



STAFF REPORT

TOWN COUNCIL MEETING OF MARCH 12, 2013

To: Town Council
From: Town Manager
Subject: 2013/2014 Goals
Date: February 19, 2013

RECOMMENDATION

Identify which goals the Town Council wants to continue forward with from the adopted 2012/2013 Goals and approve the 2013/2014 Goals, as may be amended.

DISCUSSION:

On February 2, 2013, Town Council held a Goal setting workshop for 2013/2014. As you are aware there were 7 existing goals from the 2012/2013 Goal setting workshop. In general, the workshop went very well, as the Council focused on the economic sustainability of the Town.

The Council identified 6 “Vitally Important Performance Measurement Goal/Objective Ideas”

- Infrastructure
- Economic Sustainability
- Streamlined process for telescoping development
- Sierra College Property expansion and marketing
- Keep our Community Safe
- Keep our Community Semi-Rural Atmosphere

After discussion, the Council chose to focus on Economic Sustainability. The result of the workshop added two additional goals to the already adopted 7 goals from 2012/2013 (see attached list with added Goals 8 & 9 highlighted). As discussed at the workshop, the Council agreed that that you would address our goals from “30 thousand feet” rather than be in the “weeds”. Given that position, staff would like input from the Council on Goals 1-7 from the 2012/2013 Goals and tasks and whether it might be appropriate at this time to remove some of them. The Council should also discuss and decide who will be the Council lead for the Tasks assigned to former Councilmember Liss.

CEQA

There are no CEQA issues involved at this time.

FINANCIAL IMPLICATIONS

There are no financial implications at this time.

GOALS	PROGRESS	DATE DUE	TASK A	PROGRESS	TASK B	PROGRESS	TASK C	PROGRESS	TASK D	PROGRESS	TASK E	PROGRESS	TASK F	PROGRESS
1. Establish downtown core business district (shed-shed) as the area of central focus and activity for the Loomis Basin	South Placer Heritage Foundation (Blue Goose) modified lease adopted (11/13/2012) Town Council meeting. High Hand lease amended and adopted 8/14/2012.	6/30/13	Collaborate with business volunteers and broader communities to implement and maintain project in downtown core area, - streamline and clarify PROSC responsibilities for the project and establish recreation LEAD - Calvert	Special meeting held with remaining PROSC members 7/19/12. Resolution to dissolve PROSC, PROSC disbanded at 7/10/12 Council meeting. Friends of Heritage Park formed with volunteers and broader community to support the project and maintenance of Heritage Park.	Given adequate funding build water spray park, restrooms and water multi-use area in park by 3/1/14. LEAD - Calvert	CIP approved by Council 7/10/12 includes construction of the multi-use area, restrooms and water feature in Blue Anchor Park. Multi-useway Restroom under way. Awarded 2/12/13.	Implement MIG Plan for area from Taylor and Walnut to Shawn Way LEAD - Calvert	Adopted CIP includes planning and design in 2012 and construction in 2013 of Taylor Road Improvements from Oak to Walnut. Mid-year adjustments of 5/12 approved in Council meeting included expanding design from Horseshoe Bar Rd. to Walnut St.						
2. Improve the economy of the Town of Loomis through Economic Development	Town Finance Director and Town Manager working on developing new strategy for use of small business loan funds for Council approval (See also Goal 8 & 9, below)	12/31/15	Implement result of business walk series and repeat in other areas of the Town by 12/31/12 LEAD - Liss	Completed installing new blue directional signs requested by Swetzer/Business Park, Downtown Business Committee oversaw completion of Swetzer Road Business Park monument sign. Monument sign approved by Council 7/12/12. Construction completed 7/27/12.	Recruit replacements for empty businesses by 12/31/14 LEAD - Morillas	Inquiries have been submitted for a number of properties in Town.	Develop businesses in commercial industrial zoned property by 12/31/14 LEAD - Ucovich	Swetzer Road business Park monument sign approved by Council 6/12/12. Construction completed 7/27/12.						
3. Implement Parks and Recreation Open Space Plan	Council approved or replacement separation document at 3/13/2012 Council meeting. Consultant is preparing Mitigated Negative Declaration.	12/31/13	Develop funding plan for parks, recreation, open space and tree mitigation 6/30/12. LEAD - Liss/Ucovich	Included as part of CIP approved 7/10/12 by Council.										
4. Match revenue to meet mission and goals to be fiscally sustainable	2012/2013 budget approved June 12, 2012	6/30/13	Create a balanced budget with a 4 year projection by 6/30/12 LEAD - Scherer	Balanced budget adopted 6/12/12.	Repair downtown sidewalks by 6/30/14 LEAD - Morillas	Downtown sidewalks are currently being repaired.								
5. Improve and increase mobility and circulation for all modes of movement		6/30/14	Stripes where no sidewalks exist by 6/30/14 LEAD - Morillas	Area in front of Star Liquor has been striped.										
6. Improve communication and understanding among all Town leaders and stakeholders	Continue to meet with Chamber, Fruit Shed owners, school district agencies. Town received Community Service Award from Chamber on 1/17/2013	6/30/12	Conduct semi-annual workshop with community businesses and interested parties to identify collaborative projects, review projects and accomplishment and share info LEAD - Ucovich/Angelocci	Business Committee met with Chamber President on 3/28/12. Business Committee met 4/17/12 to further discuss Swetzer Rd Entrance Signage and again on 5/29/12. Sign approved by Council 6/12/12, completed 7/12. Town received Community Service Award from Chamber on 1/17/13.	Meet with South Placer Heritage Board to explore ideas of mutual benefit. LEAD - Ucovich/Angelocci	In contact with Randy Elder to set up meeting with Foundation Board. New Blue Goose lease approved at 11/13/12 Council meeting.	Put Town Manager report on web monthly beginning 3/31/12 LEAD - Ucovich/Angelocci	Complete 3/15/12	Meet with Loomis Schools to explore ideas of mutual benefit.	Scheduling quarterly meeting with Mayor, Calvert and Superintendent Mead. Special Council meeting 4/23/12 to discuss a public bond issue to help with funding for Dell One Park with School District Superintendent, Sheriff, and Fire District regarding school safety issues.	Host or co-Host a mixer, maybe in conjunction with a Depot Music event			
7. Implement sustainable programs that save resources and avoid waste and pollution for residents, businesses, and agriculture	Council approved hosting the Sustainable Economic Development Round table at the 6/14/2012 Town Council meeting. Event center scheduled for 5/13/2013	3/1/14	1. Improve & Promote Recycling Services. Promote and improve Super Recycler Service LEAD - Liss	Promoted at Earth Day events, 2 Loomis News ads and new flyer	Buy recycling AB939 funds for shed to share for servicing LEAD - Liss	Awarded \$5,000 grant from CalRecycle to implement. Recycling containers ordered, delivery by end of 2/13.	Organize model recycling programs at schools, including AB939 funds for equipment LEAD - Liss	Will follow example of shed to shed those are in installed.	Work with Recology to explore offering rural yard trimmings chipping LEAD - Liss	Promote food scraps recycling options LEAD - Liss	Information has been provided to High Hand.	Ask PC to remove logo from OneBig Bin.com and reconsider message	Logo not to be future printed materials.	

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9. Attract revenue to the Town while maintaining our small town feel		1/31/14	Create Business Incentive Program and Staff to identify possible incentives for desirable businesses and lease program by 6/30/13 LEAD - Morillas		Staff to identify "destination" type businesses and top revenue producing businesses compatible with our General Plan by 6/30/13 LEAD - Scherer		Staff to identify what has worked (when siting the gas) and apply those measures to others by 6/30/13 LEAD - Morillas		Staff to identify Town funded and sponsored "improvements" to be offered to businesses as incentives (e.g. share sales tax, parking, etc. (incentives) by 6/30/13 LEAD - Scherer		Develop a plan to "market" Town events and businesses (e.g. billboard on I-80) by 1/31/14 Ad Define a streamlined objective "rules" to achieve success by 6/30/13 LEAD - Wheeler		Develop a "Discover Loomis" Program (where people come, spend and leave) by 5/30/13 LEAD - Uebach	

Priority Goals/Objectives Considered (Votes Received)

1. Rebuild broken and disconnected sidewalks in the downtown area (Del Oro to Sierra College Blvd, Sunrise Loomis to property on south of I-80 (5 votes).
2. Put a billboard on "80 - "Discover Loomis, Next Exit" (4 votes).
3. Define percentage of commercial (revenue producing) development that MUST take place in the commercial zoning districts (4 votes).
4. Road maintenance (4 votes).
5. New business and attraction to Loomis (3 votes).
6. Streamline paperwork and be more welcoming to new business ideas and projects. Make it easier and not hassle them (2).
7. Safe route to school (e.g. other side (Barton, Laird) need wider roads) when resurfacing upgrade with community in mind (1 vote).
8. Maintain facilities (1 vote).
9. More money (e.g. revenue raising and economic development) (1 vote).