

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 	<p>3-19-10 Town Hall moved 5-11-10 Council dedicated facility</p>		<p>PROJECT COMPLETE</p>
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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 	<p>7-7-10 Council approved plan that will be submitted for EIR review. 7-27-10 Staff met with EIR consultant and traffic engineer to discuss schedule and cost. Await submittal.</p>	<p>Town has grant for \$400,000 and match = \$250,000</p>	
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3. Build Downtown park (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) 	<p>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 to be drawn to 60% complete 8-25-10 Council reviewed 60% plan and authorized submitting a suitable park plan (portion to be done with grant) to State; bid out entire plan with bid alternates and continue working on details of the plan</p>	<p>Town has grant for \$220,000 and match = \$200,000 also possible \$195,000 CMAQ funds for parking lot work match = \$125,000</p>	
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GOAL 1: (continued) ESTABLISH DOWNTOWN CORE BUSINESS DISTRICT AS AREA OF CENTRAL FOCUS AND ACTIVITY FOR THE LOOMIS BASIN BY 6-30-14

<p>4. Create a reaction & improvement plan for the "I Love Loomis" Campaign</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>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. 7-29-10 magazine is being distributed.</p>	<p>\$2,600</p>	<p>PROJECT COMPLETE</p>
<p>5. Develop Loomis Marketing Plan to identify niche and establish more events & festivals</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 	<p>7-30-10 BUDGET HOLD FOR 2010/11</p>	<p>\$</p>	
<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>7-30-10 BUDGET HOLD FOR 2010/11</p>	<p>\$</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>July – Jim Ingram completed directional signs and Town installed.</p>	<p>\$ 1,200</p>	<p>PROJECT COMPLETE</p>

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	7-30-10 BUDGET HOLD FOR 2010/11

2. Place sales tax measure on ballot	\$
- Evaluate funding options tied to specific projects	7-30-10 BUDGET HOLD FOR 2010/11
- 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	GRANT	MATCH
	1. Del Oro HS signal on Taylor	\$ 150,000	\$ 59,000
	2. Taylor bike /ped pathway (king to Del Oro)	\$ 220,000	\$ 86,000
	3. Taylor bike/ped pathway Oak to Sierra College	\$ 330,000	\$ 130,000
	4. Rain harvest system at Depot 8-17-10 GRANT NOT FUNDED	\$ 20,000	\$ 10,000
	5. Prop 40 park funds downtown park	\$ 220,000	\$ 200,000
	6. CMAQ funds for downtown park parking area between HSB & Walnut	\$195,000	\$125,000

4. Identify projects and project priorities through budget	\$
- Clarify funding source for Horseshoe Bar / I-80 pedestrian and bike path by June 2010	7-26-10 Plan shows Town would have to acquire a lot of right of way. There is no money for this. Discuss next time capital road program is discussed, probably 2011. See also Goal 3 #1
- 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 College Blvd)

			\$
- Update transportation element of General Plan (aggregate current plans as completed) by December 2010	3-1-10 Awaiting completion of downtown study. 4-19-10 Staff reviewed 2 nd draft of fair share traffic impact report on selected streets with DKS.		
- 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	6-24-10 Horseshoe Bar idea is dependent on obtaining right of way. Council Member Kelley considering contacting property owners.		

2. Explore non-automotive alternatives

			\$
- Expand bike (and other) trails to Trails Master Plan by January 2010	Jan 2010 Bike and trail plan completed		
- Adopt complete streets policy and design by June 2010	7-30-10 BUDGET HOLD FOR 2010/11		
- Identify electrical vehicle options (included in master plan for downtown) by June 2010	7-30-10 BUDGET HOLD FOR 2010/11		

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 meeting for businesses on Swetzer and Rippey 8-26-10 Workshop meeting with Swetzer & Rippey business owners suggests signs needed to identify address along Swetzer and as entry signs to Swetzer and Rippey business parks. Look to set meeting with Chamber and Swetzer/Rippey business owners in Sept or Oct. 9-2-10 Liss and Ucovich reviewed sign ideas prepared by Ingram. 9-3-10 Ingram asked to come up with alternative designs..</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 <p>8-27-10 Look to set up a meeting and include Swetzer/Rippey Rd business owners.</p>		\$
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GOAL 4: (continued) IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10

<p>3. Update Town web page and make it more responsive</p>	<p>- Continue to expand use by December 2010</p>	<p>7-1-10 Work ongoing as ideas for change arise and funding allows.</p>	<p>\$</p>
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<p>4. Prepare Annual Report outlining accomplishments and fiscal health (from prior year) and upcoming goals and plans</p>	<p>- Approve report and mail by October 2010</p>	<p>\$</p>	<p></p>
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<p>5. Continue monthly review of strategic goals</p>	<p>- Review strategic planning document and discuss status of work-to-date end of each month 2010</p> <p>- Secure contractor for 2011 strategic planning session by November 2010</p>	<p>3-1-10 To be done at Council meetings as needed.</p> <p>9-1-10 BUDGET HOLD FOR 2010/11</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>	<p>- Hire consultant to recommend how to get most diverse input prior to surveying community on how well we are doing</p> <p>- Convene a Town leadership and different constituencies task force to recommend how best to involve everyone in the survey instrument</p> <p>- Develop a "standard practice" for all community engagement to ensure connection with residents & businesses</p>	<p>7-30-10 BUDGET HOLD FOR 2010/11</p>	<p>\$</p>
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<p>7. Resolve Heritage Park uses and contribution to Town financial stability</p>	<p>- Staff identifies alternatives for Heritage park subdivision uses and funding by May 2010</p> <p>- Put on Council agenda for discussion of alternatives by May 2010</p>	<p>8-10-10 Council discussed and asked that a workshop meeting in October be developed. Kathy working on schedule and agenda.</p>	<p>\$</p>
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DOWNTOWN PARK DEVELOPMENT

- 8/25/10 Council authorized developing plans and specs for all park improvements as presented and to include items for bid alternates.
- 9/2/10 Mayor Liss, Council Member Ucovich and staff met with officials from Omni-Means to review plans including comments from Ken Menzer concerning the vegetation plan. Options such as a re-circulating system for the water feature or allowing water to irrigate landscaping to include as bid options, a solar ready roof on the shade structure, and a place for memorial bricks that people can buy. It was noted that a Del Oro HS senior may take on finding a fire engine or other unique piece of equipment for the play structure. Continue to use the existing Iris garden and lawn area by the Depot to the maximum extent possible. Break out into a distinct area the parts of the plan that will be accomplished with the State Park grant money. Omni-Means will get back with a process and time line.