



STAFF REPORT

TOWN COUNCIL MEETING OF MARCH 11, 2014

To: Town Council
From: Town Manager
Subject: Strategic Plan/Goal setting workshop date setting
Date: March 3, 2014

ISSUE

Each year the Town Council holds a workshop to set goals for the upcoming year. This was done last year on February 2, 2013. The goals set by the Council included 9 main goals with 40 tasks. A discussion of the goals was brought to the Council for three consecutive months (March, April and May 2013); however, the Council continued the item each time. While not adopted, staff has been fulfilling each of the goals and tasks set forth for 2013-2014 (see updated Goal report attached).

Several Council Members have expressed to staff that the current format and number of tasks is too lengthy and does not focus on viewing the Town's Strategic Plan from 30,000 feet as discussed in the 2013 workshop. To that end, staff and the Mayor met with Bill Davis of WR Davis Collaborative & Sacramento Professional Facilitators to facilitate a Strategic Planning and Goal setting workshop this year. Mr. Davis is an Internationally Certified Professional Facilitator and Trainer. Attached is the proposal from Mr. Davis as well as the most recent update of the 2013/2014 Goals.

RECOMMENDATION

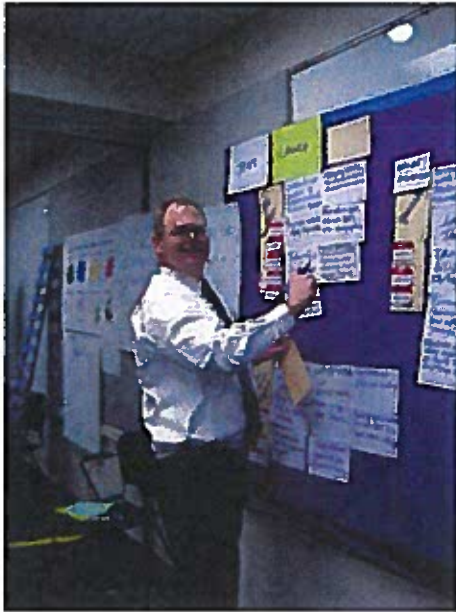
Discuss and set a Strategic Planning and Goals Workshop date in the near future.

CEQA

There are no CEQA issues involved at this time.

FINANCIAL IMPLICATIONS

The proposed cost of the workshop is \$2,465 plus travel.



Five to Ten-year Town Council Strategy

VISION, BARRIERS AND CONTRADICTIONS STRATEGIC DIRECTIONS

**Prepared for:
Town of Loomis**

**Prepared by:
WR Davis Collaborative**



March 3, 2014

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Rick Angelocci
Town Manager
Town of Loomis
3665 Taylor Road
Loomis, CA 95650

Dear Mr. Angelocci:

Thank you for your time discussing the community's strategic planning needs. Enclosed is a proposal for a one-day strategic planning session and our qualifications.

Qualifications

WR Davis Collaborative offers the perfect mix of knowledge, skills, ability, experience and tools to facilitate and deliver a 5-10 year strategy developed by your Town Council and staff.

Bill Davis has 15 years of experience facilitating similar work and providing facilitative leadership training, which is described in the attached document. Bill Davis has the specific skills facilitating meetings, and working with organizations to develop consensus on goals, resolution to issues and strategic plans to obtain desired futures. Bill Davis is Principal and an active trainer at Sacramento Professional Facilitators which trains individuals in consensus building and stakeholder participation.

Offerings

We have provided a description of our services which effectively utilize the participants' time and actively engage them in developing consensus on compelling solutions, strategies and actions that they own and are committed to execute.

Sincerely,



William Davis
Principal

1. PROJECT UNDERSTANDING

The Town Council of Loomis has an established Mission Statement and is currently working from a strategy developed circa 2009 and updated in 2013 which includes approximately 9 goals and 40 projects. The community has recently elected two new members to the Town Council and a new Mayor has been selected. The community of Loomis is robust and passionate about its character and health. Many new opportunities present themselves and the Town wishes to leverage these opportunities and retain, strengthen and build upon what makes Loomis unique and special. Like most California communities, the Town of Loomis is experiencing unfunded infrastructure maintenance needs in this case of an estimated \$1.5 Million.

