

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

<p><b>1. Occupy new Town Hall by March 2010</b></p> <ul style="list-style-type: none"> <li>- Move into new town hall</li> <li>- Dedicate facility</li> </ul>		<p>3-22-10 Move in complete. Work continues on various electrical, mechanical and finish items. Look to dedicate in May.</p>	\$
<p><b>2. Develop physical downtown plan by April 2010</b></p> <ul style="list-style-type: none"> <li>- Draft plan</li> <li>- Approve plan by June 2010</li> <li>- Identify (a) phased implementation steps and (b) a funding plan for those steps by June 2010</li> <li>- Prepare and approve environmental impact report by December 2010</li> </ul>		<p>3-29-10 MIG preparing draft for distribution to Steering Committee (Council and PC)  Steering Committee meet scheduled 5-6-10 at 6:00PM at Depot.</p>	\$ 650,000
<p><b>3. Build Blue Anchor Park phase 1 by June 2010</b></p> <ul style="list-style-type: none"> <li>- Hire consultant by March 2010</li> <li>- Approve plan by June 2010</li> <li>- Bid and award contract by August 2010</li> <li>- Build Park by March 2011</li> <li>- Celebrate by April 2011 (Earth Day)</li> </ul>		<p>3-9-10 Council interviewed top 3 and directed that a contract be developed with Omni-Means. Contract and schedule being developed at this writing. Attorney has contract info.</p>	\$ 420,000
<p><b>4. Create a reaction &amp; improvement plan for the "I Love Loomis" Campaign</b></p> <p>Develop Business Plan that</p> <ul style="list-style-type: none"> <li>- Defines what is not working by March 2010</li> <li>- Identify corrective measures by April 2010</li> <li>- Implement changes to promote Loomis in the internet by May 2010</li> </ul>		<p>1-27-10 Chamber listed this campaign as one of their 2010 goals</p>	\$
<p><b>5. Develop Loomis Marketing Plan to identify niche and establish more events &amp; festivals</b></p> <ul style="list-style-type: none"> <li>- Revise existing market analysis for new business in Loomis by March 2010</li> <li>- Identify any additional market analysis needed by June 2010</li> </ul>		<p>3-1-10 This item awaits downtown study and its economic analysis to determine what more, if anything, may be needed.</p>	\$

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

<p><b>6. Develop business attraction and retention program</b></p>	<ul style="list-style-type: none"> <li>- 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</li> <li>- Staff will review existing procedures and streamline where possible by August 2010</li> <li>- Staff will develop (yes/no decision) flow chart of project approval pathways for all project types by August 2010</li> </ul>					
<p><b>7. Develop plan to draw more highway traffic into downtown</b></p>	<ul style="list-style-type: none"> <li>- Consider request for proposal document on signs by March 2010</li> </ul>					

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

<p><b>1. Incorporate property transfer fee in new development projects</b></p> <ul style="list-style-type: none"> <li>- Evaluate funding options tied to specific projects</li> </ul>	<p>ON HOLD FOR 2010</p>	<p>\$</p>
<p><b>2. Place sales tax measure on ballot</b></p> <ul style="list-style-type: none"> <li>- Evaluate funding options tied to specific projects</li> <li>- Vote to authorize placement on ballot or implement alternative</li> </ul>	<p>ON HOLD FOR 2010</p>	<p>\$</p>
<p><b>3. Seek (economic stimulus) grant money</b></p> <p>Identify and pursue any and all grant funding opportunities for Town projects and operations by December 2010</p>		<p>\$</p>
<p><b>4. Identify projects and project priorities through budget</b></p> <ul style="list-style-type: none"> <li>- Clarify funding source for Horseshoe Bar / I-80 pedestrian and bike path by June 2010</li> <li>- Apply for any related grant funding by December 2010</li> </ul>		<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 College Blvd**

<ul style="list-style-type: none"> <li>- Update transportation element of General Plan (aggregate current plans as completed) by December 2010</li> <li>- 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</li> </ul>	<p>3-1-10 Awaiting completion of downtown study. 3-30-10 Staff reviewed draft of fair share traffic impact report on selected streets with DKS.</p>		\$
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**2. Explore non-automotive alternatives**

