

Monday, March 30, 2026**3:00 PM****McFarland Municipal Center**
5915 Milwaukee St, McFarland
Conference Room A

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/81246073827>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 812 4607 3827

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to village.clerk@mcfarland.wi.us to be included with the agenda materials.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the October 27, 2025 meeting.
4. BUSINESS.
 - a. Discussion and recommendation on creation of the Village Clerk position including classification.
 - b. Discussion and recommendation on updating the Administration Organizational Chart to create the Village Clerk position effective July 1, 2026.
 - c. Discussion and recommendation on updates to Chapter 39 of the Village's Personnel Policy Manual regarding usage of social media.
 - d. Discussion on creation of Chapter 4 of the Village Policy manual regarding social media.
5. SCHEDULE NEXT MEETING DATE.
6. ADJOURNMENT.

by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND
Personnel Committee Minutes
Monday, October 27, 2025 - 3:00 PM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Alisa Leamy called the regular meeting of the Personnel Committee to order at 3:07 PM in Conference Room A of the McFarland Municipal Center.

Members present: Alisa Leamy, Lowell J. Prill, Ken Boyd

Members not present: None

Staff Present: Cassandra Suettinger and Matt Schuenke

2. PUBLIC APPEARANCES.

a. This is an opportunity for members of the public to address the Personnel Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

No public present.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the August 27, 2025 meeting.

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to approve the minutes of the August 27, 2025 meeting. Motion carries 3 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and recommendation on various updates to the Personnel Policy Manual including recruitment and selection, administration of compensation plan, benefits, holidays, sick leave and employee conduct and disciplinary action.

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to recommend various updates to the Personnel Policy Manual including recruitment and selection, administration of compensation plan, benefits, holidays, sick leave and employee conduct and disciplinary action. Motion carries 3 - 0 - 0 by acclamation.

b. Discussion and recommendation on creation of Chapter 45 of the Personnel Policy manual titled Pregnancy Workers Fairness Policy.

Motion by Village Trustee Alisa Leamy, second by Village Trustee Ken Boyd, to

recommend the creation of Chapter 45 of the Personnel Policy manual titled Pregnancy Workers Fairness Policy. Motion carries 3 - 0 - 0 by acclamation.

c. Discussion and recommendation on the creation of Chapter 46 of the Personnel Policy Manual titled Personal Relationships in the workplace.

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to recommend the creation of Chapter 46 of the Personnel Policy Manual titled Personal Relationships in the workplace with a condition added to the policy that creates a legacy clause to address personal relationships that may already be existing in the workplace. Motion carries 3 - 0 - 0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

No specific date for next meeting determined.

6. ADJOURNMENT.

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to adjourn at 3:37 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Andrea Anderson
Human Resources Generalist


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, March 30, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on creation of the Village Clerk position including classification.

PREVIOUS ACTION:

As part of the 2026 Budget, the Village Board approved creation of the Village Clerk position with a start date of July 1, 2026.

ISSUE SUMMARY:

As part of the 2026 Budget, the Village Board approved the creation of a standalone Village Clerk position to be hired July 1, 2026. Currently, the Deputy Administrator serves as the Clerk. The creation of a new position requires the following items as set forth by the Village's Personnel Policies and Compensation and Classification program:

1. Creation of a position description — Attached is the proposed position description for the Village Clerk position. The duties of the Village Clerk are largely outlined in [Wisconsin Statute 61.25](#) and found in several places in the Village Code of Ordinances. Additional duties specific to the Village of McFarland are also built into the position description.

2. Classification of the position within the Village's Compensation and Classification Program — Attached is the Job Evaluation Instrument Scoring Sheet. The Job Evaluation scoring worksheet is a uniform evaluation utilized by the Village to score positions within the Village's 25 pay grades. The purpose of the tool is to create an objective measure of positions to ensure internal equity and comparability. Additionally, the Village utilizes external comparable data of the Village's established 15 comparable communities to confirm the pay grade selection is also consistent with the Village's compensation philosophy and comparable communities. The Village Clerk position is proposed for grade 9 with a range of \$76,570 - \$97,031.

FINANCIAL/BUDGET IMPACT:

The Village Clerk position is budgeted with a start date of July 1, 2026.

VILLAGE PLAN REFERENCE:

Future Staffing Plan. The Future staffing plan identifies creation of the standalone Village Clerk Position.



ORDINANCE REFERENCE:

The Village Clerk position is identified in numerous places in the Village code of ordinances.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and approval.

Motion to approve creation of the Village Clerk position, job description and classification in grade 9 of the Village's compensation program.

ATTACHMENTS:

1. Village Clerk Job Description 03.25.26
2. Village Clerk Scoring Worksheet Draft 3.26.26
3. DCCVA - Market Data 5.6.25 - VILLAGE CLERK POSITION - FINAL

JOB OVERVIEW	
Job Title	Village Clerk
Department	Administration
Grade	9
Employment Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Limited Term Employment (LTE)
FLSA Status	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt

Our Commitment to Diversity, Equity, and Inclusion (DEI)

Diversity, equity, and inclusion form the basis of our work in the Village of McFarland, WI. We recognize having a diverse and inclusive organization allows us to benefit from a variety of perspectives and strengthens our ability to achieve our mission to best serve the residents of the Village. To promote equity in our community, we must first do the work to ensure our organization is diverse, equitable, and inclusive.

SCOPE OF WORK	
<p>This position is responsible for performing various functions of the office of Municipal Clerk, as defined by State Statute and Municipal Code. The work involves issuing licenses and permits; serving as Clerk of the Board of Review and Ethics Board; coordinating and operating of elections; preparing and distributing Village Board agendas and packets; attending Village Board meetings and taking and preparing minutes; and overseeing the preparing of biweekly payrolls and related reports.</p>	
SUPERVISION	
Received	Performs under the direction and general supervision of the Deputy Administrator and the requirements of State Statutes, Village Ordinances, and standards of Municipal Governments.
Exercised	Supervises and oversees the work of the Deputy Clerk and election workers.

ESSENTIAL JOB FUNCTIONS	
<ul style="list-style-type: none"> • Performs the statutory duties of the Clerk. • Oversees the assessment process and cycle including serving as the Clerk of the Board of Review. • Serves as the Clerk for the Ethics board. • Supervises and coordinates the work of the Deputy Clerk and election workers. • Responsible for seeing that all Village agendas and other required notices are prepared, published and posted as is necessary to comply with local or state regulations. • Prepares and distributes agendas and packets for Village Board; attends Village Board meetings and takes and prepares minutes. • Responsible for the coordination and operation of elections. Coordinates poll workers and ensures proper staffing for elections and that said staff receives timely training and updates. Responsible for updating voter registration/poll list and providing necessary documentation to the County regarding elections. 	

- Ensures compliance with open meetings and public records laws including administration of Village open record requests.
- Responsible for administration and preparation of licenses and permits and publication when required including but not limited to alcohol licensing, tourist rooming house permits, cigarette/tobacco/electronic vaping device retail licenses, direct seller's permits, event permits, mobile food establishments, neighborhood event permits, pet licenses, and street privilege permits.
- Responsible for record management and filing of all documents. This includes originals with proper signatures.
- Responsible for keeping code book, resolutions and ordinances by year and publications up to date.
- Oversees Village's digital records management system. Includes oversight of indexing structure.
- Establishes and implements office and administrative policies and procedures related to licensing, permitting and elections.
- Notarizes official Village papers, signs official Village documents and represents Village at official functions when requested.
- Oversees administration of applicable clerk's office software programs including agenda management software, village licensing/permitting form software, and digital records software.
- Oversees administration of board, committee, and commission members including orientation and oaths of office.
- Assist in overseeing the processing of payroll on a bi-weekly basis.
- Assists when necessary, with various projects and assignments of the Deputy Administrator.
- Works as part of the team that performs routine clerical and administrative work in answering telephones, receiving the public, providing customer assistance, and data processing.
- Reviews state and federal legislation that may affect the Village as it relates to the Clerk functions.
- Coordinates and assists with all daily receipting and depositing of Village funds.
- Coordinates and assists with payment processing, balancing, and reconciliation within the department including utility payments, tax payments, and other routine payments.
- Files required state annual reporting as required by the Municipal Clerk in coordination with the Finance Manager/Treasurer where applicable.
- Provides effective and efficient customer service and promotes and maintains responsive community relations.
- Follows safe work practices.

OTHER JOB FUNCTIONS

- Performs related duties as assigned.

REQUIREMENTS OF WORK

- Bachelor's degree in public administration, political science, community development, business or a related field.
- Minimum of 3 years of experience in municipal government, preferably as a Municipal Clerk or Deputy Clerk or similar position in the government sector.
- Certified Municipal Clerk or Wisconsin Municipal Certification, or the ability to obtain certification.
- Previous supervisory training and/or experience preferred.
- Any combination of education and experience which in the sole discretion of the Village would demonstrate the Employee's ability to meet the required knowledge, skills, and abilities for the position may also be considered.

KNOWLEDGE, ABILITY, AND SKILL

In addition to requirements of work, the individual should also have the following knowledge, abilities, and skills:

Knowledge of	<ul style="list-style-type: none"> • Applicable federal and state laws, regulatory codes, and municipal ordinances and the ability to interpret and apply them in different situations. • Supervisory principles and practices and performance evaluation techniques. • Wisconsin tax collecting process and procedure, assessments, plat maps, certified survey maps, election laws and procedures, liquor licensing regulations. • Current office methods, practices, and procedures. • Commonly used data processing applications and the design and function of web sites. • Records management practices.
Ability to	<ul style="list-style-type: none"> • Perform the statutory duties of the clerk office. • Maintain accurate payroll, personnel and fringe benefit records. • Determine proper priorities, delegate work and meet established deadlines. • Take and prepare accurate and detailed minutes of meetings. • Establish and maintain effective working relationships with the Village Board, Administrator, department heads, fellow employees, other governmental agencies, and the general public. • Maintain confidentiality of payroll, personnel, and labor relations information. • Serve as a notary public. • Assign and supervise the work of others; motivate employees to work toward common goals.
Skill in	<ul style="list-style-type: none"> • Oral and written communications. • Strategic thinking and problem solving. • Public relations.

NECESSARY SPECIAL REQUIREMENTS

- Must possess or be able to obtain a valid Wisconsin driver’s license.
- Must be a Certified Municipal Clerk, or have completed the Wisconsin Municipal Clerk Institute or be able to obtain certification/completion of Institute courses.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, walk, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee must occasionally lift and/or move up to 20 pounds.

Work Environment and Working Conditions
 Works in a normal office setting with moderate noise levels. Regular hours beyond the normal work week required; attendance at evening meetings required.

Notes:

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act (ADA), must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

The Village is an equal employment opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature _____

Date_____

Print Name _____

Factor 1: Education		Factor 2: Work Experience		Factor 3: Level of Discretion				
1	20	1	25		Minor	Moderate	Serious	Critical
2	40	2	50	Little	10	20	35	55
3	50	3	75	Some	15	25	45	70
4	60	4	100	Often	25	45	55	80
5	80	5	125	High	45	55	75	100
6	90			Very High	50	60	90	115
7	100							

**License/
Certificate** +10

Factor 4: Policy Development	
1	15
2	30
3	40
4	60
5	75
6	85
7*	100

Factor 5: Planning	
1	35
2	50
3	65
4	80
5	95
6*	110

Factor 6: Contact with Others	
1	15
2	30
3	45
4	60
5	75
6	85
7	100

Factor 7: Work of Others	
No Supv	0
1	10
2	25
3	40
4	65
5	80
6	85
7	95
8	105*

Factor 8: Working Conditions		
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements, such as, dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

Factor 9: Technology	
1	0
2	10
3	30
4	50
5A	65
5B	65
6	75
7	85

TOTAL - 535

* These responses reserved for the highest-level of organization-wide authority, i.e. the Administrator/Manager



JOB EVALUATION INSTRUMENT
FACTOR 1: EDUCATION

This factor measures the minimum level of education required by the job that is normally acquired through formal instruction.