This Town Council strategic planning effort will develop the Council's vision for its preferred future, illuminate the barriers and contradictions to achieving the leaders' vision and provide strategies to overcome these barriers and contradictions moving the community to the preferred future. This strategy will provide the foundation staff needs to effectively execute the wishes of the Council. It will assist the Town in collaborating with the business community, property owners and residents to strengthen and diversify the economy, stabilize the fiscal base, attract higher paying jobs, and improve the quality of life for residents.

Once again, our goal is to leave you with an actionable strategy that develops a 5 to 10-year vision, identifies blocks, barriers and contradictions to achieving that vision, and develops specific strategies included in a few overarching strategic directions to overcome the blocks and barriers moving the community towards its Vision. From this Town staff can develop an implementation plan for approval by Council.

2. PROJECT APPROACH AND PROPOSED SCOPE OF WORK

Fa·cil·i·tate /fəˈsɪli, tɑː/ To make easy

The conversations and processes I design follow a natural human process that we all use day-in and day-out moment-by-moment to make all of our decisions, minor or significant. By moving the group lock-step through these same levels together, I am able to get them and keep them on the same page throughout the decision making process so they are able to come to consensus on decisions at higher and deeper levels. It is always my goal that when they look back at their work, the participants are in agreement that "YES! That is it

2.1 FACILITATION PLAN

A detailed facilitation plan will be created, reviewed with staff and adjusted based on their feedback.

2.2 TOWN COUNCIL STRATEGY FACILITATION

The facilitation plan will be designed to accomplish the strategic planning in a one-day session as follows (typically communities devote 2-full days to this effort which will carry them for 5 years; costs are based on a discounted \$100/ hour rate; Design, preparation, delivery, and documentation will easily require three hours for every one-hour in session).

Town Council Vision

A first step in developing a strategy is to establish the consensus on the Vision for Loomis' progress. This may include Town programs, community development, infrastructure maintenance/ development, economic prosperity, staff development, etc. A vision that resonates with the community leaders will generate energy to help pull the community forward to successful implementation of the strategy. This session is requires 1 ½- 2 hours. This workshop session should be limited to Town Council.

Blocks, Barriers and Contradictions

After articulating consensus on the vision it is important to identify consensus on what is getting in the way of that vision. This is about the way the community shows up (for example, how it sets priorities, interacts, focuses on, is organized...) that will hold it back from achieving your vision. Identifying these contradictions, blocks and barriers provides the window into properly identifying the strategies that will be able to overcome these and successfully achieve your vision. This session is requires 2 ½- 3 hours. This workshop session should include Town Council augmented with the expertise of Town staff.

Strategic Directions

Next the community needs to identify up to nine strategies aligned into three to four strategic directions that will overcome your blocks and barriers and achieve your vision. This session requires 2-3 hours. This workshop session should include Town Council augmented with the expertise of Town staff.

3. QUALIFICATIONS



WR Davis Collaborative is a strategic planning, facilitation and participant engagement firm established in 2003. William (Bill) Davis is the owner and leader of the firm responsible for project management, process design, and meeting facilitation.

Mr. Davis has extensive facilitation experience, training and certification. He has certification in public participation by the International Association for Public Participation, he is a **Certified Technology of Participation (ToP)® Facilitator (CToP)** and **Mentor Facilitation Trainer**, and an **International Association for Facilitators Certified Professional Facilitator**.

Mr. Davis is also a co-founding Principal of **Sacramento Professional Facilitators** — a facilitation training center in Old Sacramento-- and a founding Co-chair of the nationwide **Technology of Participation (ToP)® Network** — an association for ToP trainers and practitioners.

Prior to founding WR Davis Collaborative, Mr. Davis was the Director of Facilitation and Training for the California Association for Local Economic Development and the Director of the Academy for Economic Development from 1998-2004 and the Associate Director of the Center for Economic Development at the University of Southern California 1995-1998.

