

Tuesday, July 28, 2026

6:00 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Community Room

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/83521304605>

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

Webinar ID: 835 2130 4605

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

1. CALL TO ORDER.
2. ROLL CALL.
3. 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.
4. BUSINESS.
 - a. Discussion regarding 2026-2027 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.
5. SCHEDULE NEXT MEETING DATE.
 - a. Thursday, August 13, 2026 at 5:30 pm - Village Board (Special, Goals)
 - b. Thursday, August 13, 2026 at 7:00 pm - Village Board
 - c. Tuesday, August 25, 2026 at 7:00 pm - Village Board
6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us 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.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, July 28, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding 2026-2027 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.

PREVIOUS ACTION:

The Village Board held its first meeting regarding goal setting on June 4, 2025. In this meeting they reviewed the progress on goals set last year, and met with Department Heads to better understand the impact of goals on the services provided.

The Village Board held its second meeting regarding goal setting on June 17, 2026. The second meeting reviewed Goal A (McFarland Municipal Center Campus), Goal B (Public Infrastructure), Goal F (Transportation), and Goal G (Parks/Conservancy System).

The Village Board held its third meeting regarding goal setting on July 14, 2026. The third meeting reviewed Goal D (Village Government) and Goal E (Community).

ISSUE SUMMARY:

Enclosed within the packet for reference is the accepted 2025-2026 Strategic Implementation Plan progress report that was reviewed at our previous goal setting meeting.

Our objective is to revisit our goals and adjust our priorities as we provide an outlook for the next year. Some of things started last year may need to continue, some things may be done, and yet more there may be new ideas we want to incorporate. Again this work is meant to serve as a bridge from the Strategic Plan as we work through the years since our priorities will shift over time and this work is meant to update how we adjust from year to year.

Our process for each section will work through three steps:

- **GOAL** - Review and discuss each goal for revisions.
- **OBJECTIVE** - Work through each objective to update as needed and/or add new objectives to accomplish the goals.
- **ACTION STEP** - Discuss the specific action steps as we know them and what the outlook might be for each. Staff will assist in this process providing our input in areas where needed and talking about what maybe work or not depending how things have progressed.



We will work through each section in this manner throughout the Summer until we complete the project. Related Department Heads will be present to provide feedback on the action steps assigned to them, and the Administrator will track our progress to track the plan.

For this last review meeting, we will review Goal C - Housing and Economic Development. This will conclude the review of the goals at the present and begin the process for Staff to draft an action plan. The full plan including those steps will be presented to the Village Board on August 13th as part of the 5:30 pm meeting.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion only.

ATTACHMENTS:

1. 2025-2026 McFarland Strategic Impl. Plan 05292026 FINAL PROGRESS

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

Highlight notes items where new funding is required within the budget and not previously approved.

A. McFarland Municipal Center Campus

Continued consideration of recommendations from the Master Plan to include development of a multi-generational community spaces that create functional spaces for the expansion of the library, senior services, youth services, remaining Departments, and adjoining outdoor public spaces (i.e. - McFarland Municipal Campus) including programs to serve seniors, youth, and families.

Objectives:

- (1) Determine future space needs and design features for the development of indoor and outdoor public spaces to support programming to be determined.
- (2) Identify and engage a broad spectrum of residents, including seniors, youth, adults, and community partners in all aspects of the planning process and operations/utilization.

Action Steps:	Cost	Timeline	Assignment
i. Review with Department Heads and Public the Space Needs from the 2023 Master Plan that was accepted.	None	Sep-Oct 2025	Administration Administrator Comm Devel Senior Outreach Village Board
ii. Develop new scope of work to hire Architect as an update to the 2023 Master Plan based on space needs and consider new option(s) for a phased approach to implementation.	None	Nov 2025	Administration Administrator Comm Devel Senior Outreach Village Board
(3) Identify operational issues, challenges, and fiscal impacts associated with the design of recommendations from the McFarland Municipal Campus Master Plan and the construction of desired improvements thereof.			
Action Steps:	Cost	Timeline	Assignment
i. Hire Architect based on new scope of work to update the 2023 Master Plan. Village Staff to prepare Communications and Engagement Plan for Project.	\$100,000	Nov 2025	Administration Administrator Comm Devel Senior Outreach Village Board
ii. Library to hire Architect to update their 2022 Facilities Study.	\$25,000	Nov 2025	Library
iii. Proposal for inclusion of the Youth Center within the Village's operations considered as part of 2026 Budget.	TBD	Nov 2025	Administrator Library Village Board

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

Highlight notes items where new funding is required within the budget and not previously approved.