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

- Hold work shop by April 2010	4-2-10 Chamber will be surveying business on Swetzer and Rippey Roads. They now have survey questions as developed by Mayor Liess, Council Member Ucovich and Staff. Look to schedule meeting with businesses in May		
- Hold workshop by October 2010			

**2. Conduct semi-annual Council and Chamber of Commerce Board meeting** \$

- Hold meeting by January 2010	1-14-10 meeting held 1-27-10 Chamber identified the following 2010 goals for themselves		
- Hold meeting by July 2010	<ul style="list-style-type: none"> <li>• mPower County loans for water and energy efficiency</li> <li>• “Eat Local” campainga</li> <li>• Signage promoting the downtown area of Loomis</li> <li>• Coordinating and expanding advertising efforts</li> <li>• Ongoing support for the “I Love Loomis” campaign</li> </ul>		

**3. Update Town web page and make it more responsive** \$

- 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** \$

- 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><b>5. Continue monthly review of strategic goals</b></p>	<p>\$</p>	<p>\$</p>
<ul style="list-style-type: none"> <li>- Review strategic planning document and discuss status of work-to-date end of each month 2010</li> <li>- Secure contractor for 2011 strategic planning session by November 2010</li> </ul>	<p>3-1-10 To be done at Council meetings as needed.</p>	

<p><b>6. Develop and implement a comprehensive plan to get broad public input on all issues Town has responsibility for and interest(s) in</b></p>	<p>\$</p>	<p>\$</p>
<ul style="list-style-type: none"> <li>- Hire consultant to recommend how to get most diverse input prior to surveying community on how well we are doing</li> <li>- Convene a Town leadership and different constituencies task force to recommend how best to involve everyone in the survey instrument</li> <li>- Develop a "standard practice" for all community engagement to ensure connection with residents &amp; businesses</li> </ul>	<p>3-1-10 Will be considered in 2010/11 budget.</p>	

<p><b>7. Resolve Heritage Park uses and contribution to Town financial stability</b></p>	<p>\$</p>	<p>\$</p>
<ul style="list-style-type: none"> <li>- Staff identifies alternatives for heritage park uses and funding by May 2010</li> <li>- Put on Council agenda for discussion of alternatives by May 2010</li> </ul>		

## MISCELLANEOUS PROJECTS OF INTEREST

### 1. I-80 BRIDGE RAISING

3/30/10

Mayor Liss and Council Member Ucovich and staff met with CalTrans officials and heard an explanation as to why the bridge raising was favored by CalTrans. The EIR for the project is planned for release in July 2010. CalTrans conducted a public workshop at Loomis Depot from 5 to 7 PM

### 2. SUMMER SWIM 2010 UPDATE

3/22/10

Staff met with Denean Swinson and Jennifer Knisley to develop a schedule. Points made were:

As soon as possible - Applications for Life Guards, (Pool Manager), Combination Cashier/Sign up/Snack Person to go online (need pay levels, positions?)

April - Contract with district for use of pool (any Saturdays possible – not if paying custodian for entire time)

Early May - Determine costs for open swim; pay level for life guards, etc. if not established; tentative swim lesson schedule

April 17? (Dolphin tryout date) Tentative date for interviews - Ben and Roger(?)

May 7<sup>th</sup> or 15<sup>th</sup> so- Flyers out to schools and online advertising swim lesson schedule (Carol?)

June 5th is weekend before school is out – or should it be done earlier – like in May - Sign Up day for all three sessions (include one mom and me class?) (Jennifer and Denean and one guard)

June 11 or other???- 2 hour training/orientation session for guards/snack bar

June 12 weekend- Pick up snacks for snack bar (otter pops in refrigerator?)

Session 1 - June 14 - June 25

Session 2 - June 28 - July 9 \*

Session 3 - August 2 - August 13

3. \_\_\_\_\_