



OUR TOWN

A BI-MONTHLY NEWSLETTER FROM THE TOWN OF APPLE VALLEY TO THE COMMUNITY

Town "AVRTS" problems

In conjunction with the first day of school, Town officials rolled out the Apple Valley Road Traffic Safety program (AVRTS) this month. As the Apple Valley Road widening project will take several years to complete, the Town has designated a special "traffic safety area" on Apple Valley Road from Bear Valley to Highway 18. The Town unveiled new "Daylight Headlight Section" signs, and also outlined other program components at a ceremony on August 2nd.

AVRTS includes increased police patrols on Apple Valley Road and will increase the use of the radar trailer. Recently updated speed surveys also now allow for the use of radar in catching and convicting speeders. Public education and awareness will be emphasized, and Town officials are working closely with schools, churches and homeowner associations in the area to encourage safety and caution on Apple Valley Road. The Academy of Academic Excellence, located on Mana Road, west of Apple Valley Road, will conduct a poster contest for the safety project.

Statistics show that the number of accidents on Apple Valley Road has increased steadily over the last few years. There was a significant drop in accidents from 1992 to 1993 when the road was widened to include a center turn lane. Additional widening to four lanes with a solid median, as well as the installation of traffic signals at key intersections, will allow cars to enter and exit the traffic flow safely and without the waits now experienced.



Police Captain John McMahon and Deputy Jason Cunningham helped roll out the AVRTS program.

Protect yourself against West Nile Virus

As you may have heard, the West Nile Virus (WNV) was discovered in Apple Valley in a dead bird found in July. WNV is a mosquito-borne virus that is most often found in birds. Mosquitoes generally transmit the virus in the bird population, but can also transmit the virus to horses and people. It should be noted that only certain species of mosquitoes carry the virus and very few mosquitoes are actually infected.

Most people who are infected will have no symptoms whatsoever. Those who do become ill may experience fever, headache, nausea, body aches, mild skin rash, or swollen lymph nodes. In a few cases, the disease will progress to encephalitis (inflammation of the brain). The time between the mosquito bite and onset of the illness is five to 15 days in humans.

As with humans, most horses bitten will not become sick. Those that do may show signs including stumbling, circling, hind leg weakness, muscle tremors and death. A vaccine to prevent WNV is available from veterinarians.

The best strategy is to control exposure to mosquitoes. Eliminate all sources of standing water on your property that can support mosquito breeding. Use insect repellent containing DEET according to label instructions. Avoid spending time outside when mosquitoes are most active, especially at dawn and dusk.

For more information please call the Town of Apple Valley Animal Control Department at 240-7000 x 7555. On the internet, visit www.westnile.ca.gov. (Information for this article was taken from a publication by the State of California Department of Health Services, www.dhs.ca.gov/ps/dcdc/dcdcindex.htm.)

The Road Report

A few months back we dedicated an entire issue of *Our Town* to road issues. This article will update you on the progress of a few of those projects. (For the complete text of past newsletters, visit our website at www.applevalley.org.)

Apple Valley Road Widening: On July 27 the Town Council awarded a \$3.4 million contract to Cooley Construction to construct roadway improvements, widening, storm drains, bike lanes, medians, landscaping and joint utility trenches from Bear Valley Road to Kanbridge (the entrance to Stonebrook Estates). One utility trench from Kanbridge to Yucca Loma Road is also included in this phase. Work is expected to begin by September. The next phase of widening from Kanbridge to

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In This Issue:

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Meeting Calendar

Unless otherwise noted, all meetings take place in the Council Chambers at

Town Hall

14955 Dale Evans Pkwy.

TOWN COUNCIL

2nd & 4th Tuesdays - 7:00 PM

PLANNING COMMISSION

1st & 3rd Wednesdays - 7:00 PM

PARKS & REC. COMMISSION

1st Thursday - 7:00 PM

TRAFFIC SAFETY ADVISORY COMMITTEE

2nd Thursday - 1:30 PM

HISTORICAL ADVISORY COMMITTEE

3rd Thursday - 1:30 PM

HOUSEHOLD HAZARDOUS WASTE COLLECTION CENTER

1st & 3rd Saturdays (excluding holiday weekends)

10:00 AM - 2:00 PM

Public Works Yard

22411 Highway 18

Information: 240-7000x7610

Event Calendar

Unless otherwise noted, call 240-7000 x 7071 for details.