A. McFarland Municipal Center Campus (CONTINUED)

Continued consideration of recommendations from the Master Plan to include development of a multi-generational community spaces that create functional spaces for the expansion of the library, senior services, youth services, remaining Departments, and adjoining outdoor public spaces (i.e. - McFarland Municipal Campus) including programs to serve seniors, youth, and families.

Objectives:

(3)	Identify operational issues, challenges, and fiscal impacts associated with the design of recommendations from the McFarland Municipal Campus Master Plan and the construction of desired improvements thereof (CONTINUED).			
iv.	Complete all updates to master plans and facilities study outlined in Action Steps (i) and (ii) of this objective to provide recommendations for improvements aligned with new space needs.	N/A	June 2026	Administration Administrator Comm Devel Library Senior Outreach Village Board
v.	Include recommendations from plan updates within the 2027-2031 Capital Improvement Plan to forecast long term fiscal impacts.	N/A	July 2026	Administrator Village Board
(4)	Implement recommended facility improvements in accordance with the updated McFarland Municipal Center Campus Master Plan.			
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
Objective on hold pending additional planning work and Village Board authorization to proceed.				

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Village Board Goals, Objectives, and Action Plan

B. Public Infrastructure

Plan for and align physical facilities, open space, and general public infrastructure needs to support future service delivery to enhance quality of life.

Objectives

- (1) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.

Action Steps:	Cost	Timeline	Assignment
i. Study the addition of solar power at new Community Park shelter facility pending contract award for the project.	\$5,000	Mar 26	Community Development
ii. Consider property acquisition to support vehicle and equipment storage needs for Public Works Department.	\$425,000	Jun 26	Community Development Public Works
iii. Add public electronic vehicle charging stations to the Public Safety Center and Bashford Street parking lot as funds allow through Dane County Grant.	\$40,000	Sep 26	Community Development

- (2) Develop capital improvement plans to support infrastructure needs aligned with future growth to forecast cost implications and implementation schedule.

Action Steps:	Cost	Timeline	Assignment
i. Consider recommendations from rate case regarding charges for water service needed to fund Well #5.	\$21,000	Nov 25	Administration Administrator Public Works
ii. Complete traffic study and 30% design plans for Siggelkow Road to align with future planning for growth on the East Side.	\$128,500	Dec 25	Administrator Community Development Public Works
iii. Provide additional funding to support lighting improvements as well as interior and exterior digital signage.	\$105,000	Jun 26	Library
iv. Complete Well #5 design and award contract following bid process in order to begin construction.	\$4,200,000	Jun 26	Public Works
v. Repaint Holscher Road water tower to improve its useful life and include updated branding.	\$500,000	Sep 26	Public Works

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development

Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.

Objectives

- (1) Attract and enhance new and existing restaurants, retail, light industrial, office, mixed-use, and civic uses in the downtown area, USH 51/Farwell corridor, East Side Growth Area, and surrounding areas.
- (2) Develop incentives for business growth such as incubator programs, tax increment financing districts, and recruitment/retention.

Action Steps:	Cost	Timeline	Assignment
i. Develop property acquisition check list to help guide consideration for property acquisitions as applicable.	None	Jan 26	Administrator CDA Community Development
ii. Prepare a Business Retention and Expansion Survey/Outreach Program to guide efforts and market local economic development tools through Tax Increment Districts.	\$12,500	Mar 26	CDA Community Development
iii. Consider development opportunities created through Pre-Development Agreement with Bliffert Lumber and Elvejhem Acres.	TBD	Jun 26	CDA Comm Devel Joint Review Board Plan Commission Village Board
iv. Conduct RFP process to identify planning consultant to begin process to update the Comprehensive Plan. Emphasis on address future land uses, long term plan guidance, and growth assumptions for the East Side.	\$60,000	Jul 26	Community Development Plan Commission Village Board
v. Continue cooperative relationship with neighboring municipalities to address planning matters of mutual concern as opportunities develop.	N/A	Duration	Administrator Community Development Village Board
vi. Renew discussion on possible East Side/Siggelkow Road tax increment district to address public infrastructure needs and other economic development opportunities.	TBD	Duration	CDA Community Development Plan Commission Village Board

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Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development (CONTINUED)

Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.

Objectives

- (3) Improve mix of housing within the Village, including consideration for affordable housing units within new development.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Evaluate opportunities to build Affordable Housing Fund through Federal, State, County, and WHEDA programs as well as internal support through local funds where applicable.	TBD	Duration	Administrator Community Development
ii. Encourage affordable housing through recs. from Housing Needs Assessment, Comp Plan, and Dane County Regional Housing Strategy.	Case by Case	Duration	Community Development

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

D. Village Government

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (1) Evaluate staffing models and organization structure to align resources with future service delivery needs.

