

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – September 19, 2012**

I. CALL TO ORDER:

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

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent: Robinson

III. Public Comments:

No public comments.

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

Board Member Hitt stated that if construction doesn't begin by December there is the possibility of losing the federal and state funding. Also, the Landscape Committee is looking for contractors for the lighting project concerning the Village sign. The committee will soon meet with Brad Miller from the town to discuss cleaning the gutters.

Motion by Past Chairman Nassif and seconded by Board Member Collingsworth to maintain the same Landscape Committee as standing.

Vote: 7-0-1

Motion carried

b) Status Update: Budget – Donna Gilmore

Donna Gilmore stated she is still awaiting a check from the Town of Apple Valley.

Motion by Past Chairman Cambridge and seconded by Board Member Collingsworth to maintain the same Budget Committee as standing.

Vote: 7-0-1

Motion carried

c) Status Update: Marketing –Vice-Chairman Nassif

Vice-Chairmen Nassif stated that there is nothing really new, but the kiosk signs should be in production and be completed within the coming weeks. We have reviewed over possible generic banners and are in the process of improving the draft for the next marketing committee meeting.

Nyeka from the Chamber of Commerce stated she has received 14 approved contracts for the kiosk signs. She will be working on the new newsletter this month for the month of October. Also, the Facebook and Twitter pages have been updated. One more application has been received for the kiosk signs.

Motion by Board Member Collingsworth and seconded Vice-Chairman Nassif to maintain the same Marketing Committee as standing with the addition of Board Member Donna Gilmore.

Vote: 7-0-1

Motion carried

d) Suggested items for next agenda

Past Chairman Cambridge asked if they could get an update from the Town on the bid process as well as call to order the Nominating Committee to proceed with the 3 seats up for election.

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 August 15, 2012.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of August, 2012

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Past Chairman Cambridge and seconded by Board Member Collingsworth approve consent agenda items a and b.

Vote: 7-0-1

Motion carried

VI. NEW BOARD BUSSINESS

a) Chamber of Commerce Marketing Contract 2012

Janice from the Chamber of Commerce stated that their meeting resulted in a survey that will be going out to the property owners to receive feedback concerning the village. They need to send out a thank you letter letting everyone know about the PBID renewal. They will be updating the website to allow mobile devices to be able to access the site easier and more efficient. Their cost will remain the same at \$500 per month and an increase of no more than \$2500 that will be allotted to mobilizing the website.

Approval of Chamber of Commerce Marketing Contract 2012.

Recommendation:

Approve the subject Chamber of Commerce Marketing Contract 2012.

Motion by Vice-Chairman Nassif and seconded by Board Member Gilmore approve the Chamber of Commerce Marketing Contract 2012.

ROLL CALL VOTE:

Board Members: Carpino__Y__, Collingsworth__Y__, Gilmore__Y__, Hitt__Y__, Robinson__A__ Past Chairman Cambridge__Y__, Vice Chairman Nassif__Y__, Chairman Cusack__Y__.

Vote: 7-0-1

Motion carried

b) Approval of the San Bernardino Sheriffs Department 2012 Proposal

Recommendation:

Approve the subject San Bernardino Sheriffs Department 2012 Proposal

Board Member Gilmore brought the issue of homeless individuals being a problem in the Village specifically the Moose Lodge. Past Chairman Cambridge stated that property owners must call if they are having a problem or else nothing will get done. Board Member Collingsworth stated that there is also another issue of individuals riding bikes on the outer highway going the wrong way, which is causing a problem.

Sergeant Kim Watkins from the Apple Valley Sheriffs Department stated she will have a monthly report and will have a note along with the overtime letting the deputies know about the problem concerning the Village.

Motion by Board Member Gilmore and seconded by Board Member Collingsworth approve San Bernardino Sheriffs Department 2012 Proposal.

ROLL CALL VOTE:

Board Members: Carpino__Y__, Collingsworth__Y__, Gilmore__Y__, Hitt__Y__, Robinson__A__ Past Chairman Cambridge__Y__, Vice Chairman Nassif__Y__, Chairman Cusack__Y__.

Vote: 7-0-1
Motion carried

VII. BOARD COMMENTS:

Board Member Collingsworth thanked the Chamber of Commerce for their marketing campaign and the Sheriffs Department for their patrolling.

Vice-Chairman Nassif thanked the Chamber of Commerce along with the Sheriffs Department.

Chairman Cusack thanked the Board along with Chamber of Commerce and the Sheriffs Department for all their hard work and dedication.

VIII. ADJOURNMENT:

Board Member Collingsworth motioned to adjourn and second by Board Member Hitt. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:30 a.m. to the next meeting of October 17, 2012 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack