

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

REVIEW AND CONSIDER RENEWAL OF THE AGREEMENT FOR BUSINESS RETENTION SERVICES WITH THE APPLE VALLEY CHAMBER OF COMMERCE

Summary Statement:

This matter was placed on the Council agenda at the request of Mayor Pro Tem Sagona, such request being made at the Council's June 8, 2010 meeting. The Town has a business retention professional services agreement with the Apple Valley Chamber of Commerce. The current agreement expires on June 30, 2010, but funds have been budgeted for this purpose in the adopted FY 2010/2011 Redevelopment Agency budget. Since staff was anticipating placing the FY 2010/2011 Chamber professional services agreement on the Town Council's July 13, 2010 agenda, it is timely that the Town Council consider renewal of its business retention agreement with the Chamber. Based upon the foregoing, staff recommends adoption of the form motion.

Recommendation:

That the Town Council take action, directing staff to place on its July 13, 2010 agenda for approval the business retention professional services agreement between the Town and the Apple Valley Chamber of Commerce.

Proposed by: Economic and Community Development Department **Item Number** _____

Town Manager Approval: _____ Budgeted Item Yes No N/A