

GOAL 1: ESTABLISH DOWNTOWN CORE BUSINESS DISTRICT AS AREA OF CENTRAL FOCUS AND ACTIVITY FOR THE LOOMIS BASIN BY 6-30-14

<p>1. Occupy new Town Hall by March 2010</p> <p>3-22-10 Move in complete. Work continues on various finish and clean up items. Chamber ribbon cut and dedicate in May.</p>		\$
<ul style="list-style-type: none"> - Move into new town hall - Dedicate facility 		
<p>2. Develop physical downtown plan by April 2010</p> <p>Council will meet 5-6-10 for final plan.</p>		\$ 650,000
<ul style="list-style-type: none"> - Draft plan - Approve plan by June 2010 - Identify (a) phased implementation steps and (b) a funding plan for those steps by June 2010 - Prepare and approve environmental impact report by December 2010 	<p>Town has grant for \$400,000 and match = \$250,000</p>	
<p>3. Build Blue Anchor Park phase 1 by June 2010</p> <p>3-9-10 Council directed that a contract be developed with Omni-Means. 4-28-09 Omni-Means held 1st Town meeting</p>		\$ 420,000
<ul style="list-style-type: none"> - Hire consultant by March 2010 - Approve plan by June 2010 - Bid and award contract by August 2010 - Build Park by March 2011 - Celebrate by April 2011 (Earth Day) 	<p>Town has grant for \$220,000 and match = \$200,000</p>	
<p>4. Create a reaction & improvement plan for the "I Love Loomis" Campaign</p> <p>1-27-10 Chamber listed this campaign as one of their 2010 goals</p>		\$
<p>Develop Business Plan that</p> <ul style="list-style-type: none"> - Defines what is not working by March 2010 - Identify corrective measures by April 2010 - Implement changes to promote Loomis in the internet by May 2010 		
<p>5. Develop Loomis Marketing Plan to identify niche and establish more events & festivals</p> <p>5-1-10 This item continues to await downtown study and its economic analysis to determine what more, if any info, may be needed.</p>		\$
<ul style="list-style-type: none"> - Revise existing market analysis for new business in Loomis by March 2010 - Identify any additional market analysis needed by June 2010 		

GOAL 1: (continued) ESTABLISH DOWNTOWN CORE BUSINESS DISTRICT AS AREA OF CENTRAL FOCUS AND ACTIVITY FOR THE LOOMIS BASIN BY 6-30-14

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<p>6. Develop business attraction and retention program</p> <ul style="list-style-type: none"> - Conduct educational workshop on "how to do business in Loomis (with (a) existing Loomis business and with (b) new or potential businesses by October 2010 - Staff will review existing procedures and streamline where possible by August 2010 - Staff will develop (yes/no decision) flow chart of project approval pathways for all project types by August 2010 		<p>5-1-10 No work is currently being done on this matter. Staff is still trying to determine how PROS green sheets, the tree ord, and other development review ideas will work into a flow chart.</p>	
<p>7. Develop plan to draw more highway traffic into downtown</p> <ul style="list-style-type: none"> - Consider request for proposal document on signs by March 2010 		<p>5-11-10 Council will consider developing a directional sign program.</p>	\$

GOAL 2: MATCH OR INCREASE REVENUE TO MEET MISSION AND GOALS TO BE FISCALLY SUSTAINABLE BY 6-30-12

<p>1. Incorporate property transfer fee in new development projects</p> <ul style="list-style-type: none"> - Evaluate funding options tied to specific projects 	<p>ON HOLD FOR 2010</p>	<p>\$</p>
<p>2. Place sales tax measure on ballot</p> <ul style="list-style-type: none"> - Evaluate funding options tied to specific projects - Vote to authorize placement on ballot or implement alternative 	<p>ON HOLD FOR 2010</p>	<p>\$</p>
<p>3. Seek (economic stimulus) grant money</p> <p>Identify and pursue any and all grant funding opportunities for Town projects and operations by December 2010</p>		<p>\$</p>
<p>4. Identify projects and project priorities through budget</p> <ul style="list-style-type: none"> - Clarify funding source for Horseshoe Bar / I-80 pedestrian and bike path by June 2010 - Apply for any related grant funding by December 2010 	<p>5-1-10 To be discussed in budget. 4-21-10 PW is resubmitting on safe routes to school work (signal light at Del Oro HS entry)</p>	<p>\$</p>

