

Soni Beckman, Administrative Consultant

Approved:

Chairman Rick Cambridge