

**Apple Valley Village  
Property Business Improvement District  
Board Meeting  
Minutes – May 19, 2010**

**I. CALL TO ORDER:**

Chairman Cusack called the meeting to order of the AVVPBID at 9:02 am.

**II. ROLL CALL**

Roll call was taken with the following Board Members present.

**Present:** Past Chairman Cambridge; Carpino; Gilmore; Hitt; Johnson arrived at 9:20am; Robinson; Sparks; Vice Chairman Nassif; Chairman Cusack.

**Absent:** Sparks

**III. PUBLIC COMMENTS:**

Doug Qualls stated that the planting around the sign looked wonderful and feels it is a good start to improving the aesthetics of the Village. “Keep up the good work”.

Orlando Acevedo informed the Board that the Town has submitted an application for the State of California Enterprise Zone with the City of Victorville. This will give incentives such as hiring credits to employer’s, Corp sales tax credits, unused tax credits and the Village will be included. This is a collaborative effort with the Village. The application deadline is September and the Town will keep us informed of the progress.

Bob Tinsley reported that Trigger was saved from the Roy Rogers Auction when some Village Merchants purchased him. There were only two made then the mold was destroyed. There is a bank account called the Trigger Project. He asked members for input on a permanent location for Trigger in the Village.

**IV. 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 April 21, 2010.

**Recommendation:**

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – No Report

**Recommendation:**

No Action

**Motion**

Motion made by Board Member Robinson to approve consent agenda with a second by Vice Chairman Nassif.

**Vote: Motion carried 7-0-0-2**

**V. NEW BUSINESS**

**a) New Projects - Village Sign Volunteer Planting– Report**

All plants and food donated by Mojave Water Agency. There was a good turnout on May 15, 2010 to plant 55 plants at the sign. Chairman Cusack thanks all the property owners and merchants for their participation.

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**b) Status Update: Marketing – Scott Nassif**

Vice Chairman Nassif reported that the PBID was able to participate with the merchants to relocate Trigger to the Village with unspent marketing funds held over from last year. He asked all merchants for suggestions on a permanent home for him. He fills that this is a positive marketing tool for the Village. The committee will meet to review ARGP applications.

Ryan Orr reported that the Town has invited us to participate in their newsletter to update the PBID. We have over 200 guests on Facebook and Twitter.

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**c) Status Update- Landscape – Chris Hitt**

Board Member Hitt gave report stating that Richard Pederson was informed of new rules for 2010 regarding the curb to be 8" has been reduced to 6". We should have permit in two weeks and this would be for the total one mile project so we won't have to resubmit on the next leg from Central one quarter mile toward Navajo.

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VI. **BOARD COMMENTS:** Chairman Cusack

Board Member Johnson apologized for being late and asked for help with ARGP application

Past Chairman Cambridge still trying to reach the Postmaster for cleanup however someone has started cleaning up the area.

Chairman Cusack stated that we are in the process of drafting the 2010-2011 Budget and we will present it at the next meeting.

**ADJOURNMENT**

Motion made by Past Chairman Rick Cambridge, seconded by Board Member Robinson, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:26 a.m. to the next meeting of June 16, 2010 at 9:00 a.m. at Mojave Water Agency.

Respectfully Submitted

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Soni Beckman  
Executive Assistant

Approved:

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Larry Cusack  
Chairman