Level	Definition	Point Value
1	Level of knowledge that is below what is normally attained through high school graduation.	20
2	High school degree or equivalent (GED).	40
3	High school, plus elementary technical training, acquired on the job or through one year or less of technical or business school.	50
4	Extensive technical or specialized training such as that which would be acquired by an Associates Degree or two years of technical or business school.	60
5	Completion of four-year college degree program.	80
6	Additional professional level of education beyond a four-year college program, such as a CPA or Professional Engineer (P.E.) training.	90
7	Completion of graduate coursework equal to a Master's Degree or higher.	100
Add on to any level as needed	License or certificate required to perform job duties	10

JOB EVALUATION INSTRUMENT
FACTOR 2: WORK EXPERIENCE

This factor measures the amount of work experience an employee would need to possess before assuming full responsibility for the position and performing the work effectively.

Level	Definition	Point Value
1	Less than one year experience is required.	25
2	Between one year and three years experience is required.	50
3	Between four to six years experience is required.	75
4	Between seven to ten years experience is required.	100
5	More than ten years experience is required.	125

JOB EVALUATION INSTRUMENT

FACTOR 3: INDEPENDENT JUDGMENT & DECISION MAKING

This factor measures the level of discretion or judgment the individual exercises in making decisions and the potential impact of such decisions or judgments on the overall success of the organization and impact on the community.

Level of Discretion	Potential Impact of Erroneous Decisions or Judgment			
	Minor: Some inconvenience and delays but minor costs in terms of time, money, or public/employee good will.	Moderate: Moderate costs in time, money, or public/employee good will would be incurred. Delays in important projects/schedules likely	Serious: Important goals would not be achieved and the financial, employee, or public relations posture of the Organization would be seriously affected	Critical: Critical goals and objectives of the Organization would be adversely and very seriously affected. Error could likely result in critical financial loss, property damage, or bodily harm/loss of life
LITTLE: Little discretion or independent judgment exercised	10	20	35	55
SOME: Some discretion or judgment exercised, but supervisor is normally available	15	25	45	70
OFTEN: Job often requires making decisions in absence of specific policies and/or guidance from supervisors, but some direct guidance is received from supervisors	25	45	55	80
HIGH: High level of discretion with decisions restricted only by Departmental policies and little direct guidance from supervisors	45	55	75	100
VERY HIGH: Very high level of discretion with decisions only restricted by the broadest policies of the Organization	50	60	90	115

JOB EVALUATION INSTRUMENT
FACTOR 4: RESPONSIBILITY FOR POLICY DEVELOPMENT

This factor is a measure of the extent to which the position requires the employee to participate in the development of policies and procedures both within the department and between departments in the organization.

Level	Definition	Point Value
1	Position involves only the execution of policies or existing standard operating procedures.	15
2	May provide some input to supervisor when policies or standard operating procedures are updated.	30
3	Position involves some development of policies/procedures for the Department and/or the interpretation or explanation of departmental policies for others in the organization or residents.	40
4	Position involves significant or primary responsibility for the development of policies and procedures for a division or organizational component of a department, as well as the interpretation, execution and recommendation of changes to department policies.	60
5	Position involves significant or primary responsibility for the development of policies and procedures for an entire department, plus occasional participation in the development of policies which affect other departments in the organization.	75
6	Position involves the primary responsibility for the development of departmental policies and procedures and regular participation in the development of policies that affect other departments and occasionally involves participation in the development of organization-wide policies.	85
7	Position involves primary responsibility for the overall development of organization-wide policies.	100

JOB EVALUATION INSTRUMENT
FACTOR 5: PLANNING

This factor measures the degree to which the incumbent plans, either their own daily work or for the use of resources (manpower, equipment, supplies, etc.) in the attainment of departmental objectives and organization-wide goals.

Level	Definition	Point Value
1	Position requires that my daily work load and activities are assigned to me by my supervisor.	35
2	Position requires that I plan my own daily work load and work independently according to established procedures or standards.	50
3	Position requires that I plan my own daily work load and those of others in the department (first-level supervision).	65
4	Position requires an above average ability to analyze data and develop departmental plans, including plans where a number of difficult, technical and/or administrative problems must be addressed (Manager/Division level planning).	80
5	Position requires a high level of analytical ability to develop plans for a department or complex situation, including plans that involve integrating/involving/impacting other departments (Department Head level planning).	95
6	An extremely high level of planning and analysis is required for the entire organization. Work at this level often includes strategic planning for the organization, long range (five years or more) plans, etc (City Manager/Administrator level).	110

JOB EVALUATION INSTRUMENT
FACTOR 6: CONTACT WITH OTHERS

This factor considers the extent to which the employee requires meeting and dealing with the public and influencing other persons, as well as the level of authority the employee has to make commitments on behalf of the organization.

Level	Definition	Point Value
1	Position involves interaction with fellow workers on routine matters with relatively little public contact.	15
2	Position involves frequent internal and external contact, but generally on routine matters such as furnishing or obtaining information.	30
3	Position involves frequent internal contact and regular contact with outsiders generally on routine matters, including contacts with irate outsiders which require some public relations skill for taking complaints for others to follow up upon.	45
4	Position involves frequent internal and external contacts which require public relations skills in handling complaints. Contacts involve non-routine problems and require in-depth discussion and/or persuasion in order to resolve the problem. Handles more difficult contacts that are referred by front line employees.	60
5	Position involves frequent internal and external contacts which require skill in dealing with, and influencing others, and initiating changes in policy/procedures to address the issue so as to avoid having to deal with the issue again in the future.	75
6	Position involves frequent internal and external contacts in which position acts as the spokesperson for the department and is authorized to make commitments of significant resources on behalf of the department.	85
7	Position involves frequent internal and external contacts where position represents the entire organization and is authorized to make commitments in matters of broad or critical interest to the entire organization.	100

JOB EVALUATION INSTRUMENT
FACTOR 7: WORK OF OTHERS

This factor measures the extent to which the employee is responsible for determining work levels and work content for other employees.

