

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – January 19, 2011**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:07 am.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Hitt; Collingsworth; Gilmore; Sparks; Johnson arrived late 9:15;
Chairman Cusack

Absent: Cambridge; Carpino; Vice-Chairman Nassif

III. SELECTION OF CHAIRMAN AND VICE-CHAIRMAN:

Recommendation:

Board members appointed Larry Cusack as Chairman and Scott Nassif as Vice-Chairman for a second term. Newly elected Board Member Collingsworth was appointed Secretary of the Board to replace Board Member Sparks.

Motion by Board Member Hitt and seconded by Board Member Sparks.

Vote: 6-0-0-3

Motion Carried

IV. RECESS FOR REORGANIZATION :

V. PUBLIC COMMENTS:

No public comments

VI. 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 September 15, 2010.

b) Approval of Minutes of November 10, 2010.

c) Approval of Minutes of December 1, 2010.

Recommendation:

Approve the subject minutes as part of the consent agenda.

d) Treasurer's Report – Month of December 2010

Recommendation:

Receive and file.

Motion by Board Member Hitt and seconded by Board Member Collingsworth to accept consent agenda item d.

Unable to vote on the above item a,b,c for lack of quorum. Moved to the next meeting on February 16, 2011.

VII. NEW BUSINESS

a) Status update: Landscape – Chris Hitt

Project closed for the Holidays. Wallace Landscaping begins work January 20, 2011.

b) Status update: Marketing – Donna Gilmore

Vice-Chairman Nassif is working with Chamber of Commerce on a comprehensive and productive plan to produce the new quarterly newsletter.

c) Update: Franklin Center – Orlando Acevedo Town of Apple Valley

The Town of Apple Valley has established a good means of communication over the past year with the property owner the Grandson of Ben Franklin his name is Matt Franklin. Matthew Franklin has indicated to the Town of Apple Valley that he is aggressively working to land a sub-anchor or anchor tenant that would bring vitality to the center. They have done more in the last year in a half in terms of leasing or attempts to attract a large tenant than I have seen during my time. The Economic Development Department will be attending ICSC in Los Angeles/Long Beach next week and ICSC in May in Las Vegas. At both these events we will be marketing these sites along with several others. We asked the property owner to provide us a list of material that we can take with us to show potential tenants or developers.

VIII. ACTION ITEMS:

a) Discussion/ Approval of Civitas Invoice – Chairman Cusack

Recommendation:

Approve Payment

Motion made by Board Member Sparks to approve invoice with a second by Board Member Hitt.

Vote: 6-0-0-3

Motion carried

VII. BOARD COMMENTS: Chairman Cusack

Board Member Sparks: Submitted a letter of resignation. He has been a member of the PBID for 20 years, even before it was an official PBID. He has enjoyed being a part of the organization, the people can always count on his support. "It has certainly been a pleasure and anything you need I will be here." Chairman Cusack thanked Rich for his time on the board and support to the community.

Board Member Collingsworth: Thanked the Board for getting him involved.

Chairman Cusack:

I am very pleased that Phase I of the Center Median Landscape Project is underway. I would like to thank our Landscape Committee and the Town of Apple Valley for their commitment to this project. I believe the businesses will begin to see the benefits of our efforts and accomplishments.

1st Annual Holiday Decorating Contest Winner were: Mollies Kountry Kitchen – **Best Display**, Desert Feed Store – **Most Creative**, Handy Equipment – **Council Choice**. I would like to take this opportunity to thank the following businesses for their participation: **Para Tax Service, Decorating Den, Flower Cart, and Olsen Photography.**

We have made progress with the amendments to the Town's Development Code which will allow business directional signage throughout the District. This item was approved by the Planning Commission last month and will soon be on the agenda at the next Council Meeting.

Next meeting will be held February 16, 2011 at 9 am here at Mojave Water Agency.

Call for Motion to adjourn

VIII. ADJOURNMENT

Motion by Board Member Sparks, seconded by Board Member Hitt, and unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:24 am to the next meeting of February 16, 2011 at 9:00 am at Mojave Water Agency.

Respectfully Submitted

Rosanna Lafler
Executive Assistant

Approved:

Chairman Cusack