

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

1. Occupy new Town Hall by March 2010		\$850,000
<ul style="list-style-type: none"> - Move into new town hall - Dedicate facility 	3-19-10 Town Hall moved 5-11-10 Council dedicated facility	PROJECT COMPLETE
2. Develop physical downtown plan by April 2010		\$ 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 	Council to meet Wednesday July 7 to approve final plan that will be submitted for EIR review.	Town has grant for \$400,000 and match = \$250,000
3. Build Blue Anchor Park phase 1 by June 2010		\$ 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) 	3-9-10 Council approved contract with Omni-Means. 4-28-10 Omni-Means held Town meeting 5-25-10 PC& PROS reviewed and gave input 6-29-10 Council approved concept plan that will be drawn to 60% complete	Town has grant for \$220,000 and match = \$200,000
4. Create a reaction & improvement plan for the "I Love Loomis" Campaign		\$
<ul style="list-style-type: none"> - Develop Business Plan that - 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 	1-27-10 Chamber listed this campaign as one of their 2010 goals 5-24-10 At behest of Chamber, the Town agreed to assist with a Placer tourist magazine advertising spread.	\$2,600 one full page ad
5. Develop Loomis Marketing Plan to identify niche and establish more events & festivals		\$
<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 	5-1-10 This item continues to await downtown study and its economic analysis to determine what more, if any info, may be needed.	

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

6. Develop business attraction and retention program

<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>6-1-10 No work is currently being done on this program.</p>	<p>\$</p>
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7. Develop plan to draw more highway traffic into downtown

<ul style="list-style-type: none"> - Consider request for proposal document on signs by March 2010 	<p>5-11-10 Council directed that staff work with Jim Ingram and Chamber Committee to come up with sign ideas. 5-11-10 Chamber gave comments 5-25-10 Ingram out of Town until after Memorial Day. 6-2-10 Council Member Ucovich and staff met with Ingram and came up with a design, wording & color ideas 6-3-10 Emailed info to Chamber President 6-8-10 Got some cost information from the sign maker the Town uses for other signs. 6-17-10 Requested price info from Ingram. 6-30-10 Ingram preparing signs. Should be ready in two to three weeks.</p>	<p>\$</p>
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GOAL 2: MATCH OR INCREASE REVENUE TO MEET MISSION AND GOALS TO BE FISCALLY SUSTAINABLE BY 6-30-12

1. Incorporate property transfer fee in new development projects		\$
- Evaluate funding options tied to specific projects	ON HOLD FOR 2010	
2. Place sales tax measure on ballot		\$
- Evaluate funding options tied to specific projects	ON HOLD FOR 2010	
- Vote to authorize placement on ballot or implement alternative		
3. Seek (economic stimulus) grant money		\$
Identify and pursue any and all grant funding opportunities for Town projects and operations by December 2010	6/24-10 Current grant applications 1. Del Oro HS signal on Taylor 2. Taylor bike /ped pathway (king to Del Oro) 3. Taylor bike/ped pathway Oak to Sierra College 4. Rain harvest system at Depot	MATCH \$ 59,000 \$ 86,000 \$130,000 \$ 10,000
4. Identify projects and project priorities through budget		\$
- Clarify funding source for Horseshoe Bar / I-80 pedestrian and bike path by June 2010	5-1-10 To be discussed in budget.	
- Apply for any related grant funding by December 2010	4-21-10 PW is resubmitting on safe routes to school work (signal light at Del Oro HS entry)	

**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

Sierra College Blvd

\$

<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. 6-24-10 Horseshoe Bar idea is dependent on obtaining right of way. Council Member Kelley considering contacting property owners.</p>	
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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</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

<ul style="list-style-type: none"> - Hold work shop by April 2010 - Hold workshop by October 2010 	<p>5-18-10 Survey complete (Council received summary) 6-1-10 Look to set up a special meeting for businesses on Swetzer and Rippey 7-1-10 Still considering a meeting date.</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" campaign • 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 	<p>7-1-10 Various things have been added, subtracted and re-arranged to make the site more useful. This is an ongoing work as needs arise.</p>		\$
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GOAL 4: (continued) IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10

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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5. Continue monthly review of strategic goals

- Review strategic planning document and discuss status of work-to-date end of each month 2010	3-1-10 To be done at Council meetings as needed.	\$
- Secure contractor for 2011 strategic planning session by November 2010		

6. Develop and implement a comprehensive plan to get broad public input on all issues Town has responsibility for and interest(s) in

- Hire consultant to recommend how to get most diverse input prior to surveying community on how well we are doing	ON HOLD FOR 2010/11.	\$
- 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		

7. Resolve Heritage Park uses and contribution to Town financial stability

- Staff identifies alternatives for Heritage park subdivision uses and funding by May 2010	7-1-10 Expect to begin discussion in August.	\$
- Put on Council agenda for discussion of alternatives by May 2010		