Level	Size of Group	Point Value
0	No responsibility for the work of others.	0
1	Responsible for assigning work to an employee or employees, without acting in a supervisory role.	10
2	Responsible for the supervision of one full time or several part time employees.	25
3	Responsible for the supervision of two to five full time (or full time equivalent) employees.	40
4	Responsible for the supervision of six to 15 full time (or full time equivalent) employees.	65
5	Responsible for direct and/or indirect supervision of 16 to 29 full time (or full time equivalent) employees.	80
6	Responsible for direct and/or indirect supervision of 30 to 50 full time (or full time equivalent) employees.	85
7	Responsible for direct and/or indirect supervision of more than 51 full time (or full time equivalent) employees.	95
8	Responsible for direct and indirect supervision of the entire organization.	105

JOB EVALUATION INSTRUMENT
FACTOR 8: WORKING CONDITIONS

This factor considers the physical conditions surrounding the job that are beyond the employee's control, but which may be physically demanding, unpleasant, strenuous, and/or hazardous, and may impact the employee's physical well-being.

Level	Definition	Point Value
1	Office work only. Good working conditions with almost complete absence of physically demanding, unpleasant, strenuous, and/or hazardous elements.	15
2	Minimal external work or occasional exposure to physically demanding, unpleasant, strenuous, and/or hazardous situations.	30
3	Frequent exposure to physically demanding, unpleasant, strenuous, and/or hazardous elements.	45
4	Regular exposure to particularly physically demanding, unpleasant, strenuous, and/or hazardous elements such as dealing with inclement weather, operating heavy equipment, etc.	60
5	Continuous exposure to life threatening public safety situations which could jeopardize personal safety.	75

JOB EVALUATION INSTRUMENT
FACTOR 9: USE OF TECHNOLOGY/SPECIALIZED EQUIPMENT

This factor considers the extent to which the employee utilizes and supports technology, enhancing the efficiency and communication on behalf of the organization.

Level	Definition	Point Value
1	Position has no responsibility for, or use of, technology.	0
2	Position has some basic use of computers for data entry, and some use of the telephone, copier, etc.	10
3	Position has daily use of computers for data entry and use of the telephone, radios, fax machine, copier, etc. Position has daily use of light equipment such as push mowers, weed whackers, pole saws, custodial equipment, etc.	30
4	Position has daily use of computers, the Internet, Smartphones, etc. to create databases, spreadsheets, or reports. Position designs and creates customized reports, presentations, and/or documents using advanced software skills.	50
5A	Position provides routine consultation and technology support for everyday computer programming and/or software requests/questions to others in the organization; is an applications super user; or uses specialized software such as GIS, SCADA or telecommunications software.	65
5B	Position uses, repairs, and/or troubleshoots specialized equipment such as HVAC, lighting, gas flares, blowers, engines, heavy equipment, diagnostic equipment, large vehicles (vacuum trucks, street sweepers, fire apparatus) and/or medical or public safety equipment.	65
6	Position is responsible for advanced computer programming, system security, maintenance, training, and purchasing of items such as computers, printers, scanners, etc., for the computer system for the organization (IT personnel).	75
7	Position is responsible for the overall direction and supervision of the staff that are responsible for the computer and technology needs of the organization, including responsibility for developing technology policies for the organization (IT personnel).	85

City/Village Clerk - 2025 DCCVA Analysis			
Comparable Community	Title & Position Comments	Minimum Rate:	Maximum Rate:
Cedarburg (c)	City Clerk	75,000	95,000
Cottage Grove (v)	Village Clerk		
Deforest (v)	Village Clerk	65,250	87,000
Delafield (c)	City Clerk	70,571	94,095
Grafton (v)	Village Clerk	60,572	86,825
Hartland (v)	n/a		
Jackson (v)	n/a		
Monona (c)	City Clerk	91,381	123,364
Mount Horeb (v)	Village Clerk	54,662	81,994
Mukwonago (v)	Village Clerk	87,749	118,462
Oregon (v)	n/a		
Pewaukee (v)	n/a		
Stoughton (c)	City Clerk	74,599	99,466
Verona (c)	City Clerk	70,721	87,863
Waunakee (v)	City Clerk	75,379	96,512
Range Data		2025 Analysis	
Average		72,588	97,058
50th Percentile		72,660	94,548
60th Percentile		74,760	95,605
65th Percentile		74,940	96,285
70th Percentile		75,114	97,398
75th Percentile		75,284	98,727
80th Percentile		77,853	103,265
		2026 Updated Analysis - 3% Across The Board	
Average		74,766	99,970
50th Percentile		74,840	97,384
60th Percentile		77,002	98,473
65th Percentile		77,188	99,174
70th Percentile		77,367	100,320
75th Percentile		77,543	101,689
80th Percentile		80,189	106,363
Village Grade 9 Range		76,570	101,397


VILLAGE OF
Mcfarland
SUMMARY SHEET

MEETING DATE: Monday, March 30, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on updating the Administration Organizational Chart to create the Village Clerk position effective July 1, 2026.

PREVIOUS ACTION:

N/A

ISSUE SUMMARY:

With adding a position to the Administration Department, the organizational chart also needs to be updated. The attached organizational chart shows the addition of the Village Clerk position and updates the reporting structure of the Deputy Clerk position to report to the Village Clerk position.