TEEN MUD FEST

August 28

240-7880

COMMUNITY YARD SALE

Sept. 11, 8 AM – 1 PM

APPLE VALLEY CHUCKWAGON

DINNER & SHOW

Sept. 16, 6 – 9 PM

APPLE VALLEY ROUND UP DAYS

Sept. 17 – 19

See article for details

JAZZ NIGHT STREET FAIR

Oct. 2, 6 – 10 PM

COMMUNITY CLEAN UP DAY

Oct. 23

Call to volunteer

The Road Report *...continued from front page*

Yucca Loma is currently planned for fiscal year 2005-06. This project is being paid for from Measure I funds, the half-cent sales tax in San Bernardino County earmarked exclusively for transportation projects, and which is up for renewal by voters in November.

Pavement Management System: In the current budget, the Town Council has included nearly \$3.8 million for repairs and resurfacing of roads throughout Apple Valley.

Joshua Road Paving: The Town received \$490,000 in funds from a Congestion Mitigation and Air Quality grant to pave Joshua Road, a dirt road, from Standing Rock to Cahuilla, resulting in improved circulation and air quality in the northeast area of Apple Valley. Since this 1 ½ mile stretch borders San Bernardino County, and the County and Town will share the matching funds requirement. The contract was awarded in June, and work is nearly complete.

Bear Valley Road: Traffic flow is smoother and wait times have been greatly reduced since the completion of our section of the Bear Valley Road Enhancement Project. Now with three lanes in both directions from Apple Valley Road all the way to the freeway, it is much easier to get where you are going. Dual left turn lanes from Bear Valley to Apple Valley Road have virtually eliminated the multi-signal waits to make a left turn. This was a joint project between Victorville, Hesperia and Apple Valley, and was also funded primarily by Measure I funds.

Town invites you to “keep in touch”

As part of the Town's commitment to customer service, we are excited to announce new and easier ways to stay informed and offer comments and suggestions to the Town staff and Council.

24-Hour Suggestion Hotline Voicemail: Have a comment, suggestion or question? Leave a voicemail at 240-7000 x IDEA (4323). All messages will be shared with the appropriate departments or individuals and will receive a personal response if requested.

Suggestion Hotline E-mail: Prefer the electronic route? Email us at idea@applevalley.org. Each email will be read and forwarded to the appropriate party. Again, responses will be sent if requested.

AV-Mail: Want to hear from us? Sign up for this new e-mail news service from the Town of Apple Valley. Send an email to applevalley@applevalley.org with “AV Mail” in the subject line to register. You will receive occasional notices on special events, recreation programs, Council meetings, public hearings notices, road closures and other program, projects and services from the Town of Apple Valley. Email addresses are kept confidential and will not be used for any other purpose.

For more information on any of the above services, call Kathie Martin, Public Information Officer, at 240-7000 x 7070.

Council places priority on environment

Evidence of the priority placed on the protection of native plants, the Town of Apple Valley recently levied \$4000 in fines against two area developers for removing Joshua Trees in violation of the Town Development Code.

The Town Council passed an ordinance in March of 2002 taking steps to prevent the widespread clearing of Joshua Trees. The ordinance requires the locations of any Joshua Trees be shown on a grading plan for new construction. The developer or property owner must then hire a native plant expert to inspect the trees and determine whether they can be replanted, must be retained in place, or are unhealthy and can be destroyed.

The Native Plant Protection and Joshua Tree ordinances works to achieve a balance between preservation and the development rights of individual property owners. With the incredible growth Apple Valley is experiencing, it is necessary to remind builders that construction must proceed with care.

Part of the ordinance establishes a list of trees available for “adoption.” Any cost of transplant or relocation is borne by the adopter.

Since April of 2004, the Town of Apple Valley has issued 261 building permits for single family homes, surpassing many annual totals in just three months. Town staff relies on site plans submitted to accurately reflect any existing Joshua Trees, however building inspectors also watch for related activity.

For more information on the Joshua Tree and native plant ordinances, call the Town Planning Department at 240-7000 x 7200. The complete text of the ordinance is also available on the Town website at

<http://www.applevalley.org/develop/planning/dcode/dcode976.pdf>.

