

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

<b>1. Occupy new Town Hall by March 2010</b>		<b>\$850,000</b>
<ul style="list-style-type: none"> <li>- Move into new town hall</li> <li>- Dedicate facility</li> </ul>	<p>3-19-10 Town Hall moved 5-1-10 Council dedicated facility</p>	PROJECT COMPLETE
<b>2. Develop physical downtown plan by April 2010</b>		<b>\$ 650,000</b>
<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>Look to meet Wednesday July 7 to approve final plan that will then be submitted for EIR review.</p>	Town has grant for \$400,000 and match = \$250,000
<b>3. Build Blue Anchor Park phase 1 by June 2010</b>		<b>\$ 420,000</b>
<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 directed that a contract be developed with Omni-Means. 4-28-10 Omni-Means held 1<sup>st</sup> Town meeting 5-25-10 Plan Commission and PROS Committee met to give input on plan</p>	Town has grant for \$220,000 and match = \$200,000
<b>4. Create a reaction &amp; improvement plan for the "I Love Loomis" Campaign</b>		<b>\$</b>
<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 5-24-10 At behest of Chamber the Town agreed to assist with a Placer tourist magazine advertising spread.</p>	\$2,600 one full page ad
<b>5. Develop Loomis Marketing Plan to identify niche and establish more events &amp; festivals</b>		<b>\$</b>
<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>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>	

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

<ul style="list-style-type: none"> <li>- Consider request for proposal document on signs by March 2010</li> </ul>		<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. Council Member Ucovich and staff will meet with him and come up with a design.</p>	\$
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**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>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  
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. 4-19-10 Staff reviewed 2<sup>nd</sup> draft of fair share traffic impact report on selected streets with DKS. 5-1-10 Horseshoe Bar idea to be discussed in budget.</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</p>	\$ PROJECT COMPLETE
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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	5-18-10 Survey complete (Council received summary)		\$
- Hold workshop by October 2010	6-1-10 Look to set up a special meeting for businesses on Swetzer and Rippey		

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

- Hold meeting by January 2010	1-14-10 meeting held		\$
- Hold meeting by July 2010	1-27-10 Chamber identified the following 2010 goals for themselves <ul style="list-style-type: none"> <li>• mPower County loans for water and energy efficiency</li> <li>• "Eat Local" campaigning</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>	\$	
<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>	\$	
<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 Consider in 2010/11 budget.</p>

<p><b>7. Resolve Heritage Park uses and contribution to Town financial stability</b></p>	\$	
<ul style="list-style-type: none"> <li>- Staff identifies alternatives for Heritage park subdivision uses and funding by May 2010</li> <li>- Put on Council agenda for discussion of alternatives by May 2010</li> </ul>		<p>5-1-10 This will be introduced during budget and discussion will begin in August.</p>