Action Steps:	Cost	Timeline	Assignment
i. Review data to conduct maintenance of the 2021 Compensation and Classification Study.	N/A	Sep 25	Administration
ii. Develop program to recognize Staff upon retirement, departure, and/or new hire as applicable.	\$2,500	Jan 26	Administration

- (2) Prioritized community-based best practices in public safety service delivery including initiatives for diversity, outreach, education, and program development.

Action Steps:	Cost	Timeline	Assignment
i. Bring back assignment for Community Resource Officer to emphasis program development.	N/A	Jan 26	Police
ii. Partner with Dane County to expand the Village's outdoor warning siren to improve emergency preparedness.	\$45,000	Oct 26	Fire and Rescue
iii. Development Standard Response Plans for each Department that are aligned with updates to the Emergency Management Plan.	TBD	Duration	Fire and Rescue
iv. Continual evaluation of the EMS needs to support transition to providing full paramedic-level ambulance service.	TBD	Duration	Fire and Rescue

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Village Board Goals, Objectives, and Action Plan

D. Village Government (CONTINUED)

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (3) Enhance public engagement, presence, and transparency within the Community through the use of a broad range of media and/or through opportunities recommended in the Communications and Engagement Plan.

Action Steps:	Cost	Timeline	Assignment
i. Update existing Public Comment Policy to align with recommendations from communications planning.	None	Oct 25	Administration
ii. Review, adopt, and/or implement new ordinances/policies as applicable for public notices, distribution distance, and social media.	None	Jan 26	Administration Departments
iii. Develop policy to provide guidance on the use of artificial intelligence.	None	Apr 26	Administration
iv. Align proclamations with actions that promote their purpose within the Community.	TBD	Jun 26	DEI Committee Departments
v. Create Communication Mediums Guide to outline direct touch points to connect with for information.	TBD	Dec 26	Administration
vi. Develop plan for implementation the Web Content Accessibility Guideline 2.1 Level AA.	TBD	On Going	Administration

- (4) Continue discussions with School District on partnerships with the Village to share and expand services for the benefit of the Community.

Action Steps:	Cost	Timeline	Assignment
i. Explore use agreement at Comm Park to develop cross country course for High School team and additional opportunity to support recreation.	TBD	Oct 25	Administrator Public Works
ii. Explore opportunities with the School District to connect with students to local Government through club engagement, student appointments, internship, and other forms of outreach as applicable.	Case by Case	Duration	Administrator Departments Village Board

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Village Board Goals, Objectives, and Action Plan

E. Community			
<i>Improve the Community experience for residents, businesses, and visitors through its services, safety, history, and overall desired quality of life.</i>			
Objectives			
(1) Evaluate opportunities for the development of public art, promotion of Village history, and events/programming that enriches the community and enhances the local quality of life.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Review and recommend proposal to promote Village history within Arnold Larson Park.	TBD	June 26	Comm Devel Landmarks Commission
ii. Proceed with implementation of grant awarded by Wisconsin Historical Society for historic property survey.	N/A	Dec 26	Community Development
(2) Promote the concept of a safe and healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Evaluate opportunity to advance Village to dementia friendly classification and begin associated training for support.	TBD	Sep 25	Senior Outreach
ii. Expand recognition for Volunteers that support the Community in line with Community Service Day and Volunteer Recognition Week.	\$1,500	May 26	Administrator Senior Outreach

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

F. Transportation <i>Improve Community connectivity along pedestrian and vehicular corridors.</i>			
Objectives			
(1) Improve, maintain, and enhance bike/walking path connections throughout the Village and in cooperation with neighboring municipalities and government agencies.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Plan construction of off street trail with reconstruction of Siggelkow Road from Juniper Ridge to Community Park on CTH AB.	TBD	Duration	Administrator Comm Devel Public Works
ii. Complete construction of off street trail from Exchange Street to Babcock County Park on USH 51. Plan extension on Exchange Street to Sleepy Hollow Rd.	TBD	2027	Administrator Community Development
(2) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Complete Phase 7 of USH 51 with WisDOT from Larson Beach Road to Voges Road.	\$25,000	Dec 25	Public Works
ii. Continued partnership with WisDOT and Dane County on Segment 6 as applicable, emphasis on adding sidewalk, safe crossing, speed limit, round-a-bout, and bridge underpass.	TBD	Duration 2026/2027	Administrator Community Development Village Board
iii. Continued partnership with WisDOT on future improvements to USH 51 at Voges Road to interchange with USH 12/18.	TBD	Duration	Administrator Community Development

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System

Support the development of active and passive park amenities that appeal to all.

Objectives

- (1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.