Tradition lives on in the Apple Valley Round Up

From the lights of the carnival rides to the smell of kettle corn popping in a cast iron pot, there will be plenty to tempt the senses at this year's "Apple Valley Round-Up Days." The Round Up is a continuation of a 57-year tradition in our Town, formerly known as Pow Wow Days. The weekend kicks off on September 16 with a Chuckwagon Dinner, and continues September 17-19 at Lions Park. Whether you just relax and listen to the steady parade of live music, or go barreling head over heels on a carnival ride, the Round-Up offers fun both mild and wild!

Pacific Coast Shows is back with more rides than ever! There will be loops, twists and turns for the adventurous, plus plenty of kiddie rides for the little ones. If midway thrills aren't to your liking, youngsters will enjoy the "Kid's Corral" a special area where Park and Recreation staff will offer free crafts and games all day long. Private vendors will also offer a rock-climbing wall, pony rides, game booths and a bounce house.

Grown ups may prefer the Beer Garden, offered by the Apple Valley Sheriff's Posse. Be sure to bring your wallet for shopping, and come hungry! Handcrafted iron art, rustic western home décor, handmade soaps and



The Apple Valley Middle School Band is always a crowd favorite in the parade.



jewelry are just a few of the items available for sale. Food vendors will offer tri tip, corn on the cob, tacos, shaved ice and, of course, hot dogs and hamburgers.

Pistols and Petticoats, an old west reenactment group, will keep Lions Park hopping with mock gunfights, a jail-and-bail and general rabble rousing at their old west storefront. Have your picture taken with outlaws or request an arrest warrant for your friend and see them hauled away to "jail!"

New this year are the Intertribal Dancers, a non-profit organization from El Cajon that showcases traditional Native American dances, including hoop, shawl and jingle. They will perform on Sunday only, and their set up will include a 14' teepee and a sand-art booth.

Parking and admission to the Round Up are free! Carnival rides and private vendor booths carry nominal fees. A limited supply of event t-shirts and commemorative buttons will be on sale at the Town information booth all weekend long.

Chuckwagon Dinner sets stage for Round Up Days

The Apple Valley Chuckwagon Dinner and Show invites you to "come be a cowboy," and experience the historic memories of Roy Rogers, Dale Evans and the famous steak fries of the Apple Valley Inn just like you were there! Make your reservations now for the Chuckwagon Dinner and Show scheduled for September 16 from 6 to 9 p.m.

For total immersion in this old west family dining and entertainment experience, come listen to traditional live cowboy music while eating an authentic chuckwagon supper, prepared using old west cooking methods, and served right from the chuckwagon. You'll dine by the lights of kerosene lanterns, under the starry desert skies. Gunfighters, outlaws and cattle rustlers were also a part of the old west experience whether the good guys wanted them or not! Who knows what type of shady characters you might run into on a stagecoach ride – or while standing in line at the Whisky Creek Saloon! The night will also feature the announcement of the Honorary Town Marshal for 2004!

Cost for this experience is \$25 for adults and \$13 for "buckaroos" age 12 and under. For reservations call 240-4700. For more information visit www.theamericanwest.com. A portion of the proceeds from this event benefits the Women in Film organization.

Schedule of Events:

Visit the Town website at www.applevalley.org for an up-to-date schedule of events including entertainment.

Thursday, Sept. 16

6-9 p.m. Chuckwagon Dinner & Show
Deadman's Point

Friday, Sept. 17

4-10 p.m. The Round Up!
Lions Park

Saturday, Sept. 18

7-10 a.m. Kiwanis Pancake Breakfast
Mollie's Kountry Kitchen
7:30 a.m. 5K walk, 5/10K Run
Lions Park
9 a.m. Round Up Parade
Central & Highway 18
11am-10 p.m. The Round Up!
Lions Park

Sunday, Sept. 19

7 a.m. Cowboy Breakfast Trail Ride
Horseman's Center
11am-6 p.m. The Round Up!
Lions Park