GOAL 3: IMPROVE AND INCREASE MOBILITY AND CIRCULATION FOR ALL MODES OF MOVEMENT BY 6-30-14

1. Resolve downtown circulation problems (Village to downtown core King to Sierra

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<ul style="list-style-type: none"> - Update transportation element of General Plan (aggregate current plans as completed) by December 2010 - Explore access options with property owners between Horseshoe Bar Rd and King Rd (a) cost out feasibility study by June 2010; and (b) hire consultant by October 2010 	<p>3-1-10 Awaiting completion of downtown study. 4-19-10 Staff reviewed 2nd draft of fair share traffic impact report on selected streets with DKS. 5-1-10 Horseshoe Bar idea to be discussed in budget.</p>		

2. Explore non-automotive alternatives

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<ul style="list-style-type: none"> - Expand bike (and other) trails to Trails Master Plan by January 2010 - Adopt complete streets policy and design by June 2010 - Identify electrical vehicle options (included in master plan for downtown) by June 2010 	<p>Jan 2010 Bike and trail plan completed awaiting finished copies.</p>		

GOAL 4: IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10

1. Conduct semi-annual workshop with Council, community businesses and interested parties to identify collaborative projects, review projects and accomplishments and share info \$

<ul style="list-style-type: none"> - Hold work shop by April 2010 - Hold workshop by October 2010 	<p>4-2-10 Chamber will be surveying business on Swetzer and Rippey Roads. They now have survey questions as developed by Mayor Liss, Council Member Ucovich and Staff. Look to schedule meeting with businesses in May</p>		
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2. Conduct semi-annual Council and Chamber of Commerce Board meeting \$

<ul style="list-style-type: none"> - Hold meeting by January 2010 - Hold meeting by July 2010 	<p>1-14-10 meeting held 1-27-10 Chamber identified the following 2010 goals for themselves</p> <ul style="list-style-type: none"> • mPower County loans for water and energy efficiency • “Eat Local” campaing • Signage promoting the downtown area of Loomis • Coordinating and expanding advertising efforts • Ongoing support for the “I Love Loomis” campaign 		
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3. Update Town web page and make it more responsive \$

<ul style="list-style-type: none"> - Continue to expand use by December 2010 		
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4. Prepare Annual Report outlining accomplishments and fiscal health (from prior year) and upcoming goals and plans \$

<ul style="list-style-type: none"> - Approve report and mail by October 2010 		
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GOAL 4: (continued) IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10

<p>5. Continue monthly review of strategic goals</p> <ul style="list-style-type: none"> - Review strategic planning document and discuss status of work-to-date end of each month 2010 - Secure contractor for 2011 strategic planning session by November 2010 	<p>3-1-10 To be done at Council meetings as needed.</p>	<p>\$</p>
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<p>6. Develop and implement a comprehensive plan to get broad public input on all issues Town has responsibility for and interest(s) in</p> <ul style="list-style-type: none"> - Hire consultant to recommend how to get most diverse input prior to surveying community on how well we are doing - Convene a Town leadership and different constituencies task force to recommend how best to involve everyone in the survey instrument - Develop a "standard practice" for all community engagement to ensure connection with residents & businesses 	<p>3-1-10 Consider in 2010/11 budget.</p>	<p>\$</p>
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<p>7. Resolve Heritage Park uses and contribution to Town financial stability</p> <ul style="list-style-type: none"> - Staff identifies alternatives for heritage park uses and funding by May 2010 - Put on Council agenda for discussion of alternatives by May 2010 	<p>5-1-10 This will be introduced during budget and then discussion will begin in August.</p>	<p>\$</p>
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MISCELLANEOUS PROJECTS OF INTEREST

1. I-80 BRIDGE RAISING

May Staff coordinating with CalTrans officials to have another community meeting prior to EIR release. The EIR for the project is planned for release in July 2010.

2. SUMMER SWIM 2010 UPDATE

May Denean Swinson and Jennifer Knisley working with Roger to hire staff and confirm program to begin mid June.

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