Mr. Davis has his Master Degree in Enterprise Planning from the University of Southern California and his Bachelor Degree in Economics from the University of California at Davis. Mr. Davis has actively participated on his daughters' school Site Council and on a special committee appointed by the Superintendent to recommend resolutions to a conflict between two neighborhood schools.

Community Facilitation Services

Bill Davis has worked with schools, organizations and communities throughout the state engaging their leaders and stakeholders in clarifying direction, understanding why they are stuck and/or stalled, and developing strategies and action plans the stakeholders are committed to pursuing.



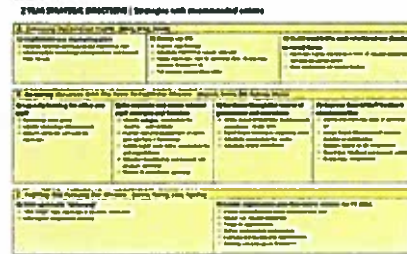
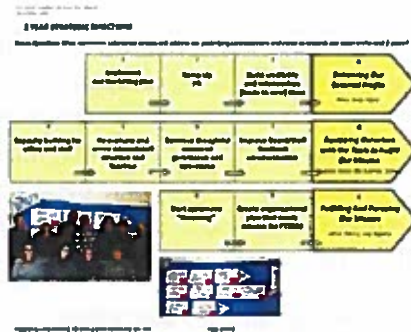
Bill Davis custom designs each component of each event and the project as a whole to meet the specific needs of the client, project and participants.

Bill Davis is well versed in the broad spectrum of facilitation techniques, methods and processes including Appreciative Inquiry, Open Space and IAP2 Public Participation.

Bill Davis has developed a uniquely high level of expertise in the transformative principles, methods, and techniques embedded in the branded processes the **Technology of Participation (ToP)®**. Created through 40 years of applied research and development in schools, communities, organizations and board rooms around the world, ToP methods have a proven track record for obtaining results. They bring high levels of participation to decision making. They are so authentic to human interaction and development that conflicts rarely detract from achieving agreement on results. They cultivate collective ideas that result in breakthrough changes and generate the spirit of commitment that undergirds follow through. They generate ownership, create clear goals, open lines of communication, broaden perspectives and inspire people to adapt to their changing environment.

- **Assessment**—we work with our clients to clearly understand their needs, the purpose for participant engagement, the participants' needs and the appropriate level of participant engagement.
- **Project Planning**—we integrate existing work, map out necessary steps, identify support elements for implementation and plan for evaluation.
- **Design**—We integrate appropriate process and techniques to achieve both the Rational Objective (what information/ decisions we want from the stakeholders) and the Experiential Aim (How we want the stakeholders to be changed because of their participation) and generate a detailed facilitation plan containing every minor element of each step of the way to get there.
- **Facilitation**—We take care to provide for every need of the participants including space, room layout, learning styles, energy shifts and comfort and deliver an engaging and worthwhile interactive experience for them.

- Documentation—We document quickly and thoroughly to honor the commitment of the participants and to maintain momentum of the project.



We are active members of the California Association for Local Economic Development (CALED), the American Planning Association, the Technology of Participation (ToP)® Network and the International Association for Facilitators

Training Services

As Principal and Qualified ToP Mentor Trainer at Sacramento Professional Facilitators, Bill Davis provides **Technology of Participation (ToP)® Training**.

All training courses can be customized and designed as in-house courses to support your organizations/teams specific needs. This is a cost effective way to obtain training for large groups of individuals. All of our staff members have reached the highest level of professional certification from Institutions such as the International Association of Facilitators, Institute of Cultural Affairs, and the International Association of Public Participation.

ToP® Facilitation Methods

This Course provides three proven ways to activate group participation: the Focused Conversation, Consensus Workshop, and Action Planning. This training will help you facilitate group conversations and discussions which allow members to share diverse perspectives in a non-confrontational manner, facilitate group consensus-based workshops that respect the diversity of perspectives, and rapidly pull together detailed action plans. Hands-on practice helps you discover practical uses in your life and work.