FINANCIAL/BUDGET IMPACT:

N/A

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

N/A

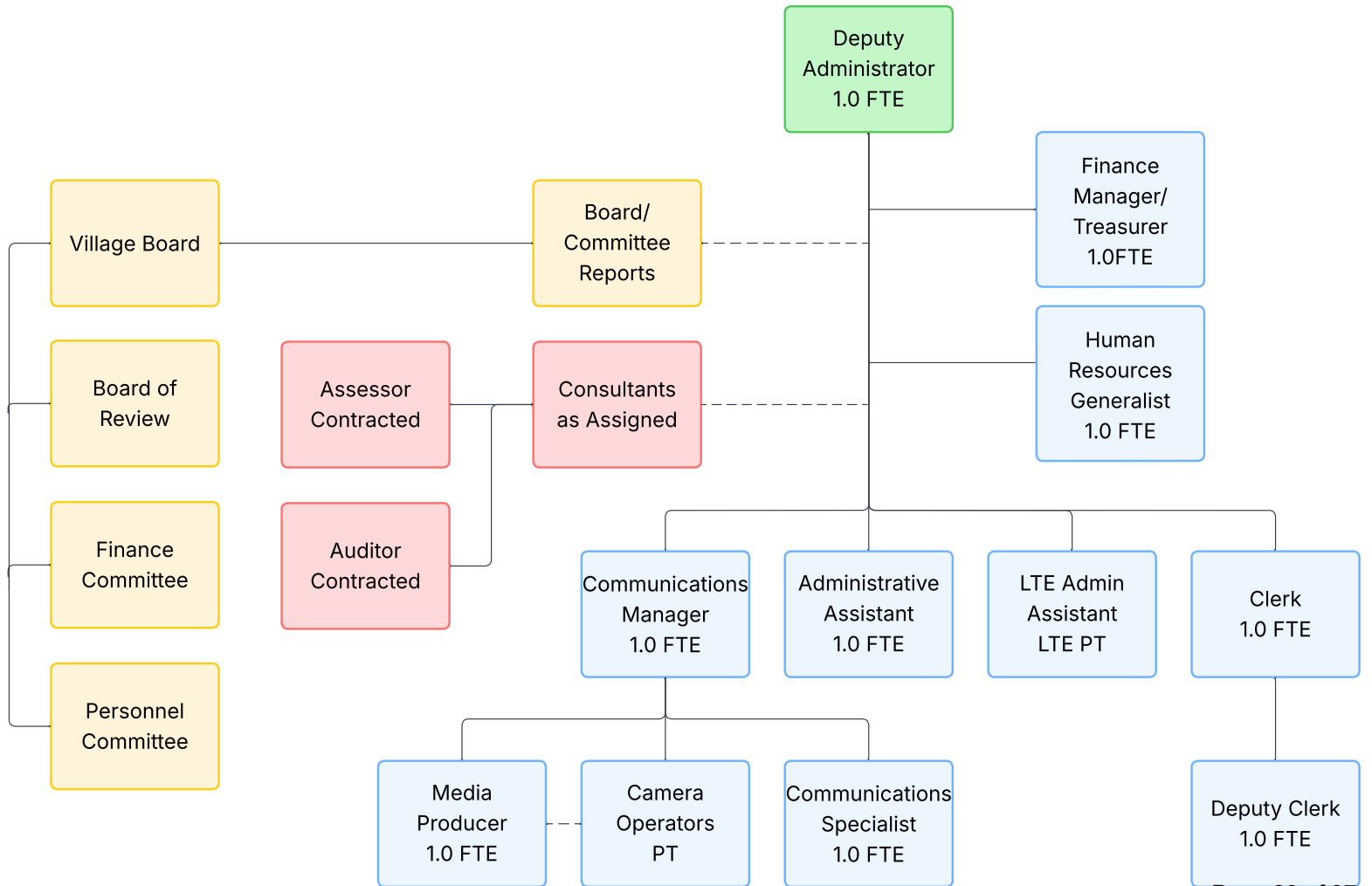
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and approval.

Motion to recommend approval of updating the Administration Organizational Chart to create the Village Clerk position effective July 1, 2026.

ATTACHMENTS:

1. Administration Org Chart 03.2026




McFarland
SUMMARY SHEET

MEETING DATE: Monday, March 30, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and recommendation on updates to Chapter 39 of the Village's Personnel Policy Manual regarding usage of social media.

PREVIOUS ACTION:

ISSUE SUMMARY:

In 2013 the Village drafted a Policy on Social Media use for the Village. The policy was housed in the personnel policy manual. At that time, social media was still very much in its infancy. The policy contains elements of direction for employee use of social media while also providing policy direction on the use of social media. Staff has revised the policy to separate the current policy into two separate policies. One policy will remain as Chapter 30 of the Village Personnel Policy Manual and provide guidance on employee usage of social media. The second policy, will be a Village policy on the public and technical use of social media. The latter will be introduced in the next agenda item and is also recommended for creation to provide better policy direction and to also account for court case law direction since the creation of the policy.

Two versions of the Policy are included:

1. Version 1 - Redline Version - This version shows redlines and updates to the current Chapter 39 policy regarding the usage of social media. Because the changes are very substantive and the redline version is a bit difficult to read;
2. Version 2 - Clean Version - A clean copy of the new policy is also included in the packet to work from.

FINANCIAL/BUDGET IMPACT:

N/A

VILLAGE PLAN REFERENCE:

[2025/2026 - McFarland Strategic Implementation Plan - Goal D - Village Government Objective \(3\) - Action Step ii. Review, adopt, and/or implement new ordinance policies as applicable for public notices, distribution distance, and social media.](#)

ORDINANCE REFERENCE:

Not Applicable.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



Recommended for discussion and approval.

Motion to recommend approval of updates to Chapter 39 of the Village's Personnel Policy manual regarding usage of social media.

