

TO: TOWN COUNCIL

FROM: TOWN MANAGER

RE: SCHEDULE MEETING WITH SWETZER RD PROPERTY AND BUSINESS OWNERS

ISSUE

Council decided to meet with property and business owners on Swetzer Rd in order to discuss business opportunities and problems in that area of Town.

RECOMMENDATION

Discuss and decide when Council would like to meet and approve the agenda presented as written or as edited.

MONEY

Costs could vary from under \$100 dollars to under \$500 hundred dollars depending on how much staff time, supplies, mailing, food and beverage might be required.

CEQA

There are no CEQA issues to have a meeting.

DISCUSSION

In the course of the goal session on 2/13/10 the Council decided that it would be useful to have a meeting with property and business owners on Swetzer Road, similar to the meeting done last year with downtown business interests. Council Member Ucovich had mentioned that he had observed more vacancies in the industrial area of Town. Council generally noted that the recent emphasis has been on the downtown planning but that some planning might also be needed along Swetzer to address issues that may be arising due to the current economy.

Following is an agenda for a workshop modeled on the downtown property and business owner meeting held in February 2009. Council is asked to determine a date and time for a meeting, and approve the agenda. There are about 52 property owners and 108 businesses (some are synonymous in that one owner owns the land and the business) along Swetzer Road. It is expected that agendas will be mailed to everyone.



TOWN OF LOOMIS
AGENDA
WORKSHOP
LOOMIS TOWN COUNCIL
LOOMIS DEPOT
5775 HORSESHOE BAR ROAD
LOOMIS, CA 95650

_____ , 2010	5:00 P.M. – 7:00 P.M.
--------------	-----------------------

1. CALL TO OR

2. ROLL CALL:

- Mayor Liss**
- Councilmember Kelley
- Councilmember Morillas
- Councilmember Scherer
- Councilmember Ucovich

3. **PUBLIC COMMENT:** This time is reserved for those in the audience who wish to address the Town Council on subjects that are not on the Agenda. The audience should be aware that the Council may not discuss details on non-agenda items. Your concerns may be referred to staff or placed on the next available agenda. Please **note that comments from the public will also be taken on any item on the agenda. The time allotted to each speaker** is five minutes. The Mayor has the discretion of limiting the total discussion time for an item.

4. **SWETZER ROAD BUSINESS IMPROVEMENT**

Discuss strategies to improve Swetzer Road business.

5. ADJOURNMENT

ACCOMMODATING THOSE INDIVIDUALS WITH SPECIAL NEEDS

In compliance with the Americans with Disabilities Act, the Town of Loomis encourages those with disabilities to participate fully in the public hearing process. If you have special needs or requirements in order for you to attend or participate in the Town's public hearing process or programs, please contact Town Hall at 652-1840 prior to the public hearing or program you wish to attend, so that we can accommodate you.

Materials relating to an item on this agenda that are submitted to the Council after distribution of the agenda packet will be available, upon request, at the Town Clerks office, 6140 Horseshoe Bar Road, Ste. K, Loomis, CA 95650.

From: Gary Liss [mailto:gary@garyliss.com]
Sent: Monday, February 15, 2010 12:24 PM
To: Perry Beck
Cc: Gary Liss
Subject: Topic for 1st Business meeting in April - Landlords

Perry,

The article excerpted below supports the idea of having a meeting with landlords in Loomis (especially on Swetzer, shed to shed and along Taylor) to try to avoid the pitfalls highlighted in this article.

I suggest this be the focus for the first business meeting we talked about on Saturday for April 2010. We could attract landlords with info on AB811, Business Loan Program and details on MIG study

Gary

From: http://www.sacbee.com/small_business/story/2536025.html

Bee Exclusive: Region's shuttered stores tell a thousand stories

By Phillip Reese, preese@sacbee.com

Published: Sunday, Feb. 14, 2010

An empty shell occupies 9,500 addresses across the [Sacramento](#) region – one closed business for every six still open, according to a Bee analysis of U.S. Postal Service data.

That's more dormant businesses than in 17 entire states, including Utah, Arkansas and New Mexico...

With loans hard to come by and business still lagging, many entrepreneurs are hoping the disease is also a cure.

The market is so flooded with vacant space, it's become far easier to find a good deal. That means a lot of businesses can stay afloat by moving into cheaper space – assuming they can get out of their leases.

It's a trend that has touched off a strange game of musical chairs, said Rod Meskell, who runs a medical supply shop on Folsom Boulevard. Landlords are struggling, so they try to keep rents stable – or even raise them – for businesses already located in their shopping centers. That pushes businesses into the open arms of hungry landlords offering cheap rent in a bid to fill

vacant space across the street...

"The landlords need money, too," explains Meskeil...

All of which is great for those with seed money to get set up at a new location. But struggling businesses lack such capital and so are tied to their current space, already customized for their business.

That was another of Caunedo's problems: She found more affordable rent at a vacant spot near her store, but it would have cost more than \$50,000 to set up a new retail space.

Left behind

Vacancies breed vacancies. James Dalton sees it every day at his South Lake Tahoe Antique and Thrift Company. Nearby shuttered stores depress business for those like him who are left behind.

About 100 people once came into Dalton's shop daily; now, he might see a dozen...

Looking ahead

Empty stores and offices will plague Sacramento for years, said Jeffrey Michael, director of the Business Forecasting Center at the University of the Pacific.

The region overbuilt commercial space during the housing boom – a trend Michael largely blames on urban planners eager to collect sales tax revenue, given the way California government is financed.

The glut could attract new businesses taking advantage of low rents. Woodland commercial real estate broker Wally Sheffield, for example, said he's placed five tenants in downtown Woodland spaces during the last few months, and thinks the tide is turning.

But there's not enough cash available to launch enough businesses to make more than a dent in vacant properties, Michael said. Nor, in an era of scaling back, do local residents and companies feel flush enough to sustain a low commercial vacancy rate.

"The region is not going to spend its way out of the recession," Michael said. "We're anticipating very slow growth."

In fact, he said, the commercial real estate market in Sacramento isn't even as healthy as the housing market, which has been ailing for years...

Gary Liss
916-652-7850

Fax: 916-652-0485
www.garyliss.com