“Leather & Lace” Parade & Pancakes

Another popular element of the Apple Valley Round Up is the parade through the Village. With equestrian units, marching bands, Scouts, drill teams, classic cars and a whole host of characters, spectators begin lining the sidewalks in front of the Village shops an hour ahead to insure a great view. The event takes place on Saturday, September 19. We're excited to welcome actress Scout Taylor-Compton as the 2004 Grand Marshal. Scout, 15, co-stars as Farrah in the summer movie *Sleepover*, and has been a resident of Apple Valley since 1994. Scout has also had roles in television series including *The Guardian* and *Charmed*. She was nominated for two “Young Actors Awards” in May 2004, for her recurring role on the *Gilmore Girls*, playing Dean's younger sister Clara, and for Academic Achievement as a Young Artist, in which she won. She will also be featured in a back-to-school commercial for Mervyn's which will air later this summer, as well as an anti-drug PSA. (Scout's mom, Lylith Cook, is the grant specialist for the Town of Apple Valley.)

The public is invited to get an early start and enjoy a pancake breakfast, cooked and served by the Apple Valley Kiwanis, starting at 7:00 a.m. Mollie's Restaurant generously allows the use of their parking lot to stage this event every year. Kiwanians serve up pancakes with the works for only \$4.00.

The parade will step off at 9:00 a.m. on South Outer Highway and Central Road, heading west to Pawnee and then turn left, disbanding on the north side of the Community Center. As always, the Apple Valley Fire Protection District will lead the way with engine sirens blaring. A community parade is a great opportunity to get in touch with your “hometown” roots even if you are new to the area!

Cowboy Breakfast and Desert Trail Ride

The Apple Valley Equestrian Association will join the Round Up family of events this year with a Cowboy Breakfast presented on Sunday, 7-9 a.m. at Horseman's Center. They will serve up biscuits 'n' country gravy, cowboy beans, fruit cocktail, coffee or juice. Cost is just \$5 for adults and \$3 for children under 12. The morning will include therapeutic riding demonstrations by Lady B Ranch and other examples of fine horsemanship. Participants can just come and enjoy the beautiful surroundings or bring a horse and join the AVEA for a trail ride after breakfast. For information and reservations call Craig Carl at 247-1433, Michelle McClure at 240-5333, or Suzanne Bail at 240-2335.

The Round-Up Run 5K Walk/Run, 10K Run

Added to the line up of events back in 1983, the 5K Walk and 5/10K Run now attracts over 140 participants of all ages. A new route this year will start at Lions Park. Check in is at 6:45 for a 7:30 a.m. start. Cost for runners is \$8 pre-registration (by Sept. 17, 4:30 p.m.) or \$10 day of the race. Walkers are free. Commemorative t-shirts are only \$10 while supplies last. Separate awards for men and women in each age division will be given for 12 & under, 13-17, 18-25, 26-36, 37-45, 46-59 and 60+. Ages 10 and under must be accompanied by an adult. To register, call 240-7880.

Town Information

Bob Sagona, *Mayor*
 Scott Nassif, *Mayor Pro Tem*
 Ted Burgnon, *Councilmember*
 Tim Jasper, *Councilmember*
 Mark Shoup, *Councilmember*
 Bruce Williams, *Town Manager*

How To Reach Us

Emergencies.....911

Police (Business calls).....240-7400
 Police dispatch after hours.....245-4211
 Town dispatch after hours.....961-6001

Town Hall.....240-7000

Department EXTENSIONS - Dial 240-7000 plus:

Animal Control.....240-7000 X 7555
 Building & Safety.....7101
 Economic Development.....7900
 Finance.....7000
 Job Information.....7747
 Personnel.....7600
 Planning.....7200
 Public Information.....7072
 Public Works.....7500
 Town Clerk.....7800
 Town Manager.....7051
 Transit.....7610

Other Town Departments & Services (dial direct)

Code Enforcement.....240-7560
 Parks & Recreation.....240-7880
 Trash (AVCO).....243-3967

Town Hall on Call: 240-TOAV (8628)
 (24 Hour Recorded Information)
 E-mail: applevalley@applevalley.org
 Web Site: www.applevalley.org

Our Town is published bi-monthly by the Public Information Department of the Town of Apple Valley, and mailed to every household and business in the Town of Apple Valley to keep citizens informed of vital issues. Questions or comments on the newsletter should be directed to Kathie Martin, Public Information Officer at 240-7000 x 7072.



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