ATTACHMENTS:

1. Social Media Policy Update - FINAL DRAFT - 03.26.2026
2. Social Media Policy Update - CLEAN DRAFT - 03.26.2026

VILLAGE OF MCFARLAND ORDINANCE 2026 UPDATES TO PERSONNEL POLICY MANUAL CHAPTER 39 REGARDING THE USE OF SOCIAL MEDIA

SECTION 1: AMENDMENT “CHAPTER 39 - SOCIAL MEDIA USE” of the Village of McFarland Personnel Manual is hereby *amended* as follows:

A M E N D M E N T

CHAPTER 39 - SOCIAL MEDIA USE

39.01 Purpose

This policy ~~provides sets rules and restrictions~~ guidelines and procedures to Village staff in determining the proper utilization of in the use of social media by Village employees. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Examples of these online tools include Facebook, Instagram, Twitter, LinkedIn, YouTube, blogs and several others. Any violation of this policy by an employee may result in disciplinary action, up to and including termination of employment. ~~The Village may use certain social media sites in order to reach out to the public and educate individuals on events, activities, awards, and other news releases. Social media can help the Village and its departments to connect in different ways with other organizations and businesses in the community. This policy outlines the proper content and uses for social media since the Village has a significant interest and expectation in regulating the content that is posted on its sites.~~ **9.02 General Village Use of Social Media 39.03 Comment Policy** ~~Any comment posted by a resident or member of the public is solely that individual’s opinion. Allowing posts by the public does not imply that the views or opinions expressed are representative of or endorsed by the Village of McFarland. Comments and posts created by Village staff may only provide information regarding Village business and must be fact-based and professional. The Village reserves the right to remove any inappropriate or abusive content. This includes but is not limited to content which: The Village reserves the right to remove or block any members of the public who violate this policy. If content is removed, Village staff must document how the content violated the policy and notify the involved party/individual that the content was removed by sending the party/individual the following message: “The Village of McFarland removed your recent content from its social media site because it was in violation of the Village’s Policy on Use of Social Media. Please avoid from posting any inappropriate content in the future. Thank you for your cooperation.” Village Departments wishing to establish a social media site must submit a plan for approval to the Administrator and Communications and Technology Director that explains how the site will be used by the Department and identifies the Staff responsible for updating and monitoring the site. All social media sites, including posts and comments, must be monitored regularly~~

according to best analytic practices for each platform as directed by the Communications and Technology Director. Each social media site must clearly state that it is Village-operated and maintained by Village staff. Sites must also include the Village of McFarland logo as well as any other branding or logos that identify the involved party. All social media sites should include a link back to the Village of McFarland website: www.mefarland.wi.us. All Village staff must adhere to the Policy on Use of Technology Resources along with any other related federal, state, or local laws. The Village reserves the right to take down any abusive or inappropriate posts that violate this policy. Village of McFarland social media sites are subject to State of Wisconsin public record laws. Any content on these sites related to Village business is considered public record. All social media sites maintained by the Village shall have archival technology to retain all posts to maintain compliance with public records law. Content can range from messages, list of subscribers, images, videos and any other content that exists. The department that creates a social media site is responsible for responding to any public records request in coordination with the Deputy Administrator. If possible, each social media site should remind its viewers through a disclaimer that content on the site is considered public record. Employees managing Department social media sites represent the Village and are expected to conduct themselves accordingly. All posts by employees must be completed in a professional manner and provide information solely related to Village business. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action. Discriminates against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or mental or physical disability; Makes threats towards an individual or organization; Supports or opposes a political campaign or ballot measure; Solicits commerce; Violates any federal, state, or local law; Encourages illegal activity; Contains sexual content (including links); Contains profane or abusive language and/or images; Violates the legal ownership interest (such as copyright) of any party; Or any other comments that do not relate to the original topic. The Village encourages all departments and staff to adopt and use the following disclaimer for their Department social media sites: "The Village of McFarland requires all viewers to use proper content. Any abusive or inappropriate content that violates the Village of McFarland Policy on Use of Social Media will be removed from the site. All information posted on this site is subject to public record." Every department having a social media site must designate one or more staff member(s) to update content on the site, respond to any requests or questions asked by the public, and at least weekly monitor the content posted on their social media sites. Only Village employees authorized under Section 39.02(a) are permitted to remove content posted on Village media sites by the Village or the public, and any such removal must be in accordance with Chapter 39 and all other Village Policies.

39.024 Personal Use of Non-Village Social Media Accounts

- (a) The Village recognizes that employees may ~~choose to~~ have their own personal social media sites and accounts unrelated to their work as an employee of the Village. These sites, as applicable, are private and are intended to share what personal information as the employee elects.
- (b) ~~Village e~~ Employees are prohibited from using ~~their~~ Village computers, electronic

- devices, or any other Village IT accounts ~~account or password~~ to access personal or other non-Village social media accounts and sites for personal purposes or interests.
- (c) Only employees authorized by the Village Administrator or Deputy Village Administrator may publish content on behalf of the Village on any social media site. Employees shall not post content on any non-Village social media site about any Village meeting, even or activity unless the posting is specifically authorized.
 - (d) Unless on an authorized break, employees are prohibited from accessing any non-Village social media site for personal purposes or interests.
 - (e) Unless otherwise authorized by the Village Administrator or Deputy Administrator, employees are prohibited from representing in any posting on any non-Village social media site that their posting is representative of the opinions or views of the Village.
 - (f) ~~Employees who misuse the Village's image or likeness through their personal social media account~~ Unless otherwise authorized by the Village Administrator or Deputy Administrator, employees are prohibited from posting, on any non-Village social media sites, the Village's image or likeness, photographs depicting Village events, Village Workspaces, Village employees while at work for the Village, confidential information and/or Village insignia including Village uniforms and logos.
 - (g) Unless otherwise authorized by the Village Administrator, employees ~~s,~~ are prohibited from posting, on any non-Village social media site, photographs depicting ~~while wearing~~ Village insignia, including uniforms and logos, ~~for example, may be subject to disciplinary action, up to and including termination of employment.~~
 - (h) Employees are prohibited from violating the standards of conduct provided under Chapter 43 of the Personnel Policy manual through any posting, ~~on-and-off-duty personal use of social media that violates the standards of conduct outlined in Chapter 43 of the Personnel Policy manual regarding personal behavior may be subject to disciplinary action, up to and including termination of employment on any social media site.~~

