

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – March 19, 2014**

I. CALL TO ORDER:

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

II. ROLL CALL

Roll call was taken with the following Board Members present.

Present: Robinson; Nassif; Chairman Cusack; Gilmore; Vice-Chairman Collingsworth; Past Chairman Cambridge

Absent: Hitt

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Land Improvement – Chris Hitt

Board Member Hitt had a meeting but was unable to have a significant number of committee members attend the meeting. Also, there is one type of plant that continues to die and needs to be replaced within the highway median.

b) Status Update: Budget – Donna Gilmore

Treasurer Gilmore requested that the budget committee convene within the coming month. The Chamber of Commerce is asking for an increase in their budget but she asked for a formal request on behalf of the Chamber of Commerce.

c) Status Update: Marketing – Nassif

Vice-Chairman Nassif stated that he has been working with Steve Elliot from a radio station. Steve was able to create a jingle to promote and advertise the Village on his AM radio station. The committee was able to talk with Scott from Fastsigns to try and resolve the font dilemma with the kiosk signs. Although, Nyeka from the Chamber has notified the board that Scott no longer works at Fastsigns and the Chamber already has a new contact for Fastsigns. A farmers market and car show has been discussed along with a possible location, but nothing has been formalized.

d) Suggested items for next agenda

The budget will be presented at the next meeting along with a report from the Sheriffs Department.

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 19, 2014.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of February, 2014

Recommendation:

Approve the subject minutes as part of the consent agenda.

Motion by Board Member Robinson and second by Board Member Nassif to approve items a and b.

The motion passed unanimously.

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Update

Nyeka from the Chamber of Commerce stated that she update the website, facebook (620 "likes") and twitter. They have blasted over 50 emails with the constant contact sent out every Wednesday. Calvary Chapel kiosk sign will be printed and installed. Black Horse Motel needs to be relocated along with Creative Clutter needs to be taken down. Allyson Johnson will be the new contact for the PBID and Chamber at Fastsigns.

b) Status Update from the Town of Apple Valley – Orlando Acevedo

Orlando from the Town of Apple Valley stated that he wanted to bring some dates to the attention of the board. The professional services agreement with the Town is usually due in October, but maybe the board can bring the budget and professional services agreement to next months PBID board meeting. The board would adopt these two items in April. As part of the budget meeting he recommended that someone from the engineering department attend so that the board can obtain some figures with concern to the drainage project.

Orlando stated that the original agreement was for five years and

a one-year extension. There was potential for the dollars to be rolled over into the Towns funds only for PBID use only. It is not as if the Town can move the funds over and use them for park maintenance. The Town intends to renew the five-year agreement with the PBID along with an additional one-year. Currently, he estimated the PBID to have \$750,000 at least. The Town has specifically set aside funds for landscape and maintenance within the Village.

Orlando stated that the Town's Finance Director thinks its time to conduct an audit for the fiscal year of 2014-2015. The PBID has budgeted at least \$5,000 dollars for this activity, but the audit will be done next year. He also stated that the audit would not cost more than \$5,000.

Orlando stated that the PBID funds with the Town go towards the extra security patrols by the Sheriffs Department. They will also enter in to an agreement with their landscape architect. He also stated that we Richard Johnson, the previous landscape architect, passed away a couple of weeks ago and our thoughts and prayers are with his family. The board will need to work through that transaction as well.

VII. Board Comments

Past Chairman Cambridge apologized for being late.

VIII. ADJOURNMENT:

Chairman Cusack motioned to adjourn and second by Treasurer Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:40 a.m. to the next meeting of April 16, 2014 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack