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

- 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

- 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	7-7-10 Council approved plan that will be submitted for EIR review. 7-27-10 Staff met with EIR consultant to discuss schedule and cost. Await submittal.	Town has grant for $400,000 and match = $250,000	

3. Build Blue Anchor Park phase 1 by June 2010 — $ 420,000

- 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 also possible $195K CMAQ funds for parking lot work	

4. Create a reaction & improvement plan for the "I Love Loomis" Campaign — $

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. 7-29-10 Council Member Ucovich says magazine is being distributed.		$2,600 one full page ad

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

5. Develop Loomis Marketing Plan to identify niche and establish more events & festivals

			$
- Revise existing market analysis for new business in Loomis by March 2010 - Identify any additional market analysis needed by June 2010	7-30-10 BUDGET HOLD FOR 2010/11		

6. Develop business attraction and retention program

			$
- 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	7-30-10 BUDGET HOLD FOR 2010/11		

7. Develop plan to draw more highway traffic into downtown

			$ 2,500
- Consider request for proposal document on signs by March 2010	July – Jim Ingram completed directional signs and Town installed. 7-28-10 Mayor Liss asked that Ingram take a look at recycling sign at Raleys to make sign in same style as directional signs. Cost to come from AB 939 fund if decision is made to proceed. 7-30-10 Ingram will check.		PROJECT COMPLETE

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 - Vote to authorize placement on ballot or implement alternative	7-30-10 BUDGET HOLD FOR 2010/11		

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 5. Prop 40 park funds downtown park	 $ 150,000 $ 220,000 $ 330,000 $ 20,000 $ 220,000	MATCH $ 59,000 $ 86,000 $ 130,000 $ 10,000 $ 200,000

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 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 2nd 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

			$
- Hold work shop by April 2010 - Hold workshop by October 2010	5-18-10 Survey complete (Council received summary) 6-1-10 Look to set meeting for businesses on Swetzer and Rippey 7-26-10 Meeting date set for Aug 26.		

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

			$
- Hold meeting by January 2010 - Hold meeting by July 2010	1-14-10 meeting held 1-27-10 Chamber identified the following 2010 goals for themselves • mPower County loans for water and energy efficiency • "Eat Local" campaing • Signage promoting the downtown area of Loomis • Coordinating and expanding advertising efforts • Ongoing support for the "I Love Loomis" campaign 7-26-10 Look to set up a meeting after the Swetzer/Rippey Rd business owner meeting in August.		

3. Update Town web page and make it more responsive

			$
- Continue to expand use by December 2010	7-1-10 Various things have been added, subtracted and re-arranged to make the site more useful. This is ongoing work as ideas for change arise and funding allows.		

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			

5. Continue monthly review of strategic goals

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

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 - 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	7-30-10 BUDGET HOLD FOR 2010/11		

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

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