ToP® Strategic Planning

This training presents a structured planning process which incorporates the group facilitation methods into productive action and concrete accomplishments that enhances your capacity for creative strategy building; enables a group to come to a common vision and create a "participant-owned" plan that deals with the realities blocking the group; teaches the complete strategic planning process of vision,

contradictions, strategic directions and implementation; and demonstrates how to weave together the basic tools into longer formats and retreat settings.

ToP® Secretes of Implementation

This course is about keeping plans and projects alive, relevant, doable and achievable. There is a large and powerful component for peer mentoring in this course. After taking this course you will be able to: understand and anticipate the ups and downs of the implementation journey, initiate dynamic plans, sustain momentum in plans that the team has created, review and reposition projects that are in process, and bring closure to plans and celebrate the team's work.

Facilitating Conciliation: Beyond Conflict Resolution

Our society is crying for alternatives to the adversarial approach of dealing with disputes. The best and most lasting solutions and resolutions are those created by the people directly involved. After taking this course you will have: methods for discussion and dialogue; methods for problem solving; a clear concept of the role of the facilitator; tips, tools and practical applications you can use; workable alternatives to the adversarial style.

Mastering the Technology of Participation (MToP)

MToP is an intensive year-long training program in ToP® methods for those wishing to significantly increase their skills in group facilitation. The program provides both a theoretical foundation and opportunities for practice and feedback.

ToP® Facilitation Certification

The Certified ToP® Facilitator (CTF) designation is awarded to individuals demonstrating mastery in facilitating groups using ICA's Technology of Participation (ToP®) methods. Becoming a Certified ToP® Facilitator (CTF) verifies and communicates your competency! The learning path for becoming a CTF will vary with each individual, and may include: ToP® trainings, a facilitation portfolio demonstrating competence, working with a ToP® Mentor Trainer, participating with a community of practice, and an in-depth assessment by a CTF panel. As a Mentor Trainer Bill Davis is qualified to mentor certification candidates in the certification process and train ToP® Trainers.

4. RELEVANT FACILITATION AND TRAINING PROJECTS

County of Yolo Permit Streamlining

Bill Davis managed and facilitated a stakeholder participation project to streamline the Yolo County permitting process. The project included facilitating consensus on recommendations by the inter-departmental Advisory Committee of Planning, Building, Public Works, Agriculture, and Environmental Health. The committee met several times over a year. Their work was informed by a survey mailed to 350 applicants for permits in 2005 & 2006, and facilitated all-staff departmental meetings and focus groups for applicants and community members

City of Sacramento Economic Development Department Strategy

Bill Davis facilitated the development of the Economic Development Department's organizational strategy. This was a two-day off-site process that resulted in a strategy that included everything from overall vision to a 90 day action plan for implementation.

Banning Economic Development Strategy

Bill Davis facilitated the Economic Development Committee to create the economic development strategy that was adopted by the City Council. The strategy reached a consensus on the vision and an implementation action plan.

Yolo/Solano Economic Development Summit: Agricultural Viability and Ag-Tourism Issues

Bill Davis, representing the California Association for Local Economic Development (CALED) presented excerpts from CALED's local elected officials economic development leadership training. The presentation included an overview of local economic development, a discussion of why it is important, the fundamental forms of economic development, what economic development professionals do, and the Keys to economic development success.

Bill Davis of WR Davis Collaborative then facilitated the presentations of Darrel Sweet, Livermore, Rangeland Coalition and Maryann Argyres, Apple Hill, provided best-practice examples in meeting local economic challenges with agricultural viability and agricultural-tourism. These speakers have extensive experience in agriculture, and each has been part of a successful local solution to agricultural viability and agricultural-tourism issues. They shared the lessons they've learned while making hard decisions in their own areas. They identified new resources and proven perspectives for addressing the complex challenges facing local leaders whose economies depend on these industries.

Bill Davis of WR Davis Collaborative then facilitated county elected officials and the multitude of agriculture related participants discussing the priorities they are confronting related to agriculture and agricultural-tourism. The Summit participants then identified key practical actions that can be taken leaders of this local economic/agricultural region.

