

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – March 11, 2013**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:06a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Gilmore; Vice-Chairman Nassif; Hitt; Robinson; Chairman Cusack

Absent: Past Chairman Cambridge; Collingsworth

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Board Member Hitt stated that he met with the Landscape Committee last week, including Richard Pederson and Brad Miller from the town. At this point no one seems to have plans of the drainage or highway. He has received an estimate from Merrell Johnson. Our goal here is to clean up the dirty areas and put a lot of cement along with some landscaping on both sides of the highway. The highway median project has begun construction and there has yet to be a completion date announced.

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated that the Budget Committee should start working on the new 2013-2014 budget. We need to have it ready in May, so the town can approve it in June. Brett will set up a Budget Committee meeting.

c) Status Update: Marketing –Vice-Chairman Nassif

Vice-Chairmen Nassif stated nothing new to report, but the Marketing Committee will convene in the coming month. The banners have received a lot of compliments, except from a Granite Hills High School teacher asking if the PBID purposely used Apple Valley High School colors for the banners. He stated that it

was not intentional that the banners were orange, and were chosen due to its bright color so that they could be easily seen.

d) Suggested items for next agenda

No suggested items.

V. 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 February 20, 2013.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of February, 2013

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Board Member Hitt and seconded by Vice-Chairman Nassif approve consent agenda items a and b.

Vote: 5-0-2

Motion carried

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated that she has received another application for the kiosk sign program. They have sent out the email news blast with the contacts from the Village. Janice asked if the PBID would like to participate in the payroll worker program. Constant Contact will be trying to send something out twice a week.

Chairman Cusack had one correction for the Constant Contact, but other than that it looks good.

Gilmore stated that there are some businesses that are going to be up for renewal in April for the kiosk sign program.

b) San Bernardino Sheriffs Update

Sergeant Henry from the Apple Valley police department stated the following for the quarterly reports of Oct-Dec 2012 (3 months):

- 148 shifts hours used
- 107 investigated contacts (traffic stops, pedestrian checks, etc)
- 6 arrests
- No graffiti reports taken
- 8 hour shifts working for PBID area
- 32 hours a month
- 4 to 5 days a month
- No significant criminal cases reported
- Increase patrols at baseball parks

Theresa talked about the crime free business program. It is very similar to a neighborhood watch. The class goes over scenarios such as of what to do if someone starts a fight at your business or if they are heavily intoxicated.

VII. BOARD COMMENTS:

No comments.

VIII. ADJOURNMENT:

Board Member Hitt motioned to adjourn and second by Vice-Chairman Nassif. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:31 a.m. to the next meeting of April 23, 2013 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack