

**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**

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<ul style="list-style-type: none"> <li>- Move into new town hall</li> <li>- Dedicate facility</li> </ul>	Current plan is to start move in after March 9 and dedicate facility at April Council meeting		
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**2. Develop physical downtown plan by April 2010**

\$ 650,000

<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>	3-1-10 staff review of first draft complete awaiting second draft	Town has grant for \$400,000 and match = \$250,000	
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**3. Build Blue Anchor Park phase 1 by June 2010**

\$ 420,000

<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>	3-9-10 Council to interview top 3 and select	Town has grant for \$220,000 and match = \$200,000	
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**4. Create a reaction & improvement plan for the “I Love Loomis” Campaign**

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Develop Business Plan that <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>	1-27-10 Chamber listed this campaign as one of their 2010 goals		
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**5. Develop Loomis Marketing Plan to identify niche and establish more events & festivals**

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<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>	3-1-10 This item awaits downtown study and the included economic analysis to determine what more may be needed.		
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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**

**6. Develop business attraction and retention program**

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<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>			
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**7. Develop plan to draw more highway traffic into downtown**

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<ul style="list-style-type: none"> <li>- Consider request for proposal document on signs by March 2010</li> </ul>	<p>3-9/10 Council will consider obtaining consultant services to do this.</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**

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- Evaluate funding options tied to specific projects	ON HOLD FOR 2010		
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**2. Place sales tax measure on ballot**

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- 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**

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Identify and pursue any and all grant funding opportunities for Town projects and operations by December 2010			
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**4. Identify projects and project priorities through budget**

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- Clarify funding source for Horseshoe Bar / I-80 pedestrian and bike path by June 2010			
- Apply for any related grant funding by December 2010			

**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**

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<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.</p>		
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**2. Explore non-automotive alternatives**

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<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**

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- Hold work shop by April 2010	3-9-10 Council to consider		
- Hold workshop by October 2010			

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

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- Hold meeting by January 2010	1-14-10 meeting held 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” campaing</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>		
- Hold meeting by July 2010			

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

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- 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**

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- Approve report and mail by October 2010			
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**5. Continue monthly review of strategic goals**

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- 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			

**GOAL 4: (continued) IMPROVE COMMUNICATIONS AND UNDERSTANDING AMONG ALL TOWN LEADERS AND STAKEHOLDERS BY 6-30-10**

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

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

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<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>			
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