Cotati Economic Development Leadership Forum and Vision creation

Bill Davis facilitated this leadership forum on behalf of the California Association for Local Economic Development (CALED). The leadership forum was a full-day workshop for Cotati elected officials, staff, and community leaders that included an educational component on economic development fundamentals. Mr. Davis undertook an informal assessment of Cotati's economic development needs, and identified and secured participation from the relevant practitioners. Mr. Davis also facilitated a workshop designed to obtain consensus on an economic development vision among Cotati's leaders.

Governor's Mansion Historic Foundation and California State Parks Joint Action Plan

With the Governor's Mansion on the State Parks Closure List due to budget cuts, a short and mid-term action plan was needed to keep the Mansion open.

Bill Davis facilitated a joint action plan for the State and Foundation establishing two-month and eighteen-month actions and commitments to accomplish those actions to keep the Governor's Mansion open.

The participants included leaders with a broad range of expertise, affiliation and histories (including several former Mansion residents).

Sacramento County Mental Health Services Act Strategy

Bill Davis conducted a stakeholder engagement process for the County to obtain input for the County's Mental Health Services Act Strategic Plan. WR Davis Collaborative obtained consensus among 100+ participants that represent a diverse interests of the stakeholders on priority mental health issues of the community and recommended solutions. In the process, WR Davis collaborative intensively trained 10 of the County staff in facilitation and managed their contribution to the large-group facilitation process. By the end of the project, the stakeholders understood and owned the strategy they helped to create, alleviating potential conflict with competing service providers funded through the strategy.

California Department of Rehabilitation Modernization Strategy

Bill Davis in association with the Kolbe Company facilitated the Department of Rehabilitation leadership team creating a strategy for deploying the agency's Modernization. The Strategy included a Vision, and strategies and action plans for effective implementation.

California Commercial and Industrial Materials Association Strategic Plan

CalCIMA had merged with another association four to five years prior to this strategic planning effort. While the newly combined organization had accomplished great feats in merging the two memberships and furthering the industry's interests, residual from the merger was holding the association back. In this regard they were stuck.

Bill Davis facilitated a strategy for marshalling the association's resources and positioning itself to move its industry forward and support its members. Within 30 days the Board was able to act decisively in clearing out the merger residual that had been hampering them for the past for years and launch into the implementation of effective strategies to reach their vision.

California Asphalt Pavement Association Strategic Plan

CalAPA had recently merged with another organization with which it had recently rigorously competed for preeminence. The combined Board of this new organization now had to come together to establish healthy relationships and effective strategies to productively move together for the benefit of the whole of the newly merged membership.

Bill Davis facilitated a strategy for CalAPA becoming a stronger, more effective and cohesive organization uniting California asphalt producers and refiners and other partners in support of the industry.

Blue Oak School

While the overall vision for the School was provided by the Charter, the Blue Oak Charter School was in need of School Stakeholder Vision and Development Strategy for building synergies and streamline stakeholders' efforts.

Bill Davis facilitated a full-day strategic planning session with participants from the school's board, administration, faculty, staff, parents and community. They developed a three-year Vision, one-year accomplishment commitments, and 90-day actions for creating a *stronger, more effective and cohesive organization*.

John Morse Waldorf School Strategic Plan

Bill Davis facilitated a 3-5 year strategic plan with school administration, teachers, parents, and other stakeholders. The strategy included: consensus on the long-term vision; agreement on the blocks and barriers to reaching that vision; consensus on strategies and strategic directions to overcome those blocks and barriers; a commitment to the first year's accomplishments, and; 90 day implementation plans and work assignments.

Yosemite Community College District Strategic Plan

Bill Davis managed and facilitated college senior leadership team of 30 members creating a strategic plan for the college. The participants included the Chancellor and Vice Chancellors, the Deans and program Presidents. The strategic plan included a Vision, a Mission Statement, and Strategies and Action Plans to effectively accomplish the Vision. The strategy was adopted by the Board of Regents.