39.035 Professional Use of Village of McFarland Social Media Accounts

- (a) Only ~~individuals~~ employees authorized by the Village Administrator or Deputy Administrator may publish content on behalf of the Village on any social media site. ~~in their work capacity as a Village employee. Authorization from the Village Administrator or Deputy Administrator is required prior to creating any new social media site or account for the Village and/or prior to posting any information on any social media site. Permission to create accounts/sites to publish content on behalf of the Village shall be approved by the Village Administrator. All approved social media sites shall identify themselves as approved accounts of the Village of McFarland.~~
 Employees approved to publish content on behalf of the Village shall create a new account with their Village email address, if applicable, and ensure the account is linked to the Village's electronic archival software to ensure compliance with public records law.
- (b) Employees must provide their Department Head with the applicable username and password used for any Village account setup by an employee. If an employee changes such username(s) or password(s) following the creation of a Village social media

account, the employee shall immediately provide the same to the Department Head.
All posting by any Village employee are considered public records and if not attached to the Village's archival software, must be saved prior to removal from any Village social media site.

- (c) All posts or communications must maintain a high level of ethical conduct and professional decorum. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, avoiding jargon, obscure terminology or acronyms. Failure to follow these standards may be grounds for revocation of authorization to hold a Village social media account.
- (d) Post on a Village social media account that are for political purposes or any private related activities or transactions are prohibited.
- (e) The Village Administrator or Deputy Administrator may, in their discretion, terminate any Village social media account, or require the removal of posts, when the account or posting is inappropriate, not utilized appropriate Village standards including but not limited to alignment with the Village's brand standards, mission and vision statement, and/or best practice recommendations regarding social media usage. ~~Inappropriate use of a Village social media account shall be grounds for disciplinary action up to and including termination.~~
- ~~(f) Inappropriate use of a Village social media account shall be grounds for removal of the account under the discretion of the Village Administrator.~~

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

SECTION 1: AMENDMENT “CHAPTER 39 - SOCIAL MEDIA USE” of the Village of McFarland Personnel Manual is hereby *amended* as follows:

AMENDMENT

CHAPTER 39 - SOCIAL MEDIA USE

1 Purpose

This policy sets rules and restrictions in the use of social media by Village employees. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Examples of these online tools include Facebook, Instagram, Twitter, LinkedIn, YouTube, blogs and several others. Any violation of this policy by an employee may result in disciplinary action, up to and including termination of employment.

39.02 Non-Village Social Media Accounts

- (a) The Village recognizes that employees may have their own personal social media sites and accounts unrelated to their work as an employee of the Village. These sites, as applicable, are private and are intended to share what personal information as the employee elects.
- (b) Employees are prohibited from using Village computers, electronic devices, or any other Village IT accounts to access personal or other non-Village social media accounts and sites for personal purposes or interests.
- (c) Only employees authorized by the Village Administrator or Deputy Village Administrator may publish content on behalf of the Village on any social media site. Employees shall not post content on any non-Village social media site about any Village meeting, even or activity unless the posting is specifically authorized.
- (d) Unless on an authorized break, employees are prohibited from accessing any non-Village social media site for personal purposes or interests.
- (e) Unless otherwise authorized by the Village Administrator or Deputy Administrator, employees are prohibited from representing in any posting on any non-Village social media site that their posting is representative of the opinions or views of the Village.
- (f) Unless otherwise authorized by the Village Administrator or Deputy Administrator, employees are prohibited from posting, on any non-Village social media sites, the

Village's image or likeness, photographs depicting Village events, Village Workspaces, Village employees while at work for the Village, confidential information and/or Village insignia including Village uniforms and logos.

- (g) Unless otherwise authorized by the Village Administrator, employees are prohibited from posting, on any non-Village social media site, photographs depicting Village insignia, including uniforms and logos..
- (h) Employees are prohibited from violating the standards of conduct provided under Chapter 43 of the Personnel Policy manual through any posting, on any social media site.

39.03 Village of McFarland Social Media Accounts

- (a) Only employees authorized by the Village Administrator or Deputy Administrator may publish content on behalf of the Village on any social media site. Authorization from the Village Administrator or Deputy Administrator is required prior to creating any new social media site or account for the Village and/or prior to posting any information on any social media site. Employees approved to publish content on behalf of the Village shall create a new account with their Village email address, if applicable, and ensure the account is linked to the Village's electronic archival software to ensure compliance with public records law.
- (b) Employees must provide their Department Head with the applicable username and password used for any Village account setup by an employee. If an employee changes such username(s) or password(s) following the creation of a Village social media account, the employee shall immediately provide the same to the Department Head. All posting by any Village employee are considered public records and if not attached to the Village's archival software, must be saved prior to removal from any Village social media site.
- (c) All posts or communications must maintain a high level of ethical conduct and professional decorum. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, avoiding jargon, obscure terminology or acronyms. Failure to follow these standards may be grounds for revocation of authorization to hold a Village social media account.
- (d) Post on a Village social media account that are for political purposes or any private related activities or transactions are prohibited.
- (e) The Village Administrator or Deputy Administrator may, in their discretion, terminate any Village social media account, or require the removal of posts, when the account or posting is inappropriate, not utilized appropriate Village standards including but not limited to alignment with the Village's brand standards, mission and vision statement, and/or best practice recommendations regarding social media usage.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____


McFarland
SUMMARY SHEET

MEETING DATE: Monday, March 30, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk

AGENDA ITEM: Discussion on creation of Chapter 4 of the Village Policy manual regarding social media.