Action Steps:	Cost	Timeline	Assignment
i. Explore use agreement with McFarland Soccer Club for dedicated use of Community Park.	None.	Oct 25	Administrator Public Works
ii. Consider award of contract for Phase 2 construction of Community Park adding parking lot, shelter, and other amenities.	\$3,350,000	Oct 25	Administrator Parks and Rec Comm. Public Works Village Board
iii. Complete construction of improvements for Phase 2 Community Park pending award of contract.	Above.	Dec 26	Public Works

- (2) Dedicate resources to enhance and maintain existing parks and green spaces throughout the Village.

Action Steps:	Cost	Timeline	Assignment
i. Finalize plan/design and consider award of contract for playground addition to Prairie Place Park.	\$160,000	Sep 25	Parks and Recreation Committee Public Works
ii. Construct playground improvement within Prairie Place Park pending contract award.	Above.	Mar 26	Public Works
iii. Continue implementation of recommendations from 2023 Conservancy Management Plan.	\$20,000	Duration	Public Works

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System (CONTINUED)

Support the development of active and passive park amenities that appeal to all.

Objectives

- (3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.

Action Steps:	Cost	Timeline	Assignment
i. Meet with Community Partners to discuss cross promotional efforts for the advancement of aquatics.	None	Sep 25	Administrator Parks and Recreation Committee
ii. Review operational structure and funding at the high school pool with the School District.	None	Mar 26	Administrator
iii. Develop strategy for fundraising following review with Community partners, operational structure at HS pool, and other feedback provided.	None	Jun 26	Administrator Parks and Recreation Committee Public Works

- (4) Develop and implement park master plans that prioritize future developments.

Action Steps:	Cost	Timeline	Assignment
i. Plan/design playground replacement at Cedar Ridge Park.	\$200,000	Jun 26	Parks and Recreation Committee
ii. Begin process to plan/design next phase of improvements within McFarland Park pending transition of soccer operations to Community Park.	\$100,000	Dec 26	Parks and Recreation Committee Public Works

- (5) Expand, enhance, and develop programs to increase access and promote greater use of the lakefront, wetland conservancy, and waterways.

Action Steps:	Cost	Timeline	Assignment
i. Construct canoe and kayak storage to be used for public rental at Lewis Park in association with new public access.	\$4,000	Apr 26	Public Works
ii. Evaluate options to introduce watercraft rental adjacement lakefront and/or other waterways.	TBD	May 26	Public Works

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

- (1) Provide support for the ongoing development and utilization of the Diversity, Equity, and Inclusion Committee.

Action Steps:	Cost	Timeline	Assignment
i. Begin regular meetings with Community groups to improve community buy-in. Identify opportunities to improve relations.	TBD	Jan 26	Administrator DEI Strategist
ii. Develop a Language Access Plan, Policy and/or Program to support diverse needs and purposes by establishing clear standards, resources, and training through plain language.	TBD	Jun 26	Departments DEI Strategist
iii. Develop and apply <i>Equity in Events: Decision Making Guide</i> to establish a consistent framework for event hosting and/or participation through the DEI Committee.	TBD	Duration	Administrator DEI Committee DEI Strategist

- (2) Continued draft and development of a Diversity, Equity, and Inclusion (DEI) Framework.

Action Steps:	Cost	Timeline	Assignment
i. Creating the VOM DEI Annual Report to transparently showcase progress to the community, departments, Board, committees, and staff.	None.	Sep 25	DEI Strategist
ii. Establishing a comprehensive framework and definition for event planning and execution led by the Village in collaboration with community organizations.	N/A	Duration	DEI Committee DEI Strategist
iii. Aid Departments and other Community partners as needed to advance DEI Framework for programs, events, services, displays, and book rec.	N/A	Duration	DEI Strategist

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion (CONTINUED)

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

- (3) Work with Community Partners on the creation of a lasting land acknowledgement.

Action Steps:	Cost	Timeline	Assignment
i. Complete installation of plaques associated with recognition for land acknowledgement.	None.	Sep 25	Public Works
ii. Consider flag raising in association with proclamation for recognition of Indigenous People's Day. Align with plaque recognition.	\$250	Oct 25	DEI Strategist
iii. Coordinate meeting with representatives of the Ho-Chunk Nation and/or other local groups either at Committee or Staff level.	None.	Jun 26	DEI Strategist

- (4) Continue discussions with School District on partnerships with the Village for the advancement of diversity, equity, and inclusion within the Community.

Action Steps:	Cost	Timeline	Assignment
i. Follow up with School District on their shift to addressing DEIB within school Community.	None.	Sep 25	DEI Strategist
ii. Meet with School Leadership to address the District's shift and identify areas of support.	None.	Duration	Administrator
iii. Continue discussion on areas of overlap and support amongst both entities that align with the charge for the Committee.	None.	Duration	DEI Strategist