Partial Additional Project List

Bill Davis in conjunction with CALED has facilitated consensus on economic development program strategies for Community Leaders, City Councils and Boards of Supervisions and Boards of Directors for the following cities, counties and agencies (partial list):

- Banning
- Twenty-nine Palms
- Buellton
- Cotati
- Solvang
- San Juan Batista
- Lincoln
- Big Bear
- Monterey County Overall Economic Development Commission
- Tuolumne County
- Imperial County Workforce Investment Board
- Calexico
- Needles
- Colfax
- Grover Beach
- El Monte
- South El Monte
- Biola
- San Joaquin Valley Partnership

5. COSTS

The cost of this strategic planning initiative is \$2,465 plus travel expenses (anticipated to be mileage only). The Town is responsible for providing adequate meeting space, any refreshments and all meeting notifications.

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 (anchored) as the focus of economic vitality for the Loomis Basin	South Placer Heritage Foundation (Blue Goose) was adopted 11/13/2012. Town Council awarded and adopted 8/14/2012. Met with Thursday Night Family Fun to continue program through 2013. Blue Anchos master plan is complete. Master Plan final design underway Bennett Engineering.	6/30/13	Collaborate with business volunteers and broader community to improve downtown area. - streamlining and clarify PROSC responsibilities - Establish recreation task force	Special meeting held with remaining PROSC members 6/18/13. PROSC to develop and disband at 7/10/12 Council meeting. Friends of Heritage Park formed with volunteers and broader community to support the development and maintenance of Heritage Park.	Given adequate funding build water spray park, math area and multi-use trail in park by 3/1/14.	CIP approved by Council 7/10/12 includes construction in 2013 in Taylor Road from Oak to Walnut. Mid-Year adjustments of CIP approved on 2/12/13. Council meeting included expanding design from Houshove Bar Rd. to Walnut St. Bennett Engineering selected to develop final downtown master plan with business owner involvement.	Implement MIG Plan for area from Taylor and Walnut to Steam Way	Adopted CIP includes planning and design in 2012 and construction in 2013 in Taylor Road from Oak to Walnut. Mid-Year adjustments of CIP approved on 2/12/13. Council meeting included expanding design from Houshove Bar Rd. to Walnut St. Bennett Engineering selected to develop final downtown master plan with business owner involvement.						
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 repair in other areas of the Town by LEAD - Uovich	Completed installing new blue directional signs requested by Switzer Business Park. Downtown Business Committee oversaw completion of Switzer Road Business Park monument sign. Monument sign approved by Council 6/12/12. Construction completed 7/27/12	Recruit replacements for empty businesses by 12/31/14	Inquiries have been submitted for a number of properties in Town. Working with Chamber to fill all commercial/industrial vacancies. Ongoing	Develop businesses in commercial industrial zoned property by 12/31/14. LEAD - Uovich	Switzer Road business Park monument sign approved by Council 6/12/12. Construction completed 7/27/12. Several inquiries continue on commercial properties in Town.						
3. Implement Parks and Recreation Open Space Plan	Council approved consultant for preparation of environmental document at 3/13/2012 Council meeting. Consultant is preparing Mitigated Negative Declaration. May need modification depending on Council action regarding Quarry fees.	12/31/13	Develop funding plan for parks, recreation, open space and tree mitigation 6/30/12. LEAD - Uovich	Approved as part of CIP approved 7/10/12 by Council. Included in 2013/2014 CIP										
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 - Uovich	Balanced budget adopted 6/12/12. Balanced budget adopted 6/11/13	Repair downtown sidewalks by 6/30/14	Downtown sidewalks are currently being repaired. New sidewalk constructed between Taylor's and Webb Street (Completed)								
5. Improve and increase mobility and circulation for all modes of movement	Steps where no sidewalks exist by 6/30/13	6/30/14	Steps where no sidewalks exist by 6/30/13	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 and members of different agencies. Town received Community Service Award from Chamber on 1/17/2013	6/30/12	Conduct semi-annual workshop with Chamber, community businesses and interested parties to identify collaborative projects, review accomplishments and LEAD - Uovich/Angelucci	Business Committee met with Chamber President on 3/29/12; Business Committee met 4/17/12 to further discuss Switzer Rd. Enhance signage and sign on 5/29/12. Sign approved by Council 7/12/12, completed 7/12/12. Town received Award from Chamber 1/17/13. Town Manager selected by Chamber for the Governance Affairs Committee. Met with owner of Strategic	Meet with South Placer Heritage Board to explore ideas of mutual benefit. LEAD - Uovich/Angelucci	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 - Uovich/Angelucci	Completed 3/15/12	Meet with Loomis Schools to explore ideas of mutual benefit	Scheduling quarterly meeting with Superintendent Mead. Joint Use Agreement accepted with PURSD for funding for Del Oro Aquatics Center. Met with School District Superintendent, Sheriff and Fire District regarding school safety issues. Ongoing	Host or co-host a mixer, maybe in conjunction with a Depot Music event			