PREVIOUS ACTION:

ISSUE SUMMARY:

As identified in the previous agenda item, the current Chapter 39 of the Village Personnel Policy manual contains a policy regarding the usage of social media. The current policy provides both personnel policy direction to employees and also general direction for administration of the Village's social media in general. Staff recommends creation

FINANCIAL/BUDGET IMPACT:

Not applicable.

VILLAGE PLAN REFERENCE:

[2025/2026 - McFarland Strategic Implementation Plan - Goal D - Village Government Objective \(3\) - Action Step ii. Review, adopt, and/or implement new ordinance policies as applicable for public notices, distribution distance, and social media.](#)

ORDINANCE REFERENCE:

Not applicable

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion only as the policy is a Village-wide policy which is outside the responsibilities of the Personnel Committee, but presented alongside to move forward to the Village Board for further discussion and possible action.

The draft policy will be moved forward with the Personnel Policy for further discussion and possible adoption.

ATTACHMENTS:

1. Village Policy - Usage of Social Media - 03.26.2026

CHAPTER 4 SOCIAL MEDIA POLICY

SECTION 4.01 Purpose

This policy provides guidelines and procedures to Village staff in determining the proper utilization of social media on behalf of the Village. Social media consists of networks and online publications that enable individuals and groups to communicate with one another for different purposes. Examples of these online tools include Facebook, Instagram, Twitter, LinkedIn, YouTube, blogs and several others. The Village may use certain social media sites in order to reach out to the public and educate individuals on events, activities, awards, and other news releases. Social media can help the Village and its departments to connect in different ways with other organizations and businesses in the community. This policy outlines the proper content and uses for social media on Village sites since the Village has a significant interest and expectation in regulating the content that is posted on its sites.

SECTION 4.02 General Use of Social Media by Village Departments

1. Village Departments wishing to establish a social media site must submit a plan for approval to the Administrator and Deputy Administrator that explains how the site will be used by the Department and identifies the Staff responsible for updating and monitoring the site. All social media sites, including posts and comments, must be monitored regularly according to best analytic practices for each platform as directed by the Communications Manager.
2. Each social media site must clearly state that it is Village-operated and maintained by Village staff. Sites must also include the Village of McFarland logo as well as any other branding or logos that identify the involved party.
3. All social media sites should include a link back to the Village of McFarland website: www.mcfarland.wi.us.
4. The Village Administrator reserves the right to close any Village social media sites or remove posts by Village staff on those sites.
5. Village of McFarland social media sites are subject to State of Wisconsin public record laws. Any content on these sites related to Village business is considered public record. All social media sites maintained by the Village shall have archival technology to retain all posts to maintain compliance with public records law.

6. Content can range from messages, list of subscribers, images, videos and any other content that exists. The department that creates a social media site is responsible for responding to any public records request in coordination with the Village Clerk.
7. When comments by the public are permitted, the Village requires all departments and staff to adopt and use the following disclaimers for their Department social media sites:

- a)

“The Village of McFarland posts information on social media sites to provide information relevant to Village residents regarding Village news, activities and events. Comments and posts on the Village of McFarland’s social media sites are permitted if they are directly relevant to the Village’s posting. Comments may be removed pursuant to the Village’s social media policy, including, but not limited to, if the comments are profane, obscene, or abusive, or if the comments are not relevant to subject matter of the Village’s posting. .. All information posted on this site is subject to public record.”

A link to the comment policy, Section 4.03 below, must be linked to the disclaimer so that the full comments policy is available for review by the public.

8. Employees managing Department social media sites represent the Village and are expected to conduct themselves accordingly. All posts by employees must be completed in a professional manner and provide information solely related to Village business. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action.

SECTION 4.03 Public Comment Policy

1. Any comment posted by a resident or member of the public is solely that individual’s opinion. Allowing posts by the public does not imply that the views or opinions expressed are representative of or endorsed by the Village of McFarland. Comments and posts created by Village staff may only provide information regarding Village business and must be fact-based and professional.
2. The Village reserves the right to remove any comment from Village social media sites that:
 1. Discriminates against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or mental or physical disability;
 2. Makes threats towards an individual or organization;
 3. Supports or opposes a political campaign or ballot measure;

4. Solicits commerce or is spam;
 5. Violates any federal, state, or local law;
 6. Encourages illegal activity;
 7. Contains sexual content (including links);
 8. Contains obscene, defamatory, profane, harassing or abusive language and/or images;
 9. Violates the legal ownership interest (such as copyright) of any party;
 10. Violates the privacy rights of any individual;
 11. Is not relevant to the original posting by the Village. In considering whether a comment is relevant to a Village posting, the following factors are considered:
 - a. Whether a reasonable person would consider the entire comment relevant to or pertaining to the subject matter of the Village posting.
 - b. Whether the comment specifically addresses the subject matter of the Village's posting.
 - c. Whether the comment contains non-relevant content or links.
 - d. Whether the substance of a comment in a chain of comments pertains to the Village's posting or is off-topic to the Village's posting.
 - e. Whether the comment violates in any way the Village's comments policy.
3. The Village reserves the right to remove or block any members of the public who violate this policy.

SECTION 4.04 Removal of Public Comments

1. If content is removed, Village staff must document how the content violated the policy and notify the involved party/individual that the content was removed by

sending the party/individual the following message: “The Village of McFarland removed your recent content from its social media site because it was in violation of the Village’s Policy on Use of Social Media. Please avoid from posting any inappropriate content in the future. Thank you for your cooperation.”

2. Every department having a social media site must designate one or more staff member(s) to update content on the site, respond to any requests or questions asked by the public, and daily business day monitoring the content posted on their social media sites. Only Village employees authorized under Section 39.02(a) are permitted to remove content posted on Village media sites by the Village or the public, and any such removal must be in accordance with Chapter 39 and all other Village Policies.
3. A copy of the removed content should be saved for purposes of preserving a record.

Adopted: XXXXXXXX, 2026

Revised: XXXXXXXX, 2026