

**Apple Valley Village
Property Business Improvement District
Board Meeting
Minutes – August 17, 2011**

I. CALL TO ORDER:

Chairman Cusack called the meeting to order of the AVVPBID at 9:20 a.m.

II. ROLL CALL

Roll call was taken with the following Board Members present.

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

Absent:,Carpino; Collingsworth; Past Chairman Cambridge

III. Public Comments:

No public comments

IV. Committee Updates

a) Status update: Landscape –Chris Hitt

The committee is waiting for Cal Trans to approve a permit, which is the last permit needed from Cal Trans for the rest of the project. The money is secured, but there is still debate whether to begin with the curb and gutter aspect of the project and then place the vegetation. By conducting the project in this manner they would be able to avoid an extra road closure. There seems to be a consensus that the vegetation should be planted around the month of May. The committee wants to wait until they receive all the grant money possible so they will not be forced to extract funds from the PBID.

b) Status Update: Budget – Donna Gilmore

Everything has been turned over to the CPA and has yet to be finished. The CPA stated it would be complete the following week August 19-23, 2011. The audit will be ready for the Boards September meeting.

c) Status Update: Marketing –Vice-Chairman Nassif

The kiosk project is going out to bid this upcoming week and there will be 9 kiosk placed throughout the Village.

i) Nyeka with the Chamber of Commerce stated that there has been positive feedback for the website and Facebook. They are currently working on the September/October newsletter.

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 July 20, 2011.

Recommendation:

Approve the subject minutes as part of the consent agenda.

b) Treasurer's Report – Month of July, 2011

Recommendation:

Approve the subject Treasures Report as part of the consent agenda

Motion by Vice-Chairmen Nassif, and seconded by Board Member Johnson to approve consent agenda items a and b.

Vote: 6-0-3

Motion carried

VI. NEW BOARD BUSSINESS

a) Discussion/Approval of Edward Henning & Associates RFP renewal proposal – Vice-Chairman Nassif

Recommendation:

Approve contract

The PBID sent forth a RFP proposal and received multiple proposals in which the Marketing Committee conducted 2 interviews. When the interviews were complete the cost and type of quality varied between the clients. After debate was exhausted the committee recommends Edward Henning & Associates for the RFP renewal project. Edward Henning & Associates will be able to facilitate more visits to the Village with more hands on experience, along with being less than \$14,000 than the other possible consultant firms. Edward Henning & Associates also does not hire out for the engineering aspect of the project, which saves the PBID in costs.

Board Member Gilmore had concerns over multiple aspects of awarding Edward Henning & Associates the RFP project. There are worries that the firm is very difficult to contact, along with previous encounters with Edward Henning & Associates there was mistakes

conducted on the firms end, but the PBID was forced to pay \$500 for those mistakes. Lastly, there is a concern whether Edward Henning & Associates will be able to complete all the tasks in a timely fashion.

Vice-Chairman Nassif stated after producing a pros and cons list the committee believes that Edward Henning & Associates is still a better option than the other possible consultants. Lastly, Vice-Chairman Nassif recommends to set deadlines with the contract with Edward Henning & Associates.

A public comment from Mr. Milton Holland stated he has tried to contact Edward Henning & Associates in the past and the firm does not return phone calls or receive the calls made to the firm. He also stated Edward Henning & Associates has reported a false budget and worries the committee want be able to contact Edward Henning & Associates in the future.

Motion by Board Member Robinson, and seconded by Board Member Johnson to approve item a.

Roll Call Vote:

Ayes- Johnson, Robinson, Vice-Chairman Nassif, Chairman Cusack
Noes- Gilmore, Hitt
NV- Carpino, Collingsworth, Past Chairman Cambridge

Motion carried

- b) Discussion/Approval of Project Graphics banner proposal – Vice-Chairman Nassif

Recommendation:

Approve contract

The Marketing Committee received bids ranging from \$16,000 to \$7,000. The committee recommends Project Graphics for multiple reasons particularly the companies professionalism and price. There will be 4 different banners and 40 pieces of equipment. A Recommendation was made by the committee to purchase banners from Project Graphics.

Motion by Board Member Johnson, and seconded by Board Member Hitt to approve item b.

Roll Call Vote:

Ayes- Johnson, Robinson, Vice-Chairman Nassif, Chairman Cusack, Gilmore, Hitt
Noes-

VII. BOARD COMMENTS:

Board Member Hitt stated John Glenn Rd is not maintained by the Town of Apple Valley and is proposing the PBID take responsibility of the road and fix its many potholes and damages. Board Member Hitt will take this item to the Landscape Committee.

Chairman Cusack stated the Board needs the names of the committee members who are going to be up for election, so the Nominating Committee can be created. Names must be submitted no later than September 1 and the Nominating Committee of 3 will be appointed after the August meeting and meet no later than September 10th to submit a slate of nominees at the September meeting for the number of seats open on the Board. Board Member Gilmore will be the Chair of the Nominating Committee.

Chairman Cusack stated there is an opportunity for 2-3 Board Members to attend the California Downtown Associates 2011 Annual Conference October 12-14, 2011 at the Riverside Convention Center.

VIII. ADJOURNMENT:

Chairman Cusack's motioned to adjourn and second by Board Member Gilmore. The motion unanimously carried to adjourn the meeting of the Apple Valley Village Property Business Improvement District Meeting at 9:55 a.m. to the next meeting of September 21, 2011 at 9:00 a.m. at the offices of Mojave Water Agency.

Respectfully Submitted

Brett Savage
Administrative Consultant

Approved:

Chairman Cusack