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<p>2. Develop plan to achieve long-term revenue goal of raising an additional \$1.5 million per year by 10/1/2014</p>	<p>Properties available for development which would generate revenue to Town have been identified and discussed with potential developers.</p>	10/1/14	<p>Identify options to achieve the goal. Inventory and outline available properties (homes vs. businesses)</p>	<p>Properties available for development which would generate revenue to Town have been identified and discussed with potential developers</p>	<p>Identify commercial and residential percentages</p> <p>1. Specific business current market.</p> <p>2. Develop plan for future business requests, either by invitation or attraction.</p>	<p>Identify revenue stream options</p>	<p>Staff to identify what has worked (when using businesses here in the past) and apply those measures to current goals by 6/30/13</p>	<p>Start to identify Town funded and sponsored "incentives" to be offered to businesses as incentives (e.g. share sales tax, parking (incentives) by 10/31/14</p>	<p>Develop a plan to "market" town events and businesses (e.g. billboard on I-80) by 10/1/14</p> <p>And Define a streamlined objective process (paying success by 6/30/13</p> <p>LEAD - Wheeler</p>	<p>Revamping application review process including application forms. Developing plan and session consistent with Chamber.</p>	<p>Develop a "Discover Loomis Program" (where people come, spend and leave) by 6/30/13</p> <p>(Explore use of AOTI tax for public facilities, LEAD - Ueberich</p>	<p>Draft completed by Ueberich for "Discover Loomis" Board on Highway 80. Proposal developed by Ueberich for preliminary plans</p>		
<p>3. Attract revenue to the Town while maintaining our small town feel</p>	<p>Properties available for development which would generate revenue to Town have been identified and discussed with potential developers.</p>	10/1/14	<p>Create Business Incentive Program and Staff to identify possible incentives for desirable businesses and lease program by 6/30/13</p>	<p>Renamping application review process including application forms.</p>	<p>Staff to identify "destination" type businesses and top revenue producing businesses. Coordinate with our Current Plan by 6/30/13</p>	<p>Staff to identify what has worked (when using businesses here in the past) and apply those measures to current goals by 6/30/13</p>	<p>Start to identify Town funded and sponsored "incentives" to be offered to businesses as incentives (e.g. share sales tax, parking (incentives) by 10/31/14</p>	<p>Develop a plan to "market" town events and businesses (e.g. billboard on I-80) by 10/1/14</p> <p>And Define a streamlined objective process (paying success by 6/30/13</p> <p>LEAD - Wheeler</p>	<p>Revamping application review process including application forms. Developing plan and session consistent with Chamber.</p>	<p>Develop a "Discover Loomis Program" (where people come, spend and leave) by 6/30/13</p> <p>(Explore use of AOTI tax for public facilities, LEAD - Ueberich</p>	<p>Draft completed by Ueberich for "Discover Loomis" Board on Highway 80. Proposal developed by Ueberich for preliminary plans</p>			

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). **Complete**
2. Put a billboard on "80 - "Discover Loomis, Next Exit" (4 votes). **Included in potential developer's plans**
3. Define percentage of commercial (revenue producing) development that **MUST** take place in the commercial zoning districts (4 votes).
4. Road maintenance (4 votes). **Ongoing**
5. New business and attraction to Loomis (3 votes). **Ongoing**
6. Streamline paperwork and be more welcoming to new business ideas and projects. Make it easier and not hassle them (2). **Revamping Application process and application forms.**
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). **Ongoing**
9. More money (e.g. revenue raising and economic development) (1 vote).

